

## Leadership: A Must in Network Marketing Monday Call, November 2, 2009

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Based on article by Tom Mann

1. Story of Two Leadership Styles
  - a. Among orchestral musicians, there is a favorite story about Fritz Reiner, the brilliant maestro and stern taskmaster of the Chicago Symphony.
  - b. That's one leadership style. Tom Mann's Father had another one. My father has a different one.  
I've seen the most cynical, don't-tell-me New York union musician turn into putty when my father makes a suggestion. People turn themselves inside out to follow him, and would follow him anywhere. There are two reasons for this: he is superb at what he does - and they like him. That is another leadership style.
  - c. Reiner was brilliant with the Chicago Symphony. He would, I submit, have been a lousy network marketer. Why? It's about leadership - and leadership style.
2. Why is leadership so crucial in network marketing?
  - a. Because of the nature of the beast. Professionals expect to be told what to do.
  - b. We are amateurs. We inherently don't expect to answer to any authority. We even tout this as a many-splendored benefit of the business: *"Be your own boss, choose your own hours, choose where and how and with whom you work."*
  - c. We also crave the holy grail of the "duplicable system." Yet there's a funny thing about a duplicable system: it only duplicates when people do what they're told.  
***A fundamental contradiction: we are professional amateurs. We***

*want a system that tells us what to do, except that we don't want to be told what to do - and pride ourselves on the fact that even when we are told what to do, we don't have to do it.*

d. We are having a crisis in leadership. Richard Brooke, for one, has been saying it eloquently for years. And, adds Brooke, whatever it is you may think your company is selling and you are offering to others - a product, a service, an opportunity, a lifestyle, an income—the greatest gift your business has to offer the world is *leadership*.

3. What this network marketing needs is true leadership: not just the glitz, gloss and gives-good-press media veneer that so often passes for leadership in the public eye. When True Leadership speaks - even when in a voice as soft as my father's - people listen, because they trust. That kind of leadership, we'll follow.

a. Leadership is all about an enduring quality – character. It is the one true constant in your life. Leaders in every case are stewards of a nation, company, team or family ideals.

b. Leaders exist to protect cherished values and core beliefs to sustain and inspire hopes and most importantly to drive positive results for all. The steward is a caretaker, someone who holds something in trust on behalf of others...and it is not a behavior motivated out of self interest.

So a steward then is an individual who upholds what is best for everyone...even if it may not be their best interests.

c. In addition to protecting values and beliefs good stewards are a model and are an example for others to follow.

The quality of your stewardship depends greatly on what you perceive a steward to be, on how you think about other people, on the seriousness of your commitment, and most important on how you determine what is right, good and worth holding in trust.

d. Everyone participates in leadership roles. Are you the kind of person that others want to follow? The answer to that question depends on your character. See a strong leader sets a strong example. **No one under any circumstances should be appointed or accept the role unless they are willing to allow his or her character serve as the model for others to emulate.**

People have an indisputable divine right to expect good character and exemplary conduct from their leaders. Therefore, we must lead well or we must get out of the way.