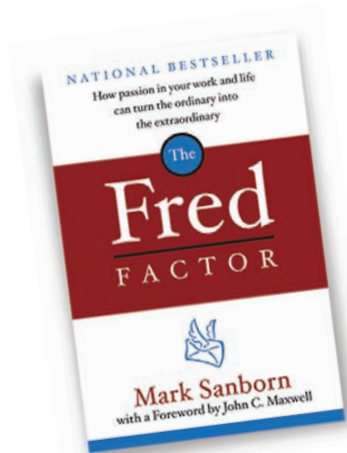
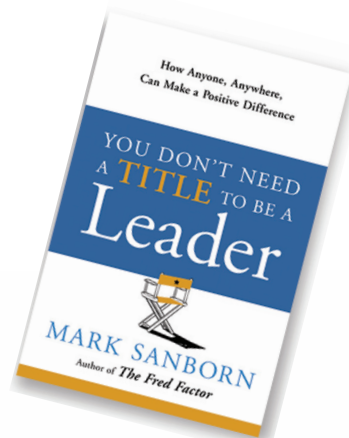


All leaders, whether or not they have a title, increase **ROI: Relationships, Outcomes and Improvements.**



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## The Six Principles of Leadership

1. **Self Mastery** – You must first master yourself before you can expect to lead others.
2. **Focus** – Focus and determination trump brains and brawn every time.
3. **Power with People** – Managers exercise power over people; leaders exercise power with people.
4. **Persuasive Communication** – Others tell, leaders sell.
5. **Execution** – Your success depends on your IQ (Implementation Quotient)—your ability to get things done.
6. **Giving** – Leaders focus more on what they give than on what they get.

At the end of the day, leaders are characterized by their legacy, not their resume.

*“Leadership doesn’t make a difference—  
leadership is the difference.”*

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