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THE 21 IRREFUTABLE
LAWS OF
LEADERSHIP

FOLLOW THEM *and*
PEOPLE WILL FOLLOW YOU

FOREWORD *by* STEPHEN R. COVEY

The 21 Irrefutable Laws of Leadership



The one thing you need to know about leadership is there is more than one thing to know about leadership.

THE LAW OF THE LID

- Leadership ability determines a person's level of effectiveness.
- Knowledge alone will not make someone a leader but without knowledge no one can become one.

THE LAW OF INFLUENCE

- The true measure of leadership is influence; nothing more, nothing less.
- If you don't have influence you will never be able to lead others.
- True leadership cannot be awarded, appointed or assigned. It must be earned.
- Neither IQ nor education necessarily equate to leadership.
- The proof of leadership is found in the followers.
- True leadership always begins with the interpersonal; character.
- The deeper the relationships, the stronger the potential for leadership.
- Nothing speaks to followers like a good track record of success.

THE LAW OF PROCESS

- Leadership develops daily not in a day.
- To become an excellent leader you need to work on it every day.





THE LAW OF NAVIGATION

- Anyone can steer a ship but it takes a leader to chart the course.
- If you can't confidently make the trip in your mind you're not going to be able to take it in real life.
- If you don't go in with your eyes wide open, you're going to get blind sided.

THE LAW OF ADDITION

- Leaders add value by serving others. Leadership is not how far we advance ourselves but how far we advance others.
- Are you making things better for the people who follow you? People who make the greatest difference understand this.
- When you add value to people you lift them up, help them advance, make them part of something bigger than themselves and assist them in becoming who they were made to be.
- You can't give what you do not possess.

THE LAW OF SOLID GROUND

- Trust is the foundation of leadership.
- A leader builds trust by consistently exemplifying competence, connection, and character.
- If your people don't know what to expect from you as the leader, at some point they won't look to you for leadership.
- When you don't have character within, you can't earn respect without and respect is essential for lasting leadership.

THE LAW OF RESPECT

- People naturally follow leaders stronger than themselves.
- Top 5 ways leaders gain respect: 1) Natural Leadership Ability 2) Respect for Others 3) Courage 4) Success 5) Loyalty
- The more you grow, the better the people you will attract.





THE LAW OF INTUITION

- Leadership intuition is the ability of a leader to read what's going on.
- Leaders are readers. Also readers of their situation. They pick up on details that might elude others.
- Leaders are readers of their resources and of trends and of people.
- "You don't belong in politics if you can't tell who is for you and who is against you." - LBJ
- Leaders are readers of themselves.
- It's easier to destroy an organization than it is to build one.

THE LAW OF MAGNETISM

- Who you are is who you attract.
- Attitude is the most contagious attribute a human possesses.
- Whatever character you possess you will likely find in the people who follow you.
- Good character improves every aspect of a person's life.
- If you want to attract better people, become the kind of person you desire to attract.

THE LAW OF CONNECTION

- Leaders touch the heart before they ask for a hand. You can't move people to action unless you first move them with emotion.
- People don't care how much you know until they know how much you care.
- The #1 problem with ineffective leaders is they do not focus on others when communicating.
- Successful leaders are always initiators, they take the 1st step with others and make the effort to continue building relationships
- To lead yourself, use your head. To lead others, use your heart.



THE LAW OF THE INNER CIRCLE

- A leader's potential is determined by those closest to him.
- Nobody does anything great alone. Nobody does everything well. That's why every leader needs a team of people.
- "You can do what I cannot do. I can do what you cannot do. Together, we can do great things." - Mother Teresa

THE LAW OF EMPOWERMENT

- Only secure leaders give power to others.
- The only way to make yourself indispensable make yourself dispensable.
- Change is the price of progress. One of the most important responsibilities of a leader is to continuously improve their organization.
- The main ingredient for empowerment is belief in others. If you believe in others they will believe in themselves.

THE LAW OF THE PICTURE

- People do what people see. Followers need a clear picture from their leader.
- The living picture they see in their leader produces energy, passion and motivation to keep going.
- Followers, just like children, are always watching and learn more from what they see than anywhere else.
- It's easier to teach what's right than to do what's right.
- "Nothing is more confusing than people who give good advice but set a bad example." - Norman Vincent Peel

THE LAW OF BUY-IN

- People buy in to the leader, then to the vision.
- People at first do not follow worthy causes, they follow worthy leaders who promote causes they can believe in.





THE LAW OF VICTORY

- Leaders find a way for the team to win.
- Victory is possible as long as you have 3 components that contribute to a team's dedication to victory:
 - 1) Unity of vision: no matter how much talent and potential they have, the team doesn't win if it's players are working from different agendas.
 - 2) Diversity of skills: can you imagine a hockey team full of only goalies or a football team of only quarterbacks or a business team of only accountants?
 - 3) A leader dedicated to victory and raising players to meet their potential.
- "You cant win without good athletes, but you can easily lose with them. Coaching makes the difference." - Lou Holtz
- Anything less than success is unacceptable. There is no plan B. We burn the bridge behind us. We will win.

THE LAW OF THE BIG MO

- Momentum is a leader's best friend.
- An organization with no momentum is like a train at a dead stop. It's hard to get it going and even a small wooden block on the track and keep it from going anywhere.
- An organization with momentum is like a train moving at 60 mph; you can build a steel reinforced wall and the train will plow right through it.

THE LAW OF SACRIFICE

- A leader must give up to go up. The higher the leadership the higher the sacrifice.
- The life of a leader can look glamorous to people on the outside, but the reality is leadership requires sacrifice.
- There is no success without sacrifice and you must keep sacrificing even more to stay up.



THE LAW OF PRIORITIES

- Leaders understand that activity is not necessarily accomplishment.
- When we are busy we naturally believe that we are achieving, but busyness does not equal productivity.
- The greatest success comes only after you focus your people on what really matters.
- Three “R’s”
 - 1) What is **Required** of us? What must I do that no one can or should do for me?
 - 2) What gives the greatest **Return**? Spend most of your time in the area of your greatest strength. Get out of your comfort zone but stay in your strength zone. If something I am doing can be done 80% as well by someone else, delegate it.
 - 3) What brings the greatest **Reward**? There are many things that will catch my eye but few that will grab my heart. Life is too short not to do things that you love. Passion is the fuel that keeps a person going.

THE LAW OF TIMING

- Timing is often the difference between success and failure in an endeavor.
- The wrong action at the wrong time leads to disaster.
- The right action at the wrong time brings resistance.
- The wrong action at the right time is a mistake.
- The right action at the right time results in success.
- Knowing when to lead is as important as what to do and where to go.



THE LAW OF EXPLOSIVE GROWTH

- To add growth, lead followers; to multiple, lead leaders.
- Equip: Encouraging Qualities Undeveloped In People
- Proactive and successful leaders don't allow the bottom 20% to take 80% of their time. They seek out the best 20% with highest potential and invest their time developing them.
- If you develop the best, the best will help with the rest.
- "Any business that pays equal rewards to its goof offs as it does to its eager beavers will soon find itself with more goof offs than eager beavers." - Mick Delaney
- The only way to lead leaders is to continually grow and become a better leader yourself.

THE LAW OF LEGACY

- A leader's lasting value is measured by succession.
- "I want to add value to leaders who will multiply value to others." - John Maxwell
- We have a choice about the legacy that we will leave and we must work and be intentional to leave the legacy we want.
- Most people simply accept their lives, they don't lead them. We should be proactive on how we live, especially leaders.
- The natural progression on how leaders leave a legacy starts with a **Desire** to achieve. **Achievement** comes when they do big things by themselves. **Success** comes when they empower followers to do big things for them. **Significance** comes when they develop leaders to do great things with them. **Legacy** comes when they put great leaders in position to do great things without them.
- Leaders who leave a legacy take the long view.
- Everything rises and falls on leadership.