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The Six Things: Leading People to Outstanding Achievement

Jim McLaughlin

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This book is for people who want to leave a legacy and create something few have seen or thought possible. It goes beyond the typical focus on the leader to where leadership should live: in the interaction with and movement of followers toward a desired outcome. What you are about to learn can change your life as a leader. It can change the lives of those who achieve more under your direction. This perspective and process will help you create greater enthusiasm, a stronger sense of team, increased passion and greater results from the people you lead. Anyone in a supervisory position can be a leader and will benefit from the content of this book. We share specifics regarding how to approach, motivate and gain commitment from followers. We introduce “The Six Things a Leader Must Sell” to move followers to maximum performance. We provide greater insight into how to approach, inspire, motivate and manage people with different personality styles. Leadership means moving followers to achieve more than they thought possible. It is connecting with followers in such a way that they take on a vision or desired outcome as their own because they understand what it will do for them personally and professionally. Few people who call themselves leaders achieve this. "The Six Things" demonstrates how any leader on any level can reach that pinnacle and create follower excitement, passion and commitment. It focuses on the all-important interaction between leader and follower and on the six things that leaders must sell their followers.

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