



A Guide for Leaders: *The 7 Secrets of Exceptional Leadership,* by Brian Tracy

Includes printable worksheet for meeting participants

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Leaders are self-made not born

Prior to your meeting, provide a copy of *The 7 Secrets of Exceptional Leadership* to each meeting participant, and request the participants read the book and come prepared for discussion. The book will also serve as a learning tool and a future resource to reinforce training ideas.

- Define leadership
- If a leader is defined as an executive, then what is an executive?
- What characteristics should a leader possess?

Discussion Questions

Secret #1 - Leaders Know Who They Are

Who is leading us? Leaders have a clear idea about who they'd like to be in the future—their ideal image. Draw a bulls eye and label the surrounding circles of your core image with your values. What are your values? Your true values? Those values that you would never compromise, not matter what the temptation? Answer these questions:

- My true values are...
- What I believe about life & people is...
- Life is...
- What is most important to me is...

Questions continued on next page...

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“Values are critical guides for making decisions. When in doubt, they cut through the fog like a beacon in the night.” —Robert Townsend

Secret #2 – Leaders Know What They Want

Write down the (3) most important goals in life right now:

1. _____
2. _____
3. _____

If you had no financial limitations, what would you choose for your future? What ONE great goal would you set for yourself if you knew you could not fail? Describe/discuss your perfect business. Now ask yourself “What will we/I have to do, starting today, to create the perfect business of the future?”

“Leaders need to be optimists. Their vision is beyond the present.” —Rudy Giuliani

Secret #3 – Leaders are Committed to Winning

Leaders are: ambitious, competitive, committed, comparative. Answer this question: What one skill, if you were excellent at it, consistently, would help you the most to advance in your career? Take that first step. In what ways do you show 100 percent commitment to excellence? How can we get the entire team to commit? _____

“Strive for excellence, not perfection.” —H. Jackson Brown, Jr.

Questions continued on next page...

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Secret #4 – Leaders are Courageous

What is the most common quality in leaders? _____

What is the second most common? _____

What are you most afraid of? Where is your vision? Leaders know where they want to go. They have VISION and the COURAGE to accomplish their goals. Start each day by repeating “No matter what happens, I will never give up until I succeed.” _____

“We gain strength, and courage, and confidence by each experience in which we really stop to look fear in the face...we must do that which we think we cannot.” —Eleanor Roosevelt

Secret #5 – Leaders Get Results

What results are expected of you? What are the most important results for my business? Are you spending your minutes on fun and easy projects vs. hard and necessary ones? Think of the contributions you bring to the company. Which is the most valuable?

Three important questions:

1. What one activity, if I did it all day long, would make the greatest contribution to my company and me? _____

2. What would be the second activity, if I did it all day long that would make the greatest contribution to my company? _____

3. If I could only do three things all day long, what would be number three? _____

Questions continued on next page...

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“Winners compare their achievements with their goals, while losers compare their achievements with those of other people.” —Nido R. Qubein

Secret #6 – Leaders Inspire Others

Are you inspired and excited about your work? Do others see it? Is it contagious? How often do you meet with your team to review? Discuss the six keys in making people feel important, and what actions you can take immediately to build greater self-esteem and self-confidence in your people.

“In the end, all business operations can be reduced to three words: people, product and profits. Unless you’ve got a good team, you can’t do much with the other two.” —Lee Iacocca

Secret #6 – Leaders are Role Models

Two main requirements for great success as a leader are:

Discuss these 3 questions:

1. What kind of a company would this company be if everyone in it was just like me?

2. What kind of a family would my family be if everyone in it was just like me?

3. What kind of a country would my country be if everyone in it was just like me?

Do an exercise where others answer these questions about you.

Questions continued on next page...

CONCLUSION

“The wonderful thing about leadership is that your ability to grow as a leader never ends. By committing yourself to the seven secrets of exceptional leadership, you can become a better and better person, and eventually, achieve all your goals as a leader in every area of your life.”

—Brian Tracy