

**LEADERSHIP  
SUCCESS**  
*in* **10 MINUTES**  
*a* **DAY**

**BOB PHILLIPS**



**HARVEST HOUSE PUBLISHERS**  
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## Introduction

# Finding Success as a Leader

**W**hat is leadership all about? The term *lead* implies a number of concepts. It can mean to guide by holding the hand or to direct and show the way as a guide. To some it means to proceed or to introduce by going first. By leading one may induce, cause, or influence actions by other people. Leading often refers to conduct as a chief commander or to hold first place in a rank. A leader is a person who directs or commands by words or leads personally by their actions.

In *boxing*, the lead is to strike the first blow. In *theater*, the lead is the principle or person in the main role. In *journalism*, a lead is the opening line. In *music*, the lead is the conductor or the lead tone. In *law*, a lead refers to the case that determines the law. In *cards*, to lead is to have the right to play first. In *aeronautics*, the leading edge is the foremost part of the wing or propeller blade. A *leading question* is worded specifically to suggest the desired answer, which opens the way for further questions. Basically, the concept of *lead* is to be first or to be in front.

The Pointman Leadership Institute gives five definitions of leadership.

1. The ability to clearly understand and articulate the goal.
2. The confidence to be out in front and show the way to the goal.
3. The ability to convince people to follow as an act of their free choice.
4. The desire to help people develop and pursue excellence.
5. The ability to inspire people to achieve their full potential.

The goal is number three: the ability to convince people to follow as an act of their own free choice. How is that to be accomplished? The answer is simple. If you do numbers one, two, four, and five, people will follow you as an act of their own free will.

When it comes to leadership success, various authors offer suggestions. Jack Welch says, “Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.” Booker T. Washington commented, “I have learned that success is to be measured not so much by the position that one has reached in life as by the obstacles which he has had to overcome while trying to succeed.” A.W. Tozer conveyed a little different thought when he said, “God may allow His servant to succeed when He has disciplined him to a point where he does not need to succeed to be happy. The man who is elated by success and cast down by failure is still a carnal man. At best his fruit will have a worm in it.”

Napoleon Hill talks about both success and defeat. “Before success comes in any man’s life, he is sure to meet with much temporary defeat, and, perhaps some failure. When defeat overtakes a man, the easiest and most logical thing to do is to quit. That is exactly what the majority of men do.”

*Leadership Success in 10 Minutes a Day* is a collection of thoughts about leadership written for both first-time and seasoned leaders. These thoughts can be read in ten minutes or less and then put into practice. The concepts are designed to alert you, encourage you, and challenge you not to quit as a leader. They are to help you be certain that your leadership ladder is leaning against the right wall.

*Better to love God and die unknown  
than to love the world and be a hero;  
Better to be content with poverty  
than to die a slave to wealth;  
Better to have taken some risks and lost  
than to have done nothing and succeeded at it;  
Better to have lost some battles  
than to have retreated from the war;*



*Better to have failed when serving God  
than to have succeeded when serving the devil.  
What a tragedy to climb the ladder of success only to discover  
that the ladder was leaning against the wrong wall.*

Erwin W. Lutzer





# **QUALITIES EVERY LEADER NEEDS**





## Essential Traits of a Great Leader

*Leadership is not about a title or a designation.  
It's about impact, influence and inspiration.  
Impact involves getting results, influence  
is about spreading the passion you have  
for your work, and you have to inspire  
teammates and customers.*

ROBIN S. SHARMA

**T**he Board of Directors for the Carmello Corporation was facing a very strategic decision. The CEO and founder George Carmello had a heart attack while on the golf course. He was immediately sent to the hospital but passed away after three days. Everyone was in shock. George was only 56 years old, and no one had thought about any succession plan to replace him in case of an accident or death.

The Board of Directors now faced the issue of choosing a new CEO. They considered the pros and cons of selecting someone from within the corporation or seeking an outsider to lead the company. They leaned toward someone within who was familiar with the operation, feeling that it would take too much time to get a new leader from the outside up to speed.

The chairman of the Board asked the other members what they thought they should look for in choosing a new leader. They began to brainstorm some qualities they considered necessary.

One of the members said, "I think the most important quality would be that of *character*. We need someone who is a person of integrity. He or she needs to be honest and straightforward. The Board, the

staff, and our customers need to have someone they can trust. This is an absolutely necessary foundation.”

Character isn't something you were born with and  
can't change like your fingerprints. It's something  
you weren't born with and must take  
responsibility for forming.

~ JIM ROHN

A second board member added, “I think the next quality we should look for is that of *competence*. There's no question that they should be a person of character. But you know it's possible to be a person of character and a nice guy, but not competent in the area of leadership that's needed. Our new leader needs to have the skills necessary to lead our company into the future. You wouldn't take someone who's only experience was in washing windows and put them in charge of hundreds of employees and a budget in the millions of dollars. We need to have someone who has a track record for leading people and understanding our market. They need to be capable and have a capacity to handle important decision-making. And they need to be creative.”

Competence goes beyond words.  
It's the leader's ability to say it,  
plan it, and do it in such a way that you know how—  
and know that they want to follow you.

~ JOHN MAXWELL

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If you think you can do it, that's confidence.  
If you do it, that's competence.

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“I agree with what has been suggested so far,” said another board member. “I would like to add that I think our next leader needs to have a *calling* to the position as CEO for the Carmello Corporation. Character is foundational, competence is essential, but a calling seems to add a caring for what we do...a concern for leading our people...and a commitment to the job and tasks that are needed. We want someone

who is interested in what we do and where we are going. We need a leader who desires to make an impact.”

God’s calling requires action.

When God calls you, he calls collect...

you better be willing to accept the charges of your calling.

~ STEVE MARABOLI

A fourth board member chimed in, “The mention of leadership *character*, *competence*, and *calling* is right on. We need them in our next leader. I think I would like to add the word *chemistry*. Our new leader needs to have a psychological and relational personality that communicates compassion, caring, and a charisma with our staff, our customers, and our suppliers. People need to be able to like and relate to our new leader.”

Sometimes you meet a person and just click—

you’re comfortable with them,

like you’ve known them your whole life,

and you don’t have to pretend to be anyone or anything.

~ALEXANDRA ANDRONETTO

Like great teams in sports and business endeavors,  
if there’s a chemistry among the participants, and they  
truly enjoy fellowship together, everybody wants to be there,  
stay involved, and just have fun together.

~ ED GREENWOOD

“I couldn’t agree with you all any more about the four qualities needed in our next leader. I would only suggest one more. That’s the trait of *conviction*. People want to follow someone who has done their homework with critical thinking and has confidence in the direction they’re going. Our employees and our customers need someone who is courageous and willing to make tough decisions. *Conviction* gives the leader an aura or distinctive quality that is picked up by others. It’s seen in the way they carry themselves. The way they talk. It’s a



type of command presence that creates trust and confidence in them as a leader.”

Strong convictions precede  
great actions.

~JAMES FREEMAN CLARKE

One man with conviction will  
overwhelm a hundred who only have opinions.

~ WINSTON CHURCHILL

Hold strong to your convictions.  
Remain humble in your speech.  
Let your actions tell your story.

~POPE FRANCIS

Be attractive and winsome, but do not  
compromise your convictions for the sake of popularity.

~BILLY GRAHAM

Belief is something you will argue about.  
A conviction is something you will die for.

~ HOWARD HENDRICKS

All Scripture is God-breathed [given by divine inspiration] and is profitable for instruction, for conviction [of sin], for correction [of error and restoration to obedience], for training in righteousness [learning to live in conformity to God's will, both publicly and privately—behaving honorably with personal integrity and moral courage]; so that the man of God may be complete *and* proficient, outfitted *and* thoroughly equipped for every good work (2 Timothy 3:16-17).

*Dear Lord,* \_\_\_\_\_

*Help me to become a person with integrity and strong character.  
I want You and others to be able to trust me. Help me to develop*



*competence in the areas for which I have been entrusted. Give me the assurance that I'm in the calling You have designed me for. Help me to be concerned and compassionate and develop a chemistry with the people under my leadership. Give me the conviction, confidence, and courage to become an effective leader that brings You glory and honor.*

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*Amen*

## LEADERSHIP SUCCESS

The two most important days in your life are the day you were born and the day you find out why.

MARK TWAIN

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