Living the 21 Laws of Leadership

The Law of Magnetism Who You Are is Who You Attract

"Success is not to be pursued, it is to be attracted by the person you become."

— Unknown

Application Guide

Still young in grade school I realized that good students hung out together, athletic kids hung out together, and the trouble-makers hung-out together. The "leaders" of each of the various groups set the pace for the nature and personality of the group. The leader and the group attracted people like themselves. Whether it was young intuition on my part, or my parents guidance I do not know for sure. I do know that this early picture of the *Law of Magnetism* still holds true, and even more so in the adult leadership arena. Let us look at some examples.

Adolf Hitler is known in every version of civilized history books as one of the most evil leaders of all time. He was a leader, and very influential. He also was powerful in his application of the Law of Magnetism. Reflect back on the people he attracted to the key positions around him. The following list highlights a few of Hitler's men: Hermann Goering, founder of the Gestapo who set up the Nazi's concentration camps; Joseph Goebbels, a bitter anti-Semite who ran Hitler's propaganda machine; Reinhard Heydrich, second in command of the Nazi secret police, who ordered mass executions of Nazi opponents; and Heinrich Himmler, chief of the SS and director of the Gestapo who initiated the systematic execution of Jews. They were all strong leaders, like Hitler. Also like Hitler they were depraved to the core.

Mother Teresa . . . who did she attract? Nuns! The organization Mother Teresa founded and led is called the Missionaries of Charity. While other vocations in the Catholic Church declined, hers grew rapidly, reaching over 4,000 members during her lifetime (not including numerous volunteers). Under her direction, her followers served in 25 countries on five continents. In Calcutta alone, she established a children's home, a center for leprosy patients, a home for the dying and the destitute, and a home for tuberculosis sufferers and the mentally handicapped. Today this saintly lady is no longer with us, but her work continues to thrive. Why? Because those she attracted to her have continued her work because they are like her — caring, self-sacrificial and devoted.

John F. Kennedy is another great picture of the *Law of Magnetism* when he was elected president in 1960. He was a young idealist who wanted to change the world. He attracted people with a similar profile. When he formed the Peace Corps and called people to service, saying, "Ask not what your country can do for you. Ask what you can do for your country," thousands of young, idealistic people stepped forward to answer the challenge.

Have you noticed while watching the news on TV, the types of people a "Heavy Metal" rock concert attracts? I am not making a judgment on the people themselves, but only an observation of appearances. Leather clothes, earrings and studs everywhere but the ears, spiked orange and green hair, neck chokers etc. In dramatic contrast I have attended Andrew Lloyd Weber's production of *Phantom of the Opera* several times. Each time it has been attended by people in tuxedos, and evening gowns, who actually sit in their chairs. Again, this is not an attempt to place value or judgement, just a practical observation of the *Law of Magnetism*.

Finally, the contrast between my predecessor Orval Butcher at Skyline Church in San Diego and myself, illustrates well the *Law of Magnetism* in a local church setting. Pastor Butcher was a godly leader with a gift for music. He was an incredible singer and attracted other incredible singers, musicians, and top notch professional staff in the music field. When I took the reins of leadership in 1981, having very little music background, the church lost some of the music "edge" and even some of the best music people that Pastor Butcher attracted and developed. Instead, I attracted leaders, many of them, because that is who I am at the core — a leader.

I. Assessment

The following questions will give you insight as to how well you are living the Law of Magnetism.

- A. How would you describe the people you are attracting to yourself?
- B. Do you believe the results of the *Law of Magnetism* are positive and productive in your organization or department, or negative and non-productive?
- C. What are your greatest personal assets that contribute to the *Law of Magnetism* in a positive way?
- D. What are the possible problematic areas of your life that could cause the *Law of Magnetism* to work against what you desire to accomplish?
- E. Are the people you are attracting today of a higher caliber than those you attracted a year or two ago?
- F .Are the people you are attracting to you skilled and talented in a way that benefits your organization.
- G. How would you describe a person your organization could really use, that you do not seem to be attracting?

II. Application

The Law of Magnetism can be a dramatic learning tool for you not only as you learn to develop this leadership law within yourself, but also to help you discover a little more of how you are perceived as a leader. You can do this by looking at those you have attracted to yourself.

* The following seven areas of a leader's personality will help you identify and develop the

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Law of Magnetism in your life — in a productive way. It is important to note before you study these seven areas that the Law of Magnetism is not about becoming someone different than your true self, nor is it "telling you how to be." It is about, however, enhancing and developing the positive virtues of your leadership style, and thereby increasing your overall leadership potential.

* Remember, the Law of Magnetism says that you attract who you are, not who you want, for better or for worse. So the following list of guidelines will help you do two things: first, attract people to yourself, and secondly; attract the best and brightest possible people according to your talents and abilities.

Identify and develop your leadership magnetism profile:

A negative bias or slant on anything never advances a leader's influence, and certainly will not attract more people of a higher caliber to you. Nonetheless, it is amazing how many leaders fail to cultivate a positive attitude.

For some, this comes more naturally than others, but for all who desire to lead with success, a positive attitude is a must. A positive attitude takes on many different forms — from faith in people to seeing the best in a difficult situation.

A positive attitude does not mean that you reject reality, any more than it means negative or difficult things never happen. It does mean however, that if you commit yourself to it, you can find the best, even in the worst of situations this will help you turn a negative situation in to a positive one. A positive attitude is like a pair of glasses that tends to see the opportunities and possibilities in life, even in difficult times.

How do you tend to see things, with a positive or negative bias? How about the people you have attracted to you?

B. A high ______ level.

1 2 3 4 5 6 7 8 9 10

Weak Strong

High energy and "hyper" are two different things! Constantly "running" has the opposite

effect when it comes to the *Law of Magnetism*. If it appears that you are "out of control" few will follow, (only others also out of control), because most people today feel out of control themselves and are not attracted to someone who will potentially contribute to the problem.

Energy is however, about action. Leaders of high energy generally come in two varieties: Either the *Energizer Bunny*, or the *Lightening bolt*, both get the job done but with a distinctly different flavor. One is steady and never seems to run out of gas, and the other is strong, swift and powerful, but only strikes at strategic times. Neither one is better than the other, be yourself.

The profile of an easy-going couch potato, "I put in my forty hours" kind of person just does not cut it for a leader who wants the *Law of Magnetism* to work in their favor!

C. Personal ______.

1 2 3 4 5 6 7 8 9 10

Weak Strong

Personal confidence or being secure in who you are is a key to the *Law of Magnetism* working for you. Like few other things in life people are attracted to a person who is strong, knows and likes who they are and is self-assured about their direction.

The opposite will attract people who are doubtful, insecure and tentative about life in general, hardly a formula for a winning team.

Developing personal confidence happens over a period of time as you build successes, gain experience, and mature personally. Let me share with you the first steps that will get you headed in the right direction. First, decide what is truly important to you and what is not. Second, separate your personal worth and value as a person from your professional performance. And third, concentrate on what you do best.

D. _____.

1 2 3 4 5 6 7 8 9 10

Weak Strong

Listing success is not simply listing the obvious, for their are far too many leaders today who are not successful! Part of the inner value of success as a leader is taking responsibility for the success of the organization. There is a difference between a leader who celebrates success when they stumble upon it, and a leader who diligently and strategically took responsibility to guide the organization to success. The former is likely to blame others or just leave when success does not come.

combination. In non-profit organizations such as churches, schools and some hospitals the cause or mission must be the driving force to measure success. In for-profit organizations, the economic bottom-line is the measurement of success. Either way, the leader must know what a win looks like and press toward that mark with bulldog determination.											
E. Rel	ationa	I									
1 Weal		3	4	5	6	7	8	9	10 Strong		
This dimension of making the <i>Law of Magnetism</i> work for you is so important that I have devoted an entire chapter to it, but for now, it must be included at least in brief as part of this law.											
John F. Kennedy was known for his incredible ability to connect with the American people. Relational connection is the ability to attract others to the very warmth, authenticity, and heart of your personality. This is the quintessential "people person." It is more than just getting along with everyone, but the ability to truly connect with people.											
F. Sen	se of _		·								
1 Weal	2	3	. 4	5	6	7	8	9	10 Strong		
This one may appear to have the least "substance" of all, and that may be true, but lead without a sense of humor and you will severely handicap your leadership and ability to attract people, the best people, to you.											
A sense of humor is not about being a comedian, but "sensing" the humor that is around you in everyday situations. It is a way of looking at life — with lighthearted eyes of joy! The only thing worse than taking life too seriously, is taking yourself too seriously, and both are devastating to the <i>Law of Magnetism</i> as a positive and productive force in your life. Ronald Reagan was known for his wonderful sense of humor. Even when shot, he was making jokes!											
	Look for the humor in situations, laugh easily and laugh often. You will find people attracted to you just to find out what you are laughing about!										
G. Be	ing ot	her		<u></u> .							

★ If energy is about action, success is about results. The two together are a powerful

1 2 3 4 5 6 7 8 9 10 Weak Strong

People can sense your motivation. They may not know specifically or exactly your motive, but they know if you are in it for the good of the organization and their best interest, or for your own good and best interest.

People are attracted to leaders who care about other people. No one exemplifies this better than Mother Teresa. They are attracted to leaders who genuinely encourage others, and look out for their best interest. Allow me to close this list by stating the obvious, put others before yourself and they will follow you to the "ends of the earth."

III. Action Assignment

- * Remember that a magnet both attracts and repels. So in order for you to maximize your God given gifts and abilities according to the Law of Magnetism, you may need to rid yourself of one or two "repellents."
 - A. Identify any "People Repellents" in your life.
 - ★ With repellents in action the Law of Magnetism works against you. Two possibilities exist:
 - 1. You in fact attract the wrong kind of person to yourself.
 - 2. You block the potential of the positive impact of the Law of Magnetism, either way, you lose.

Examples of what to look for:

- A controlling nature
- ✓ A critical spirit
- Small or negative thinking
- ✓ Unreasonable insecurities
- ✓ Significant and unresolved personal problems
- ✔ Pride, arrogance or a condescending spirit
- ✓ Being manipulative or self-serving
- B. Assess yourself on each of the seven areas listed in the application section.

Focus on the three or four from this list that are most naturally "you" and develop them to the greatest extent possible.