

The Series
Designed to
Bring Out the
Leader In You

Achieving Greater Success
and True Happiness in Your Life

The Power of Leadership

“Being the Leader Producing Results”



**Featuring Best
Selling Authors:**

Ben Gay III

Ivan Misner, Ph.D.

Mark Victor Hansen

Olympic Medalist:

Greg Haughton

Real Estate Developer:

Edward R. Mercer

Daniel Sweet & Debra Sweet

The Power of Leadership

“Being the Leader Producing Results”

Achieving Greater Success
and True Happiness in Your Life

By Daniel Sweet & Debra Sweet

This book is Part Three in the Power of Leadership Book Series.
If you would like to read more of the books in this series,
please visit www.PowerOfLeadershipBooks.com

This book is available for bulk purchase. Please contact
info@PowerOfLeadershipBooks.com for more information.

www.PowerOfLeadershipBooks.com
Email: info@PowerOfLeadershipBooks.com

Listen to www.PowerOfLeadershipRadio.com

The Power of Leadership: Volume 3

“Being the Leader Producing Results”

By Daniel Sweet & Debbra Sweet

Published by Pro Publishing Company
Editing by Daniel Sweet & Debbra Sweet
www.PowerOfLeadershipBooks.com
info@PowerOfLeadershipBooks.com

Listen to www.PowerOfLeadershipRadio.com

Copyright 2009 Pro Publishing Company all rights reserved.
No content may be reproduced or transmitted in any form
without express written permission from publisher.

ISBN 978-0-9818044-2-2
Printed in the United States of America, April 2009
First Revision May 2009

Cover Design by Daniel Sweet & Debbra Sweet
Graphic Arts and Promotional Materials provided by
www.SweetMarketingSolutions.com

This book is designed to provide general information and entertainment to its readers on the subject of leadership. While all the stories and anecdotes described herein are based on true experiences, some of the names may be pseudonyms, some stories are compilations, and some situations may have been changed or edited for content, educational purposes and/or to protect each individual's privacy.

This book is sold, purchased and read with the understanding that neither the Publisher nor the Authors are engaging in the rendering of legal, business, personal or other professional services by publishing the information contained in this book. The use of these views and opinions is in no way intended to be a substitute for business, personal, legal, accounting, investment, medical and for any other professional advice or services you may require to suit your specific needs. Always consult a licensed professional for answers to your specific questions and unique situation. The Publisher and its contributing authors specifically disclaim any liability, loss, or risk that is incurred as a consequence, directly or indirectly of the use and application of any of the contents of this work.

The content of each chapter is the sole expression and opinion of its author, and is not necessarily that of the Publisher. No warranties or guarantees are expressed or implied by the Publisher's choice to include any of the content in this work. The information supplied to us by our contributors is believed to be reliable; however, such reliability cannot be guaranteed. We offer no guarantees as to the accuracy, timeliness or completeness of the information contained herein and disclaim any and all liability relating thereto. Pro Publishing Company is not responsible for any claims made by the contributing authors of this book.

Pro Publishing Company and the contributing authors contained herein shall not be liable for any contentions, damages or costs arising out of or in any way connected with the reader's use of the materials and information provided or accessed through this publication.

Table of Contents

Chapter	Page
Introduction <i>by Daniel Sweet & Debra Sweet</i>	7

Section 1:

Developing Your Leadership Mindset

1. Your Success Depends on Helping Others Succeed <i>by Daniel Sweet</i>	14
2. Leaders as Servants <i>by Len Strickler</i>	18
3. The New Definition of TEAM <i>by Mark Wiggins</i>	24
4. Leaders Producing Results Must Lead Themselves First <i>by Greg Haughton</i>	30
5. Leading with a Mission <i>by Daniel Sweet</i>	39
6. Giving Your Way to Wealth <i>by Trent Williams</i>	44

Section 2:

The Power of Accountability in Leadership

7. Winners and Whiners: Responsibility vs. Victim <i>by Ed Mercer</i>	52
8. Be Decisive, Not Divisive <i>by Debra Sweet</i>	58
9. Leading with Accountability for Reaching Your Goals and Producing Results <i>by Daniel Sweet</i>	67
10. Responsibility + Accountability = The New Gold Standard <i>by Ben Gay III</i>	72
11. Walking Authentically <i>by Debra Sweet</i>	81

Section 3:
**Company Culture, Motivation, Communication
 and Delegation - Holding it All Together**

12. The Power of Culture <i>by Paul Spiegelman</i>	90
13. The Roots and Wings of Motivation and Accomplishing Goals <i>by Tiffany Timmons</i>	96
14. Getting the Results You Desire Through Effective Communication <i>by Robert Vance</i>	102
15. Delegate, Don't Dump-A-Gate! The Seven Keys to Effective Delegation <i>by Ann Evanston</i>	108
16. Compartmentalizing Only Works for Closets <i>by Debra Sweet</i>	115
17. Executive or Leader- Is one always the other? <i>by Troy Scheer</i>	126
18. The Everyday Leader <i>by Barbara Amato</i>	132

Section 4:
Leadership in Marketing Your Business

19. How Deep is Your Network? <i>by Ivan Misner Ph.D.</i>	138
20. Producing Results in Your Marketing by Positioning Yourself as a Leader in Your Field <i>by Daniel Sweet</i>	145
21. Ways to Positively Impact Other People <i>by Mark Victor Hansen</i>	152
22. Final Thoughts <i>by Daniel Sweet & Debra Sweet</i>	159

*“Men make history and not the other way around.
In periods where there is no leadership, society
stands still. Progress occurs when courageous,
skillful leaders seize the opportunity to
change things for the better.”*

- Harry S. Truman

Introduction

Daniel & Debra Sweet

Many people are hungry for real leaders who will produce real results that can benefit many. The general population- made up primarily of followers- is ready for a change. They are ready for others to rise up into leadership and produce results. Is that you? Are you the one ready to take on a bigger role as an ethical, responsible, and accountable leader? If so, how do you accomplish that? What does it take to be a great leader?

Walking forth with the title and responsibility of a leader is not one to take lightly. As seen over the last couple of decades, the concept of leadership and leaders was one without much depth or consideration of actions from those who lead.

Today, people around the globe are looking for those who are willing and able to take on the role of leading with integrity, accountability and the willingness to think and act with responsibility towards those whom they lead.

This seems on the surface to be a very simplistic statement: Leaders should be accountable, responsible and willing to consider their decisions and the results their choices will make not only short term but long term. Yet, when talking with people about current situations that are going on in the world around us, most are frustrated and disillusioned with the lack of integrity in their leaders over recent decades.

The decisions made by many of those who are in charge right now are adversely affecting the masses because their decisions were based on a self desired gains and on a self centered perspective. The perspective of leadership for personal gain alone is one whose time must come to an end.

How does a great leader produce results - especially when the challenges that lay before them seem impossible? What can you learn

and apply that will enable you to BE a responsible and trustworthy leader who is GETTING MORE RESULTS for everyone involved?

Within the pages of this book the truth behind what it takes to be a great leader will unfold before you. The contributing authors are true leaders who are producing results... right now! Their wisdom and experience is a great guide for helping you develop your leadership skills to be producing results in your life, in your business and making a positive impact in the lives of your followers.

Being a truly great leader does take time, it takes an on going desire to grow, refine your skill sets, the willingness to BE that leader during good times and bad... and it takes the understanding that through practice and patience, you too, will develop into a true leader who is producing results!

“Happy is the man who finds wisdom and understanding for the gain from it is better than gain from silver and profit better than gold.”

- Proverbs 3:13-14



Daniel Sweet

Daniel Sweet is the creator and CEO of Pro Publishing Company and of the Power of Leadership book series. Daniel owes much of his knowledge and success in leadership to studying the Word of God. A dynamic and growth minded individual, Daniel Sweet has been an entrepreneur since 1978 at the early age of twelve years old. Since then he has been a professional musician and an award winning recording artist appearing on stage, radio and on TV.

Operating a multi truck carpet cleaning company and publishing a monthly magazine are among his many other previous endeavours. He is currently the owner and CEO of Pro Publishing Company while simultaneously co-owning and operating an integrated communications marketing firm with his wife Debra Sweet. They also produce their own radio show called Power of Leadership Radio. Listen in at **www.PowerOfLeadershipRadio.com**

Daniel is also an active investor in real estate, owns several small online businesses and is an ordained minister. He is the founder of God's Word First Christian Ministry, a global first century Christian orthodox organization found at **www.GodsWordFirst.org**

Find books by Daniel Sweet and grow your leadership skills at: **www.PowerOfLeadershipBooks.com**

Discover compelling solutions for marketing your business at: **www.SweetMarketingSolutions.com**

Chapter One

***Your Success Depends on
Helping Others Succeed****Daniel Sweet*

Your success depends on helping others succeed. You're not an isolated island. You're a piece of the planet, a piece of the universe. Personal relationships are the fertile soil from which all advancement, all success, all achievement in real life grows.

Your success depends on the support of other people. The only hurdle between you and what you want to be, is the support of others. When you put yourself in another's place, you'll know why they think and do certain things. You can succeed fastest by helping others to succeed.

Always think in terms of what the other person wants. You'll get everything in life you want if you help other people get what they want. Listen to what others want, not what you think or believe they want, and show them how to get it (but don't succumb to doing their work for them)... and set the example for them to follow, but don't carry them on your back.

Doing things for others always pays dividends.

What amazes me is how many people stumble on this principle by trying to impose what they believe other people want instead of listening to the other people, without an agenda, and hearing in that person's own words what it is they are in search of.

Your first responsibility to your followers is to be successful **YOURSELF**.

You cannot serve from weakness. You can only serve effectively from strength. You can't hold their hand and do it for them every step of the way. But you can (and should) be setting the example by

showing them how to do it... by doing it yourself first.

Want to hear a philosophy that almost made me go broke?

It's a noble philosophy. It's admirable. It'll get you warm smiles and a pat on the back. It'll also put your focus on something that leads to FAILURE!

Here it is...

"I'm not going to focus on my success. I'm going to only focus on the success of those in my team. I'm not going to worry about my income. If I can just get my team making money, then I know my bank account will be great."

Sounds good. Looks good on paper. It even feels good. I lived by it for more than ten years. But it's totally upside down! Here's the philosophy of a true leader who is producing results:

"My first responsibility to my team is for me to be successful. The best thing I can do for my team is to LEAD by example, to SET the pace, then SHOW them what's possible. To be laser-focused on my goals so that they can clearly see that they, too, can have the same experience as I."

And you cannot do that if you are spending your valuable time commiserating with your team members about their challenges. You cannot do this if you are sitting by the side of the road sympathizing with them as though you are having the same struggles. You cannot do this if you engage in conversations with them that do nothing but reinforce the level of thinking that's producing their current bad results.

You can only do this by encouraging them to GET UP and run alongside you. There, you can encourage and support them. But you are not sitting in the ditch holding their hands. That's an activity that's sure to decrease your own pay check.

Build your income by taking leadership and responsibility for your

OWN business. And when you do this in front of your team, you are giving them the highest level of support and service that is possible.

This does not sit well with the “warm and fuzzy” politically correct crowd. It might even sound arrogant and self centered. But believe me, it is the hard core truth.

Every top earner I know, every person I have known who is earning \$1 million per year and up agrees with the statements above. Always remember that sympathy and empathy are NOT the same thing.

By all means show people that you care. And show them how to build a fire... by doing it yourself first. Then encourage them to build their own. But do NOT cut their wood for them, carry it to the fireplace for them, and then light the match too. Teach. Lead by example. Listen, guide and above all hold them accountable to their responsibilities. That my friends is how true leaders are producing results.

*“The manager accepts the status quo;
the leader challenges it.”*

- Warren Bennis



*“Management is efficiency in climbing
the ladder of success; leadership determines
whether the ladder is leaning against the right wall.”*

- Stephen R. Covey

*“As long as you’re going to be thinking anyway,
think big. In the end, you’re measured not by
how much you undertake but by what
you finally accomplish.”*

- Donald Trump

Discover secrets from top leadership professionals that will transform you into a world class leader.

In this third volume of the Power of Leadership book series, we are tapping into the insights and wisdom of today's most successful entrepreneurs and skilled business professionals for teaching you how to be a leader producing positive results.

This book is designed for inspiring, encouraging, teaching and guiding you to increasing your leadership skills for greater confidence, wealth and prosperity in your life.

"Successful entrepreneurs make a life-long commitment to seek answers and learn. That commitment is the reason that we attend conferences, listen to CDs, follow trade publications and voraciously consume business & personal development books.

This book is a collection of concise, applicable leadership lessons focused on producing results. The contributing authors are street-smart, industry experts that grant the reader intimate access to strategies, philosophies, challenges and achievements from their individual experience on the road to leadership."

Mike Gultz
Contact Management Expert
Marketing Pro Consulting

"Authentic leaders inspire others to become leaders creating leverage and synergistic results. They challenge the existing status quo by tapping into the vast potential within each individual and organization in order to push beyond boundaries. In that journey of growth for both the individual leader who is rising up, and the one who leads, harnessing the experiential knowledge of others who have proven to produce results is invaluable. This book is a collection of such knowledge and wisdom designed to help you reach new heights and also become a leader that produces results."

Phil Johnson, MBL University
Leadership Lecturer and Coach



Daniel Sweet



Debra Sweet

US \$24.95

ISBN 978-0-9818044-2-2



9 780981 804422

5 2 4 9 5

