

# The Foundation of Leadership by Brian Tracy

The most important quality of leadership, the one quality for which you want to be known, is extraordinary performance, with the goal of achieving extraordinary results. These results then serve as an inspiration to others to perform at equally exceptional levels. People ascribe leadership to those men and women who they feel can most enable them to achieve important goals or objectives.

## WHY PEOPLE RESPECT YOU

We develop great perceptions of those men and women we can count on to help us achieve what is important to us. Men and women who make great sales, or who establish admirable sales records, develop influence in the minds and hearts of their coworkers and superiors. They are spoken about in the most positive way.

## THE HALO EFFECT

Men and women who are responsible for companies or departments that achieve high levels of profitability also develop charisma. They develop what is called the "halo effect." They are perceived by others to be extraordinary men and women who are capable of great things. Their shortcomings are often overlooked, while their strong points are overemphasized. They become charismatic.

## THE SOURCE OF CHARISMA

Charisma actually comes from working on yourself. It comes from liking and accepting yourself unconditionally as you do and say the specific things that develop within you a powerful, charismatic personality.

## BE DETERMINED AND PURPOSEFUL

When you set clear goals and become determined and purposeful, backing those goals with unshakable self-confidence, you develop charisma. When you are enthusiastic and excited about what you are doing, when you are totally committed to achieving something worthwhile, you radiate charisma. When you take the time to study and become an expert at what you do, and then prepare thoroughly for any opportunity to use your knowledge, skill or experience, the perception that others have of you goes straight up.

## ACCEPT COMPLETE RESPONSIBILITY

When you take complete responsibility and accept ownership, without making excuses or blaming others, you experience a sense of control that leads to the personal power that is the foundation of charisma. When you look like a winner in every respect, when you have the kind of external image that others admire, you build your charisma. When you develop your character by setting high standards and then disciplining yourself to live consistent with the highest principles you know, you become the kind of person who is admired and respected everywhere. You become the kind of person who radiates charisma to others.

## FOCUS ON RESULTS

Finally, when you concentrate your energies on achieving the results that you have been hired to accomplish, the results that others expect of you, you develop the reputation for performance and achievement that inevitably leads to the perception of charisma.