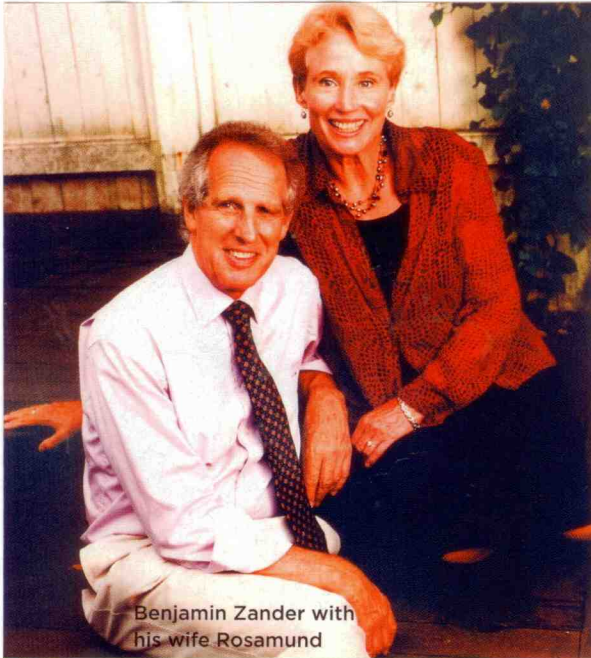


6215001-Benjamin Zander - conduct,speaker,author



Benjamin Zander with
his wife Rosamund

BEN ZANDER'S TIPS FOR LEADERS

Be innovative. "The leader is the one who's masterful at creating and holding distinctions. Leaders open up new categories for people and sustain them."

Believe in people. "One of the characteristics of a leader is that he doesn't doubt for a moment the capacity of people to deliver."

Take risks. "Find ways around the barriers."

Get over yourself. "Lighten up and you lighten up those around you."

Support and empower others. True leaders, says Zander, derive their power from their ability to make others powerful.

Be positive. "Don't be too affected by negative opinions of you - only listen to the positive ones."

Be passionate. "If you play that way, they won't be able to resist you. You'll be a compelling force behind which everyone will be inspired to play their best."

Be a good leader. "If the eyes of the people you're leading aren't shining, you need to ask questions. My definition of success is the number of shining eyes around you." **D**