

## Few People Are Successful Unless a Lot of People Want Them To Be

We venerate great leaders, and we have the tendency to assume their accomplishments came about regardless of the assistance they received from others. The truth, however, is that no leader would be great without the support and help of teammates. As a leader, you will never get ahead until your people are behind you.



## JOHN C. MAXWELL LEADERSHIP GOLD

LESSONS I'VE LEARNED from a LIFETIME of LEADING

## About The John Maxwell Team

John Maxwell's team of coaches, trainers and speakers have been trained and certified by John to help you be intentional in your life both privately and professionally—by working with purpose and having a solid plan. Being intentional is about relying on a pre-determined strategy.

Our coaches, speakers and trainers are equipped with the best materials and have developed the proper skill sets to work with you one-on-one, in group settings, and through workshops and seminars to visualize, create and execute a customized leadership strategy to best fit your needs.

### Keep Thinking Big

Helping you enjoy greater  
Influence, Impact and  
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## PROFESSIONAL DEVELOPMENT AND LEADERSHIP TRAINING



### LESSONS LEARNED FROM A LIFETIME OF LEADING

Gaining leadership insight is a lot like mining gold. You do not set out to look for dirt; you look for the nuggets.

# People Will Summarize Your Life in One Sentence—Pick it Now

## If It's Lonely at the Top, You're Not Doing Something Right

Loneliness isn't a requirement of leadership; it's a consequence of selfishness.



## The Toughest Person to Lead is Always Yourself

To be successful in any endeavor, we need to learn how to get out of our own way.

## Defining Moments Define Your Leadership

The choices we make in critical moments form us and inform others about our true nature.

## When You Get Kicked in the Rear, You Know You're out in Front

When you are at the front of the pack, everything you do attracts attention.

## Never Work a Day in Your Life

Passion keeps leaders going when others quit.

## The Best Leaders Are Listeners

Leaders dignify their followers by paying attention to their input and concerns.

## Get in the Zone and Stay There

Success begins by knowing your purpose in life and growing to your maximum potential in your strength zone.

## A Leader's First Responsibility is to Define Reality

Good leaders balance their dreams with a sturdy dose of realism.

## To See How the Leader is Doing, Look at the People

If you want to know whether a leader is successful and effective, don't look exclusively at her; look to the health of the people she leads.

## Don't Send Your Ducks to Eagle School

Recognize that people differ in the level of their natural abilities, and do not treat everyone the same.

## Keep Your Mind on the Main Thing

You will wear yourself out trying to be an expert at everything. For leaders, it is better to know the most important things than to know everything.

## Your Biggest Mistake is Not Asking What Mistake You Are Making

Leaders who are willing to learn from their mistakes seldom repeat them.

## Don't Manage Your Time—Manage Your Life

Time is an equal-opportunity employer; everyone gets 24 hours a day—no more, no less—but not everybody gets the same return on their 24 hours.

## Keep Learning to Keep Leading

The secret to success can be found in people's daily agendas.

## Leaders Distinguish Themselves During Tough Times

The best leaders prove their merit in the crucibles of life. They step forward to make tough choices, and they assume responsibility for the decisions they make.

## People Quit People, Not Companies

The desire to leave for greener pastures is often motivated by the need to escape someone. People quit leaders, not companies.

## Be a Connector, Not Just a Climber

The best basis for a leader's influence comes from the relationships he or she establishes with followers.

## For Everything You Gain, You Give Something Up

Let go of what you have so that you can reach for something new.

## Those Who Start the Journey with You Seldom Finish with You

Anytime you ignore the reality of change and try to control relationships you will have problems.

