

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 judgment, 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*

