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How To Become a Leader

If you have acquired an attractive and charismatic personality by applying this method, then you possess all the trump cards for becoming a leader. Play those cards!

Certain people have an innate sense of authority. Most historical figures who had charisma were leaders. The magnetism emanating from them attracted multitudes of supporters and disciples. This authority, this personal power, can be acquired methodically.

First let's see what the power you already have is like. Do the following test to determine whether or not you have the makings of a leader, as things stand at the moment.

Test: Do you possess leadership qualities?

1 — Look at the three lines of numbers below — If you add them up to get three sums, which of these sums would be highest? (You have ten seconds to answer - don't cheat!)

a — 08360157

b — 5 1 9 0 0 3 5 1 4 0

c - 41905014

2 — In general, people need to know why they are ordered to do something

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□ True □ False
3 — You believe that there are times when your decisions should not be questioned —
□ True □ False
4 — People who lead others should establish personal relations with those they lead —
□ True □ False
5 — To create an impression of objectivity, a boss should turn a deaf ear to the problems of his colleagues —
□ True □ False
6 — In any cross section of the population, some people are so weak or so stupid that they're never good for anything —
□ True □ False
7 — Above all, a good leader must be feared —
□ True □ False
8 — Asking advice from colleagues or family members is a sign of weakness —
□ True □ False
9 — Praise is more productive than criticism —
□ True □ False
10 — It's better to work day to day than to make long range plans —

□ True □ False
11 — A leader's emotions have little influence on the productivity of those around him/her —
□ True □ False
12 — If we get angry with someone, we should show it and not restrain ourselves —
□ True □ False
13 — A real boss should do the greatest part of the work himself —
□ True □ False
Answers
1 — a
6 — false
10 — false
2 — true
7 — false
11 — false
3 — true
8 — false
12 — false

- 4 false
- 9 true
- 13 false
- 5 false

Results

Give yourself 10 points for each correct answer.

If you scored between 110 and 130 (the maximum) points:

You have the makings of a leader, at least if you answered the questions honestly. If you don't occupy a position of authority at present, it's probably because you never cared to, or because it simply doesn't interest you. That's unfortunate, because you'd make an excellent director. You have the talent and instinct for attaining personal power, and the good sense not to abuse it.

If you scored between 50 and 100 points

You're certainly not a born leader, but you can easily become one by learning the appropriate techniques. For example, follow the method described in this chapter. You shouldn't have much trouble getting to the head of the class. All you need is a little discipline and perseverance.

If you scored 40 points or less

You're doubtlessly a shy and introverted person, more comfortable surrounded the by books in your study than at the head of a hierarchy. But if you can overcome your shyness by applying the methods contained in this ebook, you may discover a hidden taste for authority in yourself. Even if this is not the case, it's always useful to know how to steer the boat. You never know what situations life will throw your way.

What constitutes the personal power of a real leader?

1. A real leader has no trouble rallying excellent supporters

A person who demonstrates real leadership qualities has no trouble procuring efficient support. Other people are willing to put themselves out for his or her sake, without even thinking about it.

This is one of the characteristics of real personal power.

2. A real leader influences others

As your personal power develops, you influence others more easily. Without making any special efforts to convince them, people listen to you, follow your advice and try to imitate you.

3. A real leader knows how to manage his/her time

A real leader is someone who knows how to manage time, how to be perfectly organized, and who is always punctual. By respecting his own schedule, he also respects other people's.

4. A real leader knows how to sell

Making use of personal power means knowing how to convince people. Therefore, a good leader is also a good salesperson, capable of making any initiative look attractive, and of rallying people to his or her cause. A leader knows how to sell himself, and his ideas.

If you follow the method described in this chapter, you'll soon master these four abilities. But before developing your personal power, you must adopt an attitude that will automatically separate you from the mass of anonymous followers.

Step one: Start by refusing to be anonymous

If you want to profit from your leadership qualities, the first thing you have to do is emerge from the anonymous mass of your fellows.

You have to be noticed and appreciated; your counsel, competence and special gifts should be sought out.

You should make your emergence gradual. Impose yourself through your qualities, not by stepping on people. Let others lift you above the mass, on their own initiative.

How?

There are a number of ways to go about it, depending on your lifestyle and the kind of work you do. You could also apply them all.

The results will be all the more spectacular!

Acquire special skills

If you've been around the job market for a few years, then you know that these days, more than ever before, employers, whether in the private or public sector, are looking for candidates who are both multi-talented and specialised. Put into secular terms, this means they want icing on the cake! It's up to you to give them what they're looking for!

Over and above your usual qualifications, which are probably fairly equal to those of a large number of other people, you should acquire some highly specialized skill, in a related field. Make it your personal pride. Read, study, take courses, keep yourself up to date.

Never before in human history has it been so easy to acquire knowledge and skill, in whatever area. Take advantage of the opportunity.

The simple fact that you are continuing your education shows your employers that you're a dynamic person, always ready to develop your talents. And if you manage to acquire expertise in some rare but useful area, they'll be in seventh heaven!

It won't be long before you're noticed, you can be sure of it.

So start looking around today for some area which you could specialize in. You'll add another arrow to your quiver, while maintaining your present, general level of competence. Not only will you be of greater use to your

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employers	, you'll als	so be in	a b	etter	position	to	find	another	job if	, for	one
reason or a	another, y	ou lose	you	ır pre	sent one) <u>.</u>					

You have everything to gain!	
Which area could I specialize in?	
How to go about it?	

Always be impeccably polite

It's a curious sign of the times that the simple fact of being polite is enough to get you noticed! Yet it's true. In this day and age where "everything goes" people who practice good old courtesy are appreciated more than ever.

Being polite doesn't mean being spineless or hypocritical. On the contrary, courtesy is a manifestation of the respect you feel for others.

Thanking someone for services rendered (as minor as they maybe), holding a door open for someone, smiling at a cashier, a mechanic or a porter, not

interrupting someone - all these little actions serve to make life in society easier.

Don't neglect them. They don't cost anything, and people appreciate them all the more today, since they've become so rare.

Be deferential towards others

Deference (acknowledging the authority of others) is also a forgotten virtue. If we meet someone who seems to be respectful, either on a personal or professional level, we immediately conclude that that person is servile and weak, or that he or she is only pretending in order to get something from us.

Get rid of that attitude!

Show your respect to whomever you think merits it - whether because of that person's opinions, knowledge, qualifications, authority, etc.

For example, if you have to call in the plumber, let him alone to work in peace instead of hovering around like a mosquito. Respect his professional competence.

If someone expresses an opinion entirely contrary to your own during the course of a conversation, don't jump up and shout, "That's totally ridiculous!" If you feel you absolutely must be heard, then calmly say something like, "I can't say I share your opinion because...."

Learn how to captivate other people

To emerge from anonymity, you have to know how to arouse interest in the people around you. Actually, getting people interested isn't enough. If you really want to be a leader, you have to captivate people. Make them become immediately receptive to your personal power.

The best way to do this is through your eyes. Develop a striking gaze.

How do you react when someone stares at you?

- you don't even realise it
- you return the stare defiantly
- you become embarrassed
- you feel flattered

To captivate others, concentrate on the eyes. Don't feel flattered or embarrassed by someone's stare. Don't stare back. But show that you are aware of someone by shooting a flashing glance at them, right back in their eyes.

Don't grimace or smile - just look. The flash will register, and communicate that you acknowledge and recognize the person staring at you, even though you may not know them personally.

Because acknowledging someone by looking back at them is to captivate them.

The flash in your eyes should be the same as when you suddenly spot an old and dear friend in a crowd.

In a world where indifference and the individual reign, this kind of contact sparks immediate interest in others. People feel they can approach you, and overcome the barriers that usually separates us.

In other words, they become sensitive to your personal power.

Step two: Learn to lead

1. Find effective support

A leader is nothing without the collaboration of his or her supporters. The team you gather around you is what makes you a realleader. You absolutely need effective and efficient support.

There are three main ways to gain support: through force, through trickery, or by deliberately inciting people to work with you. And, of course, the value of your support depends, above all, on your motives!

Nevertheless, all types of support have at least some value, as long as you recognise and use it for what it is. Don't be taken in by anoffer of support. Try to detect the motive behind it, and if you think it's worthwhile, make use of it.

Of course, the best support is the kind you obtain openly anddeliberately, without force or trickery.

How can this be achieved on a day to day basis? Here's some practical advice.

4 practical points for being a better leader

1. Don't formulate orders in a tone of command

You know how you react to petty dictators?

Well, keep in mind that other people don't like being bossed around any more than you do.

Get into the habit of formulating your orders as requests, or as joint decisions.

Let's look at a few examples.

When talking to a subordinate, replace: "I want this done by tomorrow morning..."

with...

"You'd really be helping me out if you could get this done bytomorrow morning."

or...

"You'd be getting me out of a bind if you could.... (and explainwhy)."

When talking to your children, replace:

"Clean up your room or you're not going out on Saturday!" with...

"Could you clean up your room a little before you go out? I'd appreciate it."

However, don't forget that an order is still an order, no matter how it's packaged. And never give an order unless it's absolutely necessary. People will then take the order seriously, and be more likely to come through for you.

Similarly, avoid ultimatums as much as possible. There's hardly anything as degrading as feeling that you're subject to an ultimatum.

Any support you gain in this way will be forced and involuntary, and you will

illicit resentment since you are, in a sense, humiliating the person.

Ultimatums should be used as a last resort. They are more in keeping with petty dictators than real leaders.

2. Use the "we" technique

Try to replace "you" with "we" when issuing a command. In other words, instead of saying to your secretary:

"Mail this letter off today, please."

... you could say:

"We have to get this letter off today. Could you take care of it?"

By replacing the imperative "you" with "we" you solicit the voluntary collaboration of the other person, based on your common interests.

And of course this way of doing things is much more effective.

But, I hear you say, it isn't always possible to formulate instructions in this way. Well, that's true, but do it as often as possible, and you'll soon see how effective this apparently simple technique is.

Practice on your own. Write down the orders you usually have to issue to your family or at work.

Now re-formulate them, using "we" as much as possible. Practice saying them out loud. When the time comes to issue an order, try it. It'll sound completely natural.

Orders

Replaced by

3. A variation of this technique

Issue orders by asking questions:

"Don't you think we should do something to rectify the situation?"

"What if we did something about that door?"

These kinds of questions call for a decision. Other people are flattered that you respect them enough to ask for their opinion, and will be ready to do a lot more for you.

Practice formulating your commands in the form of questions, as you did with the "we" technique. Practice them out loud, and make them sound natural.

4. Learn to delegate

One of the questions in the test you just did was about delegating. A real leader knows how to delegate.

If you know you have efficient supporters, then you should have no trouble delegating.

An incredible number of managers complain that they can't delegate anything, even the simplest job. They feel they are indispensable for every little thing, and spend most of their time working.

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Why?

Because they're doing their own work and the work of their subordinates as well.

How did they get into this kind of situation?

Well, instead of always commenting on the deficiencies of their employees, they should spend a little time thinking about their own defects as a leader. Because a bad leader never has good followers.

Learn to trust your supporters.

Do the following exercise.

Exercise: Job inventory

1- List all the jobs you have to take care of every day	

- Check off the jobs that give you most satisfaction.
- Next, use another symbol or a color to check off the jobs that seem most important, which you absolutely should take care of yourself.

 Next, check o 	ff the routine, ordinary jobs.	
Hobs		
Satisfaction		
Importance		
Routine		
	of the people you work with. Beside to be their strong points, their special onal.	

- Now delegate your routine jobs as best you can, in a completely theoretical way. Divide the workload according to the respective characteristics of your co-workers.
- 3- Now calculate the percentage of time this theoretical delegating could save you, time you could use to do the really important or satisfying jobs. You'll be surprised by the result.
- 4- Put your theory into practice! If you've hardly delegated in the past, you can expect a little griping at first. But in a short time, you should see your employees overflowing with enthusiasm and goodwill they'll be pleased at finally being taken seriously and treated like the productive adults they are.

5. Learn how to praise others

This was also covered in the test. Remember your school years. Weren't you more motivated by praise and good marks than by criticism and blame? We all like to feel appreciated. Don't hesitate to praise your supporters if they do their work well. Don't exaggerate in long winded flattery - just let them know that you appreciate a job well done in simple and clear terms:

"The report you did last week was excellent..." or "I really appreciate the effort you're making..." or "I appreciate the work you're doing..." etc. Be as precise as possible.

Even though they may have already been recompensed with overtime pay, your employees will appreciate being told personally and politely that you appreciate the work they're putting in.

And in future, you won't have any trouble finding volunteers to work overtime when the need arises.

6. Solve problems rapidly

Don't let embarrassing or problematical situations develop into crises. You'll be the first victim!

Treat the abscess as soon as you know it's there!

If some of your subordinates seem unhappy or dissatisfied, be direct and simply ask them what the problem is.

Don't overdramatize things - there's no need for a public confrontation. Just make it clear that you're available, and if they want to talk something over they're welcome.

An employee walks around frowning all the time

Ask discreetly if s/he still likes his work, if everything's alright at home, if his health is okay, etc. Let him know that you care. If s/he's having personal problems, he may open up and talk about them, and feel a lot better for it.

Don't ask questions behind the person's back. S/he certainly won't appreciate it if s/he finds out.

Be diplomatic. If the person isn't ready to talk, don't press the point. Just let him know that you hope his troubles will soon be solved, and that you're there if s/he needs you.

Step three: Influencing others

In order to apply your personal power, you have to learn how to influence others, not to make them do harmful or unpleasant things, but simply to make them accept you as their natural leader.

A few simple techniques will help you get what you want from others. Their aim is to place another person in a flexible frame of mind, and make that person really want to satisfy you.

1. Don't hesitate to compliment people on the way they look

The simple fact of saying, "Gee, you look great today!" has the effect of a magic potion on other people.

We're all very conscious of our appearance. If someone compliments us on the way we look or dress, it brightens up our day.

And by praising your colleagues, or anyone you want to influence, on their appearance, you really do affect the way they look! If you say to someone, "That jacket looks great on you!" then s/he will start thinking it looks great. And what is beauty but a subjective evaluation? This is how the psychology of persuasion works.

2. A powerful weapon: the art of listening

We've talked about this before: For other people to like you, to obtain what you desire, to be able to get shy people to come out of their shells, you have to know how to listen.

Most people like to talk about themselves, whether about their successes or problems.

You'll build a reputation as a master conversationalist, if you let other people talk about the books they're reading, the trips they've taken, childhood memories, professional accomplishments, etc.

If a colleague or an employee wants to tell you about his or her problems, lend a sympathetic and attentive ear. If s/he asks for advice, make a few suggestions. But never, never talk about your own problems.

The other person doesn't want to listen to you. But if you want to influence that person to do something for you, then listen to what they have to say.

Also, get into the habit of listening to people who can do a lot for you. The information they reveal may be very useful one day.

3. Know how to take criticism

Does this seem contradictory?

Well, you'll see in a moment that it's entirely logical.

We've been encountering critics since childhood. In fact, there are many people who take a sadistic kind of pleasure in seeing others make mistakes, getting blamed, making a fool of themselves in public, etc.

If you feel people criticize you a lot, console yourself. There is a direct relation between how much you're criticized and how much you succeed! The higher you get, the more you'll be criticized.

By learning to accept criticism, you turn it to your advantage. In fact, it will help you extend your influence over others.

Here's some advice on how to take criticism:

- Look at criticism as proof of your progress. By progressing, you become a threat to others who are convinced they can never match your performance. This awareness should increase your self confidence.
- Never fight with a critic. The spontaneous reaction to criticism would be a sharply worded retort. Control yourself!

If you're being criticised about your work, ask the person calmly to explain why s/he thinks the way he does. In a respectful and interested tone, ask just what it is s/he doesn't like about your work, and why.

Then tell him or her how much you appreciate the observations and analysis. In this way you disarm your critic, who leaves with a feeling of having succeeded.

The next time you ask that person for something, you can be sure s/he'll do all he can to help you.

If someone decides to criticize something about your personal life, or the way you dress, remain completely indifferent. The critic will tire of being ignored, and look for other prey.

4. Forget about personal vengeance

This is hard advice to follow! Yet how much human suffering is caused by a desire for vengeance!

The ancient Greek dramatists despised vengeance, and portrayed it as a manifestation of the most terrible of crimes. We haven't made much progress since. On the contrary! Our society seems to applaud vengeance - if you don't believe it, just go to the movies!

Even if someone does you wrong, don't waste your time and energy trying to get revenge. Sooner or later, those responsible will have to pay for their mistakes. Revenge brings us down to the level of those who create the problems in the first place. Don't give in!

Also, an act of vengeance is usually much more apparent than the act which provoked it. If someone is out to harm you, s/he'd do it carefully, surreptitiously, and not out in the open. You're probably the only one who knows about it.

If you're sure you're in the right and do decide to take revenge, you'll only be stirring up a lot more trouble. People will judge your action out of context, and blame you for it. This isn't the way to influence others! You'll be seen

as a vindictive, unjust and petty person.

5. Avoid misplaced familiarity

Familiarity breeds contempt, as the saying goes. Without going quite that far, you should be aware that you can exert more influence over people if you maintain a certain distance.

Always address your subordinates or colleagues with respect.

Today, everyone starts calling you by your first name as soon as they meet you. This is especially true in the U.S., where sales techniques and the way people approach each other are much more informal than elsewhere in the world.

Let a little time go by before getting on to a first name basis, especially with subordinates. And if you address people with respect, they'll soon realize where you're coming from, and do the same for you.

6. Manage your time

If you've learned to delegate effectively, then time is probably no longer a problem for you. But there are always crisis situations, both at work and at home, and it's always the people who know how to manage their time who come out on top.

What are the principles of effective time management?

Make a list of everything you have to do

Don't spend your days blindly jumping from one activity to another. Know exactly what you're going to do and how you're going to do it. Keep an agenda and note all you appointments, telephone calls, special tasks, etc.

When you complete a task, cross it off your list. You'll experience a pleasing sense of satisfaction.

Each night, take a look at the page for the following day. You'll wake up prepared for the new day.

If you weren't able to do everything you'd hoped one day, cross the items out and copy them onto next day's page. But try to respect your schedule as much as possible.

Fight any tendency to procrastinate

A leader never puts things off. If he did, he'd never accomplish anything.

If you have even a slight tendency to procrastinate, read over the chapter covering this harmful habit and get rid if it.

Establish a list of priorities

You can't solve all your problems at once. Don't run around trying to do too much at the same time - you'll only end up doing very little.

Establish your priorities, and start with the top of the list. Don't worry about the other items for the moment - their time will come. Be methodical!

Don't let yourself be interrupted in the middle of an important task

This may seem obvious, but how many times a day are office workers distracted by colleagues who seem to have nothing better to do than spend their time chatting? Look around, and you'll soon realize that this is a serious problem.

Politely let people know that you won't be available for the next few hours, but that if they want to see you they can, later on in th eday.

Some people feel reticent about closing their doors because it might offend someone. Don't be one of those people, otherwise you'll never finish what you set out to do.

Avoid appearing overworked

If you want to advance in your career, land a lucrative contract, or simply gain the respect of your personnel, then you should always appear fresh and alert.

This isn't as difficult as it sounds. There's no magic formula for staying fresh and alert when you're overloaded with work.

 Exercise: we can't repeat often enough that exercise, far from tiring you out, increases your store of energy. So if you want to be more effective over longer periods of time, exercise. As a bonus, you'll also look a lot better!

- **Get enough sleep**: You're probably aware that sleep is the barometer of our general state of health and mind. Read a book on sleep, and get as much as you can out of your hours of slumber.
- Eat energy: You won't be fresh and alert if you eat fast food, junk food, instant food, etc. On the contrary. Take the time you need to buy wholesome food, and to prepare it properly - vegetables, fruits, eggs, dairy products and complex hydrocarbons (especially rice and noodles). Good food puts the colour back in your cheeks, helps you sleep better, and makes losing weight a lot easier.
- Do relaxation and visualization exercises: You learned about them in a previous chapter. Spending a few minutes a day in your mental oasis is an especially effective way of regenerating your energy.

7. Be a good salesperson

It's important that a leader know how to sell ideas. So here's a summary of the main principles of selling.

Imagine that you are the product to be sold. Would you know how to convince others to buy?

In this method, you learned a few tricks about packaging and presentation of a product. Now all you have to do is arouse the interest of your potential buyers, like any good salesperson does.

You don't think the desire to buy comes spontaneously, do you?

If you do, you'd better take another look. People don't buy anything they haven't already been conditioned to buy.

Any salesperson who's ever taken a course in sales will tell you that the first step consists of telling the buyer what benefits he or she will gain, either real or fictitious, from buying your product.

Every time you have to sell an idea, a program, a project, or whatever, look for an argument that characterizes what you have to sell.

Observe advertising techniques for an understanding of how the principle works.

Instead of selling a brand of beer, ads sell the pleasure of having a drink with friends. Instead of selling a car, ads sell the pleasure of impressing others, or of being the fastest dude on the road. And so on.

Now let's see what a good salesperson is like.

Portrait of a salesperson

- A salesperson is someone who is appreciated by others. S/he is easily approachable, optimistic, happy, capable of having a good laugh with prospective clients, because laughter always forms a special kind of bond with people. We are much more attracted to people who can make us laugh this has been proven countless times.
- A salesperson has the gift of conversation. Just like a leader, the salesperson knows that to influence people you have to compliment them, listen to them, and encourage them to talk about themselves.

In this way, you establish confidence.

Also, if you want people to listen to you, control the intensity of how you speak. Too much passion makes people uncomfortable and results in resistance - people get the impression all you want to do is sell them something. This is exactly the impression you should avoid creating.

Too little passion makes you appear indifferent - if you don't believe what you're saying, why should anyone else? So look for a healthy balance that is simply a reflection of your sincerity.

— A salesperson knows how to express him/ herself. To sell your ideas, you have to be able to express yourself clearly, coherently and calmly.

Try to improve your vocabulary every day. There are a lot of words in the English language that we're almost afraid to use because we don't want to appear snobbish or superior. Don't think that way. Take pleasure in adding

new words and expressions to your vocabulary.

— Finally, a good salesperson has to be tactful. Someone trying to sell you a car, for example, doesn't start with a tirade of criticism against all other cars, because s/he doesn't know what kind of car you're driving at the moment.

Try to avoid controversial subjects, even if you think the other person doesn't care much one way or the other. You'll be wasting your time, and you risk arousing animosity in persons you're trying to win over to your side.

Such efforts often result in the opposite of what you'd hoped for!

In conclusion, don't forget that to acquire personal power, you have to follow all the steps outlined in this book, and that each time a step is accomplished, it must be merged with those which have come before. Each step forward is based on the one you've just taken. Ultimately, they all join together and form an indivisible key to attaining real power.

Through this power, you will be able to understand the psychology of the people you lead. Don't take advantage of them and benefit from their weaknesses or faults. Doing so would be unworthy of you.

On the contrary, base your authority on their strong points. If you help them become more competent and proud of their accomplishments, you will provide yourself with the first class support you need.

By helping those you lead, you help yourself.

Summary

By acquiring a magnetic personality, you have also acquired supporters. It will now be very easy for you to become a leader.

How?

The first step consists of being noticed, of emerging from your anonymity. By showing that you're different, you'll attract the attention of those in a position to confer authority on you.

Start by acquiring some special skill that few people possess. Next, work on being polite and respectful. People will appreciate you all the more for it.

Make sure you have effective supporters - this is the key to all personal power. Try to be more tactful and diplomatic in your relations with colleagues and subordinates. Be subtle when resolving problems, without wasting time.

You'll get people on your side by having a positive attitude, listening to what they have to say, and showing them that you're interested in their problems and accomplishments.

Above all, a leader knows how to manage his/her time. Make a list of your tasks, fight the tendency to procrastinate, define your priorities, and try not to create the impression that you're overloaded with work.

Finally, learn basic sales techniques, because you'll have to sell both yourself, and your ideas. The portrait of a good salesperson is uncommonly

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similar to that of a good leader.

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To learn more

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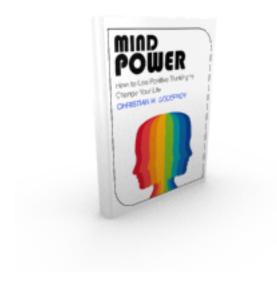
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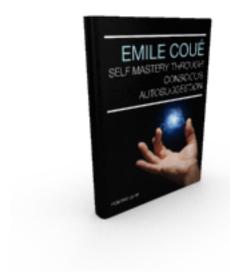
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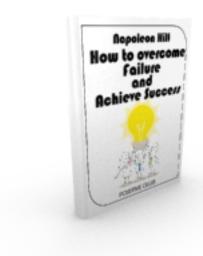
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