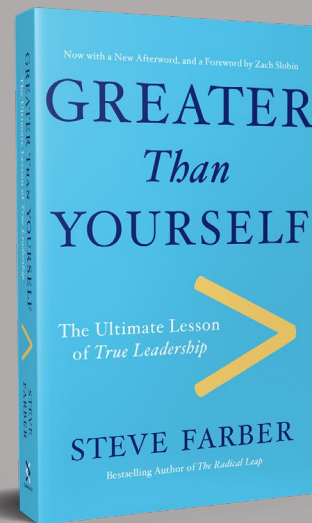
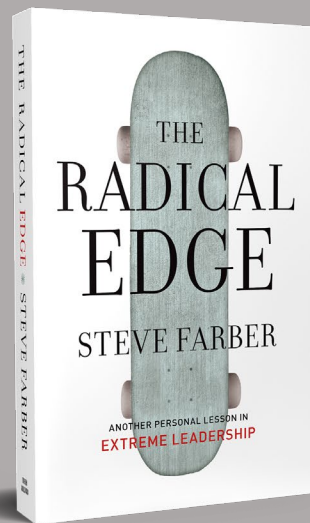
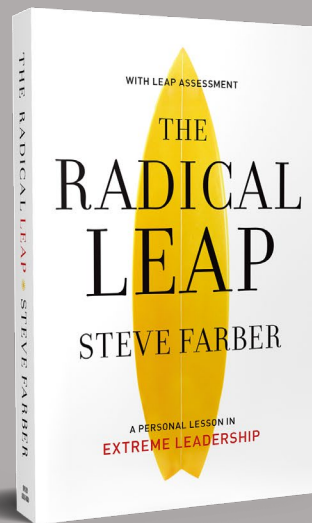
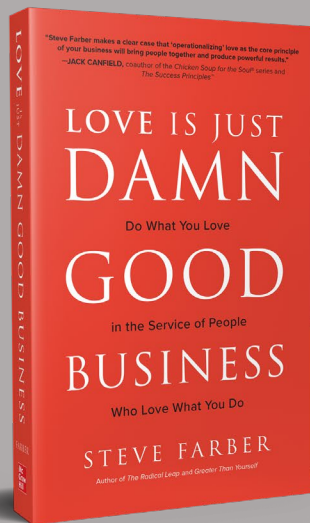


EXTREME LEADERSHIP

YOUR RADICAL LEAP FORWARD

AT WORK AND BEYOND

STEVE FARBER



“There are many people who think they want to be matadors, only to find themselves in the ring with two thousand pounds of bull bearing down on them...

...and then discover that what they really wanted was to wear tight pants and hear the crowd roar.”

--Terry Pearce

the radical

Leap



The Extreme Leader...

cultivates **LOVE**

generates **ENERGY**

inspires **AUDACITY**

provides **PROOF**



cultivate

Love



Kouzes and Posner

The Leadership Challenge

“After numerous interviews and case analyses, we noted that many leaders used the word love freely when talking about their own motivations to lead.”



LAN Specialist


“I have told my technicians to make the customer absolutely love you. Take-you-home-to-dinner love you. Meet-the-wife-and-kids love you. Because if the customer loves you, you can blow up their building and they’ll say “accidents happen.”

“I love my customers and get great pleasure from serving them. So, I am happy!”

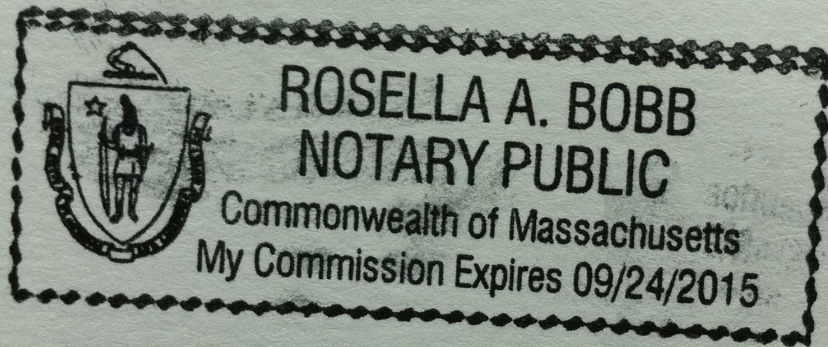
Rosella Bobb,

Branch Operation Manager, Seaport Branch, Santander





I love my customers





“I look into their eyes and try to figure out whether they love the money, or if they love the business...if they don't love the business, I can't put [my money] into it. [Then] my job is to make sure that I don't do anything that kills that love of the business.”

Warren Buffett,

Motley Fool Interview

“I'm convinced that the only thing that kept me going was that I loved what I did...The only way to be truly satisfied is to do what you believe is great work, and the only way to do great work is to love what you do.”

Steve Jobs,
Commencement Address,
Stanford University, 6/14/05





**Do What You Love
In the Service of People
Who Love What You Do**



“Why do I love this business /
company / idea / product /
colleague / team / customer
...and how do I show it?”

L **E** **O** **A** **V** **P** **E**
ENERGY OUDACITY PROOF

generate

Energy





THE THRILL OF
VICTORY



THE AGONY OF
DEFEAT

C. HENRY



“...Leaders model the intensity and energy that it takes to stay ahead competitively and meet ever more ambitious goals...They do this because they love what they do.”

Noel Tichy,
The Leadership Engine

“We own the face.”

Donald Chaulk

VP, Shaving Technology Laboratory, Gillette






“What do I / we *really*
do here? What’s the
‘higher meaning and
purpose’ in our work?”

(answer out loud, please)

inspire

Audacity





A bold and blatant
disregard for normal constraints...

Audacity



...in order to change the
world for the better.

Audacity

A roller coaster car filled with people is at the peak of a drop on a red track. The car is white with black seats. The track is supported by a silver metal structure. The background is a clear blue sky. Large, bold, red 3D letters with black outlines and a slight shadow are overlaid on the lower half of the image, reading "OS!M".

OS!M



“The first time I went down that run, I was going way too fast, and I realized I’d just made the biggest mistake of my life. When I got to the bottom, I couldn’t wait to get back up and do it again.”

Jimmy Shea





“How are we going to change the world of our clients, employees, market, industry, etc?”

provide

Proof



DWYSYWD





“How can I personally
demonstrate what
I/we require of
others?”



LEADERSHIP
UNDERGROUND

DAILY AUDIO MESSAGE

