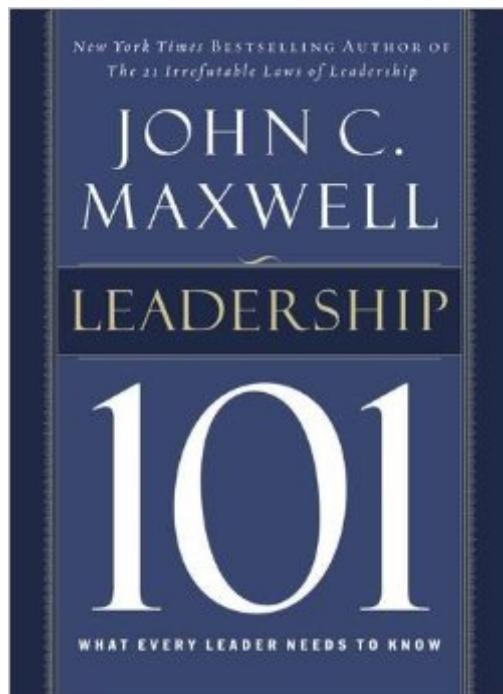


The book was found

# Leadership 101: What Every Leader Needs To Know



## **Synopsis**

Unleash your leadership potential. No matter who you are, you can lead and lead well. That is the message New York Times bestselling author John C. Maxwell gives in this power-packed guidebook: Leadership 101. Here the consummate leader offers a succinct and inspiring framework for enhancing the leadership abilities you already possess. Learn how to: Follow your vision and bring others with you Produce a lasting legacy Grow the loyalty of your followers Make continual investments in the quality of your leadership Increase your ability to influence others Determine your leadership "lid" Empower others through mentoring Create a foundation of trust Use self-discipline to improve your character and your results One of the keys to successful leadership is applying the concepts that have made other leaders strong. Here's your opportunity to do just that.

## **Book Information**

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## **Customer Reviews**

I was torn in deciding how to grade this book. Clearly, anyone who has already enjoyed most of Dr. Maxwell's outstanding leadership books would find this book to be a valuable, inexpensive and highly portable reminder of those many lessons. For that person, the book is clearly a five star value! Carry it around and draw sustenance from it!! My rating above reflects this perspective, since there are lots of people who do know his work well. When you face a leadership challenge, pull this book out to refocus you and your energies in the right direction! What about the person who's new to leadership? I would have to grade the book much lower, probably a 2 or 3. Somewhere in the

middle of the book (probably between chapters 5-7), most people new to leadership would lose the thread. It's just a little too condensed. In addition, I just didn't think that several of the examples worked for the point they attempted to make. For instance, Dr. Maxwell could have found more meaningful examples for me than Princess Diana and Roberto Goizueta if I were a new leader. I would nominate instead Barbara Bush for her caring and Frances Hesselbein for preparing successors. Here are the book's structure and key examples for its 108 jam-packed pages:

Part I: The Development of a Leader

1. Why Should I Grow as a Leader? The McDonald brothers versus Ray Kroc in developing McDonalds.
2. How Can I Grow as a Leader? Teddy Roosevelt

Part II: The Traits of a Leader

3. How Can I Become Disciplined? Jerry Rice
4. How Should I Prioritize My Life? Paul Tsongas
5. How Do I Develop Trust? Billy Graham
6. How Can I Effectively Cast Vision? Walt Disney

Part III: The Impact of Leader

7. Why Is Influence Important? Princess Diana
- 8.

John C. Maxwell has apparently spent the majority of his life striving to become one of the leading members of society. Maxwell is an ex-preacher, a key notes speaker, and runs a leadership development consultant firm. Needless to say Maxwell's rhetoric is very impressive. I enjoyed "Leadership 101" as much as anybody can really enjoy a textbook. I felt that the book was very well organized, but that Maxwell used his stunning organization to tip-toe around the fact that the book actually contained few useful guidelines to becoming a leader. It is not very often that you find a book so well written that you do not mind reading on despite that lack of inspiration from the text. John Maxwell does cover many topics concerning leadership during his book. Such topics are the Lid of Leadership, or the Four Stages of Developing into a Leader, and the Development of Personal Vision. These topics cover tangible ideas about leadership theory, but do not really create any solid conclusions about how the reader should begin to attain these goals. Maxwell uses stories about famous icons such as Jerry Rice, Princess Diana, and Mother Theresa to explain his theories of how to become a leader, but somewhere along the way the messages seem to fall short of their goal. The stories seem to overwhelm the information, and Maxwell offers no real plan to the reader to follow on their own. As a student of Communications I am very aware of the ideas that leaders are born and also created. but to a certain degree all characteristics of being a good leader can be studied, copied, and eventually learned. This journey towards leadership, even if guided by a personal mentor, will always be a personal experience. Despite this, you would think that after 21 books on Leadership John C.

The author of this book has written over 25 books on leadership, and here he tries to distill a lifetime

of thought, practice, and study to produce an introduction to the subject. This book is not and does not pretend to be comprehensive, but it is useful to students of the ever growing field of leadership studies and to practitioners in a myriad of fields. While this book invokes Presidents Abraham Lincoln, Theodore Roosevelt and Jimmy Carter, Princess Diana, General "Black Jack Pershing, heavyweight boxing champion Joe Frazier, football star Jerry Rice, basketball star Jerry West, U.S. Senator Paul Tsongas, National Hockey League coach Mike Keenan, among others, the thrust of this book is on business leadership--with heroes like Walt Disney, Roy Kroc of McDonald's, and Roberto Guizeta of Coca Cola. The field of leadership studies is more and more entering the turf of the social sciences, with numerous case studies and comparative studies, but this volume does not go there. Anecdotes are piled upon anecdotes to make point after point. A person less credible than the author, one of the most prolific writers on the subject, would meet more resistance with his generalizations. The level of leadership in an organization serves as a lid on how successful an organization can be, the author says. The higher the level of leadership, the greater the potential of an organization. He speaks approvingly of the philosophy of firing old leaders when taking over a failing organization. "The higher the leadership, the greater the effectiveness," he says. "Leadership develops daily and not in a day," he says. In other words, building leadership skills is the work of a lifetime.

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