

## 22 Qualities That Make a Great Leader

February 4, 2019

- PLAN NOW: Be in Costa Rica...How? When Rules come out, SPECIAL CALL!
- Next TNL – Tuesday, February 12th at 7:30 PM CT at Mannatech Corp offices and [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- Are you in the Achievers Club?  
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Mannafest 2019 -25<sup>th</sup> Anniversary April 3-6. It is an event not to miss...  
<http://mannafest.com>

Article on Entrepreneur.com

### 1. Focus

a. *“It’s been said that leadership is making important but unpopular decisions. That’s certainly a partial truth, but I think it underscores the importance of focus. To be a good leader, you cannot major in minor things, and you must be less distracted than your competition. To get the few critical things done, you must develop incredible selective ignorance. Otherwise, the trivial will drown you.”*

--Tim Ferriss, Bestselling Author, Host of The Tim Ferriss Show podcast

b. What is your focus right now?

- 1) **Mannafest:** as many as possible attend from your organization ; if brand new commit to bringing at least 1 more!
- 2) **Costa Rica:** WIN and bring 5-10-20 of your downline along

### 2. Confidence

a. *“A leader instills confidence and ‘followership’ by having a clear vision, showing empathy and being a strong coach. As a female leader, to be recognized I feel I have to show up with swagger and assertiveness, yet always try to maintain my Southern upbringing, which underscores kindness and generosity. The two work well together in gaining respect.”* -- Barri Rafferty, senior partner and CEO, Ketchum North America

b. Locate where you have doubts and work on gaining confidence. Build a tribe to help you as no road is worth going on by yourself and others too may have doubts. Encourage others and this alone encourages you.

### 3. Transparency

a. *“I’ve never bought into the concept of ‘wearing the mask.’ As a leader, the only way I know how to engender trust and buy-in from my team and with my colleagues is to be 100 percent authentically me -- open, sometimes flawed, but always passionate about our work. It has allowed me the freedom to be fully present and consistent. They know what they’re getting at all times. No surprises.”*

- Keri Potts, Senior Director, PR, for college sports, ESPN

b. Admit your mistakes, make it okay so others can move forward as well.

### 4. Integrity

a. *“Our employees are a direct reflection of the values we embody as leaders. If we’re playing from a reactive and obsolete playbook of needing to be right instead of doing*

*what's right, then we limit the full potential of our business and lose quality talent. If you focus on becoming authentic in all your interactions, that will rub off on your business and your culture, and the rest takes care of itself.*" -- Gunnar Lovelace, Co-Founder and Co-Chief Executive Officer, Thrive Market

b. Lose your word, lose everything. A moral compass is critical and never vary from it.

## 5. Inspiration

a. *"People always say I'm a self-made man. But there is no such thing. Leaders aren't self-made; they are driven. I arrived in America with no money or any belongings besides my gym bag, but I can't say I came with nothing: Others gave me great inspiration and fantastic advice, and I was fueled by my beliefs and an internal drive and passion. That's why I'm always willing to offer motivation -- to friends or strangers on Reddit. I know the power of inspiration, and if someone can stand on my shoulders to achieve greatness, I'm more than willing to help them up."* - Arnold Schwarzenegger, Former Governor of California

b. Find what inspires you most and focus on that. Share your inspiration with others acknowledging that different people are inspired by different aspects of their business.

## 6. Passion

a. *"You must love what you do. In order to be truly successful at something, you must obsess over it and let it consume you. No matter how successful your business might become, you are never satisfied and constantly push to do something bigger, better and greater. You lead by example, not because you feel like it's what you should do, but because it is your way of life."* -- Joe Perez, Founder, Tastemade

b. Lack of passion will give you 101 reasons to not move forward. Build it/choose it /lead with it!

## 7. Innovation

a. *"In any system with finite resources and infinite expansion of population -- like your business, or like all of humanity -- innovation is essential for not only success but also survival. The innovators are our leaders. You cannot separate the two. Whether it is by thought, technology or organization, innovation is our only hope to solve our challenges."* -- Aubrey Marcus, Founder and CEO, Onnit

b. Always be creative...new ways, new presentations, new approaches. The world around us is rapidly changing and our approaches of yesterday will not work today.

## 8. Patience

a. *"Patience is really courage that's meant to test your commitment to your cause. The path to great things is always tough, but the best leaders understand when to abandon the cause and when to stay the course. If your vision is bold enough, there will be hundreds of reasons why it 'can't be done' and plenty of doubters. A lot of things have to come together -- external markets, competition, financing, consumer demand and always a little luck -- to pull off something big."* -- Dan Brian, COO, WhipClip

b. In starting a new project, give it time to work...tweak and course corrections are always needed. Also, with people, give a person time to figure out where they want to be. Pressure only chases them away. Making good choices is what you are working for. Sometimes taking away the offer is what creates their wanting it badly enough.

## 9. Wonkiness

- a. *“Understanding the underlying numbers is the best thing I’ve done for my business. As we have a subscription-based service, the biggest impact on our bottom line was to decrease our churn rate. Being able to nudge that number from 6 percent to 4 percent meant a 50 percent increase in the average customer’s lifetime value. We would not have known to focus on this metric without being able to accurately analyze our data.”* - Sol Orwell, Cofounder, *Examine.com*
- b. Know the data...with 9 1/2 years average time on products, calculate what it will take to build this business, and then know that you will keep it based on statistics. A great customer service program serves all of us! Also, understanding that it takes 10 contacts typically to register 1-2 (some do better but most not), when you approach this business knowing these stats, then your expectations can be in alignment with results.

## 10. Stoicism

- a. *“It’s inevitable: We’re going to find ourselves in some real ----- situations, whether they’re costly mistakes, unexpected failures or unscrupulous enemies. Stoicism is, at its core, accepting and anticipating this in advance, so that you don’t freak out, react emotionally and aggravate things further. Train our minds, consider the worst-case scenarios and regulate our unhelpful instinctual responses—that’s how we make sure ---- situations don’t turn into fatal resolutions.”* -- Ryan Holiday, Author of [The Obstacle is the Way](#) and Former Director of Marketing, American Apparel
- b. Turn trials into triumphs. Leaving out the emotion can drive you further. Stuff happens, take it in stride. For every No there is a Yes around the corner.

## 11. Authenticity

- a. *“It’s true that imitation is one of the greatest forms of flattery, but not when it comes to leadership—and every great leader in my life, from Mike Tomlin to Olympic ski coach Scott Rawles, led from a place of authenticity. Learn from others, read autobiographies of your favorite leaders, pick up skills along the way... but never lose your authentic voice, opinions and, ultimately, how you make decisions.”* -- Jeremy Bloom, Cofounder and CEO, *Integrate*
- b. Be real. That is why we work so hard on ourselves...so we can reflect our lives with no regrets. Do not expect others to take action that you will not do yourself.

## 12. Open Mindedness

- a. *“One of the biggest myths is that good business leaders are great visionaries with dogged determination to stick to their goals no matter what. It’s nonsense. The truth is, leaders need to keep an open mind while being flexible, and adjust if necessary. When in the startup phase of a company, planning is highly overrated and goals are not static. Your commitment should be to invest, develop and maintain great relationships.”* -- Daymond John, Founder and CEO, *The Shark Group and FUBU*
- b. The "know it alls" in this world never truly get anywhere. It is those that come from "beginners mind" who flourish.

## 13. Decisiveness

- a. *“In high school and college, to pick up extra cash I would often referee recreational basketball games. The mentor who taught me how to officiate gave his refs one important piece of advice that translates well into the professional world: ‘Make the call*

*fast, make the call loud and don't look back.' In marginal situations, a decisively made wrong call will often lead to better long-term results and a stronger team than a wishy-washy decision that turns out to be right." -- Scott Hoffman, Founding Partner, Folio Literary Management*

b. Commit to take action and do it. Say what you will do and do what you say. Waffling will never serve you nor those who are following you. Mistakes are awesome times to grow and come to greater understandings of what will work!

#### 14. Personableness

a. *"We all provide something unique to this world, and we can all smell when someone isn't being real. The more you focus on genuine connections with people, and look for ways to help them -- rather than just focus on what they can do for you -- the more likable and personable you become. This isn't required to be a great leader, but it is to be a respected leader, which can make all the difference in your business." -- Lewis Howes, New York Times best-selling author of [The School of Greatness](#)*

b. Give more than you get. Always be building up others/connecting and in this industry as in any employee relationship, as you pour more into your people, they will be more committed to you and your victories as well.

#### 15. Empowerment

a. *"Many of my leadership philosophies were learned as an athlete. My most successful teams didn't always have the most talent but did have teammates with the right combination of skills, strengths and a common trust in each other. To build an 'overachieving' team, you need to delegate responsibility and authority. Giving away responsibilities isn't always easy. It can actually be harder to do than completing the task yourself, but with the right project selection and support, delegating can pay off in dividends. It is how you truly find people's capabilities and get the most out of them." -- Shannon Pappas, Senior Vice President and General Manager, Beachbody LIVE*

b. To empower others we must give them the opportunities to shine. Then we must encourage them no matter what results they achieve, so they know they can choose to be even greater.

#### 16. Positivity

a. *"In order to achieve greatness, you must create a culture of optimism. There will be many ups and downs, but the prevalence of positivity will keep the company going. But be warned: This requires fearlessness. You have to truly believe in making the impossible possible." -- Jason Harris, President and CEO, Mekanism*

b. Anything is possible is a great motto. Choose it and then step into it to create it. You as the leader set the stage for others to know they too can accomplish much.

#### 17. Generosity

a. *"My main goal has always been to offer the best of myself. We all grow -- as a collective whole -- when I'm able to build up others and help them grow as individuals." - Christopher Perilli, Creative Director, Pixel Mobb*

b. Heart of contribution is always a winning approach. You attract others and lead them when they know you are a giver.

#### 18. Persistence

a. *“A great leader once told me, ‘Persistence beats resistance.’ And after working at Facebook, Intel and Microsoft and starting my own company, I’ve learned two major lessons: All great things take time, and you must persist no matter what. That’s what it takes to be a leader: willingness to go beyond where others will stop.” -- Noah Kagan, Chief Sumo, Sumo Group*

b. In network marketing they have a saying: the only ones who do not make it are those who give up! Persist until you make it...there is room for everyone at the top!

## 19. Insightfulness

a. *“It takes insight every day to be able to separate that which is really important from all the incoming fire. It’s like wisdom -- it can be improved with time, if you’re paying attention, but it has to exist in your character. It’s inherent. When your insight is right, you look like a genius. And when your insight is wrong, you look like an idiot.” -- Raj Bhakta, Founder, WhistlePig*

b. Insight comes from experience...either those of your own making or the experiences of others from which you can glean much. So, put yourself in situations that stretch you and always surround yourself with those you respect, read books as well and learn from them. No one has to live a thousand lives to gain the insight of a thousand lives.

## 20. Communication

a. *“If people aren’t aware of your expectations, and they fall short, it’s really your fault for not expressing it to them. The people I work with are in constant communication, probably to a fault. But communication is a balancing act. You might have a specific want or need, but it’s super-important to treat work as a collaboration. We always want people to tell us their thoughts and ideas -- that’s why we have all these very talented people working with us.” -- Kim Kurlanchik Russen, Partner, TAO Group*

b. With us we work on setting goals with each other...SMART goals. With open honest communication, no one is left guessing and collaboration creates a brotherhood or sisterhood of togetherness. A rope of three cords is so much stronger than one.

## 21. Accountability

a. *“It’s a lot easier to assign blame than to hold yourself accountable. But if you want to know how to do it right, learn from financial expert Larry Robbins. He wrote a genuinely humble letter to his investors about his bad judgment that caused their investments to falter. He then opened up a new fund without management and performance fees -- unheard of in the hedge fund world. This is character. This is accountability. It’s not only taking responsibility; it’s taking the next step to make it right.” -- Sandra Carreon-John, Director, Nike*

b. Always hold your own self to the standards you set...whether they are totally met or not, you will always come out ahead. Help others set goals and hold them accountable to themselves as well. Your word is your bond. Keep it at all costs.

## 22. Restlessness

a. *“It takes real leadership to find the strengths within each person on your team and then be willing to look outside to plug the gaps. It’s best to believe that your team alone does not have all the answers -- because if you believe that, it usually means you’re not asking all the right questions.” -- Nick Woolery, Vice President of Brand Marketing, Stance Socks*

b. This is not about "never being satisfied" but rather acknowledging the fact that opportunities are endless, and there are always another 5-10 people right around the corner who are just awaiting the opportunity for the greater health and or greater wealth that you offer. There are also new ways to succeed so never become complacent. Internally know this is a calling and be unrelenting sharing the gifts you have to offer.