

## About the Author

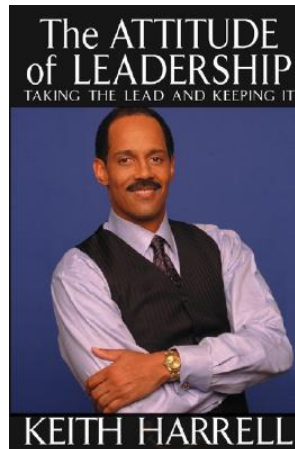


With over twenty years of experience working with people, Keith has developed unique and effective systems that increase human potential, help put attitude into action, and assist organizations and individuals to redefine excellence. He delivers dynamic keynote speeches and interactive workshop programs to Fortune 500 organizations and national clients.

Keith Harrell's new book *Attitude is Everything: Ten Life Changing Steps To Turning Attitude Into Action* is designed to help readers improve both their professional and personal lives.

Keith's unique style of delivery, solid content and practical application, spiced with the right amount of humor, leaves every audience ready to take action!

## The Attitude of Leadership Taking the Lead and Keeping It



**Author: Keith Harrell**  
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**258 pages**

### ■ The Big Idea

The Attitude of Leadership is not a bunch of academic theories or hot new leadership techniques, just timeless principles that anyone can use to become a more effective leader. Hardly abstract, these principles are based on the real experiences of successful, inspirational, and motivational business leaders who make tough but necessary decisions every single day.

The Attitude of Leadership holds up a mirror to let you see your own leadership skills; offers inspired advice from other leaders on what works and what doesn't; and helps you improve your ability to positively influence others. Use it to develop your skills as a leader and discover a whole new world of professional and personal fulfillment.

## Why You Need This Book

This book will help you measure your own effectiveness as a leader and provide practical guidance on applying these principles in your professional and even personal lives.

## LEADERS COME IN ALL SORTS OF PACKAGES

If you want to contribute to society and make a difference for as many people as possible, figure out your strengths, what you love to do, and how you can purposely place yourself in a position to add the most value. As Albert Einstein said, “Try not to become a man of success, but rather to become a man of value.”

Become a person of value. Anyone can be a leader. Anyone can add value. Everyone should be a leader. Everyone should do his or her best to add value. Being a leader is up to us. It is our responsibility to seek congruent leadership roles, so we can make the biggest possible contribution to life, while here on earth.

## DO YOU HAVE A TRUTH TRACK RECORD?

What is your truth track record? Can people count on you to “tell it like it is?” Have you told white lies because you thought it was in the best interests of employees? Hedging the truth, even when done with the best of intentions, often backfires because it means people will forever wonder if we’re spinning the facts for convenience sake.

The good news is, even if we’ve been less than honest in the past, we can “come clean.” Pull a mea culpa. Mea Culpa means “my fault” in Latin. People will often forgive us for past transgressions if we confess and proclaim our intentions to do better.

It comes down to this. Do you want to be trusted? Then tell the truth. People may not enjoy hearing it; but they’ll give you credit for having the courage and decency to tell it.

## HOW ARE YOU INVESTING IN PEOPLE?

As individuals, we have the option to invest in people by giving them money. Like Nido Qubein, we can establish scholarships that enable deserving youngsters a chance to get a college education. We can lend money to a relative who is starting a new business. We can financially support individuals who are down on their luck, or we can donate to a worthy cause and help innocent victims of a natural disaster.

Just as that anonymous doctor was a financial benefactor to Nido Qubein, we can be intellectual benefactors by freely sharing our intellectual capital, so other people don't have to reinvent their job wheel. By investing in Qubein, the doctor nurtured within Nido the act of generosity and kindness. Qubein now stands as of the world's most influential motivational speaker and his Qubein scholarship has given millions of worth of scholarships to hundreds of deserving students.

Either way, we can feed the minds of fellow professionals by sharing the fruits of our labor and success. We can grow young employees by giving them insights and information that help them become more effective, productive, and focused. We can be mentors to the promising leaders of tomorrow.

To date, the Qubein Foundation has granted more than 600 scholarships, worth over four million dollars to students across the country.

## MEET THE CHALLENGE

Sometimes being a leader means challenging and allowing your people to grow. Sometimes leadership is not always about leading others, but about leading yourself. Personal leadership can be difficult. We all need friends, mentors, or leaders to challenge us, whether we are working for Fortune 500 companies, are self-employed, or are single parents.

## FUN IS NOT FRIVOLOUS

Do you have a hobby that gets you away from it all? It was believed that the purpose of a vacation is to provide contrast. If you're around people all the time, you probably want to go to an island retreat where you have peace and quiet. If you're sedentary, you're probably interested in doing something adventurous. If you work in a busy office where you make decisions all day, you might want to take a cruise where the biggest decision you have to make is whether to have lunch at the buffet or on the pool deck.

What reenergizes you? We can't be effective leaders if we're running on empty. What makes your soul sing? What do you do that you're good at, that you enjoy, and that makes you feel like a kid again? Having fun is not something to do only after our work is done. It's something to do so we can get more high-quality work done.

## PEOPLE IN THE LEADERSHIP EQUATION

People can make or break a business. You can't do it everything all by yourself. It is a manager's responsibility to cultivate employees, to grow a team that consistently produces high quality outcomes and builds a community that actively reflects the greater and nobler goals of the organization.

Individuals believe in an organization based on what it stands for and what it does. As a leader, you are responsible for forming relationships with the people you work with and exhibiting a passion for the work that keeps others energized.

There are two ways to lead.

You can come in every morning with a smile and empower individuals to work with you to achieve goals or you can start each day with a frown and demand the work be done your way and in your time frame. The manager who uses a smile and recognizes employees as individuals with individual thought processes and methodologies will achieve much more than a manager who does not respect employees. In the end, you are managing human beings, and you have to take a humanistic approach to management to achieve the best possible results.

Success requires effective processes and procedures, and if an infrastructure is in place and the team works together, we can move anything and more can be achieved. The details can be changed, but the infrastructure remains intact.

## **ARE YOU FINDING FAULT OR FINDING SOLUTIONS?**

People don't expect us to be perfect. They expect us to be honest. Have you ever been part of a staff meeting that deteriorated into finger-pointing and fault-finding? Not pleasant, is it? As leaders, it's our job to move people from a critical "Who did it?" frame of mind to a constructive "What can we do about it?" frame of mind. Instead of wasting precious time on fixing blame, we can invest that time searching for a solution.

Has something gone wrong recently in your organization? Is a project overdue? A bid proposal rejected? A product not up to standard? Are employees busy passing the buck because no one wants to accept blame? Could you hold a meeting and refuse to allow the discussion to focus on who dropped the ball? Could you instead insist that all discussion concentrate on brainstorming exactly how this program, proposal, and product can get back on track?

Pearl S. Buck said, "Every great mistake has a halfway moment, a split second when it can be recalled and perhaps remedied." Role-model a Self-Correcting Mechanism in action by recalling and remedying this problem, and hopefully, next time a mistake is made, employees will be more likely to make an adjustment than an excuse.

## **MAXIMIZED RELATIONSHIPS... MAXIMIZED GOALS**

Imagine waking up every day with the intent of finding ways to express your passion for life and the business. You walk into work with a big smile and your head held high, knowing your attitude of success affects those around you. That kind of attitude benefits the company and ultimately helps you become a better person in the process.

As a team leader, your job should be to clearly communicate your organization's vision and plans for taking it to the next level of success. Poor communication causes problems in business, and there are several other factors that can throw

a monkey wrench in an organization's plan for success as well. These factors include:

1. Destructive conflict.
2. Lack of understanding.
3. Distrust.
4. Hidden agendas.
5. Selfishness.

The point is to do your part to maintain an attitude of leadership and optimism for the sake of your family, organization, or company. In business, positive people have no agendas other than to do what's best for the team.

## **SYNERGY CREATES ENERGY**

Synergy must be maintained at all costs. The success of your organization depends on it. Do you remember how much fun it was when you were a child and you and your buddies did things together? You played stickball together, swam together, ran together, traded baseball cards, and were probably mischievous together.

Imagine if the "we-do-everything-together" attitude were maintained throughout life and became evident in everything that we did. In the pursuit of individual success, it's easy to forget the value of teamwork. Why is that? Whatever the answer, individual success isn't as meaningful as corporate success.

Henry Ford is quoted as saying, "Coming together is a beginning. Keeping together is progress." That's synergy!

Being motivated as a leader takes an attitude adjustment. Attitude is the motor that keeps your motivation running smoothly; therefore, strive to become the best at what you do, because others depend on your positive guidance. Keep in mind that no one wants to follow a leader with a bad attitude.

## LEADERS STRENGTHEN SOCIETY

When we're fortunate enough to come into contact with someone who lives his or her values, we can't help but feel blessed. Author John Gardner said, "Some people strengthen society just by being the kind of person they are."

Have you been fortunate to know someone like that in your life? Has there been a manager, coach, parent, or professor you felt blessed to know? Have you worked for or around someone who was a quality person, through and through? Who is that person? How would you describe their long-lasting influence on you?

## ATTITUDE CHECK

As a leader, you are what you say, you are what you do. The biggest mistake any leader can make is to talk out of both sides of their mouth, to voice one opinion to one person, but an opposite opinion to another. Remember, words never die. If you can't follow through, don't put it out there.

Nobody's perfect, but when somebody does something wrong or something goes bad, as a leader you need to take the appropriate action. It's not always easy, but for the sake of the team, organization, and all those involved doing the right thing is a must.

Zero tolerance is extremely important. It's the foundation that holds everything that is good about a company together. It helps keep your core values intact. Action always speaks louder than words, whether it's doing what's right or fixing a situation that went wrong.

## GEAR UP

Are you facing a challenge right now? Are you waiting for someone to come along and rescue you? Could you figure out how to resolve it, all by yourself? Doing so will not only build your own resourcefulness, it will serve as an example for your employees and/or loved ones that when we are in trouble, we should first look to OURSELVES to resolve the situation, instead of standing by, helplessly wringing our hands.

Charles Schulz, creator of the famed Peanuts cartoon strip, said, “Life is like a ten-speed bike. Most of us have gears we never use.” As Al pointed out, leaders don’t shirk challenges, they welcome them. Vow to yourself that you will gear-up and face your next challenge head-on. You will probably discover, as Al did, that when you do, you will discover you have resources you never knew existed.

## **CHANGE IS NOT CHANGE UNTIL YOU CHANGE**

The attitude of leadership transcends titles, positions, race or gender. There is no special difference between the attitudes required to lead a company, organization, or individual.

Leadership is leadership.

Taking the lead and keeping it, however, will require you to embrace an attitude of love and an attitude of continuous improvement. It requires change, and change produces growth, but as Dr. Dollar quotes often, “Change is not change until you change.”

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