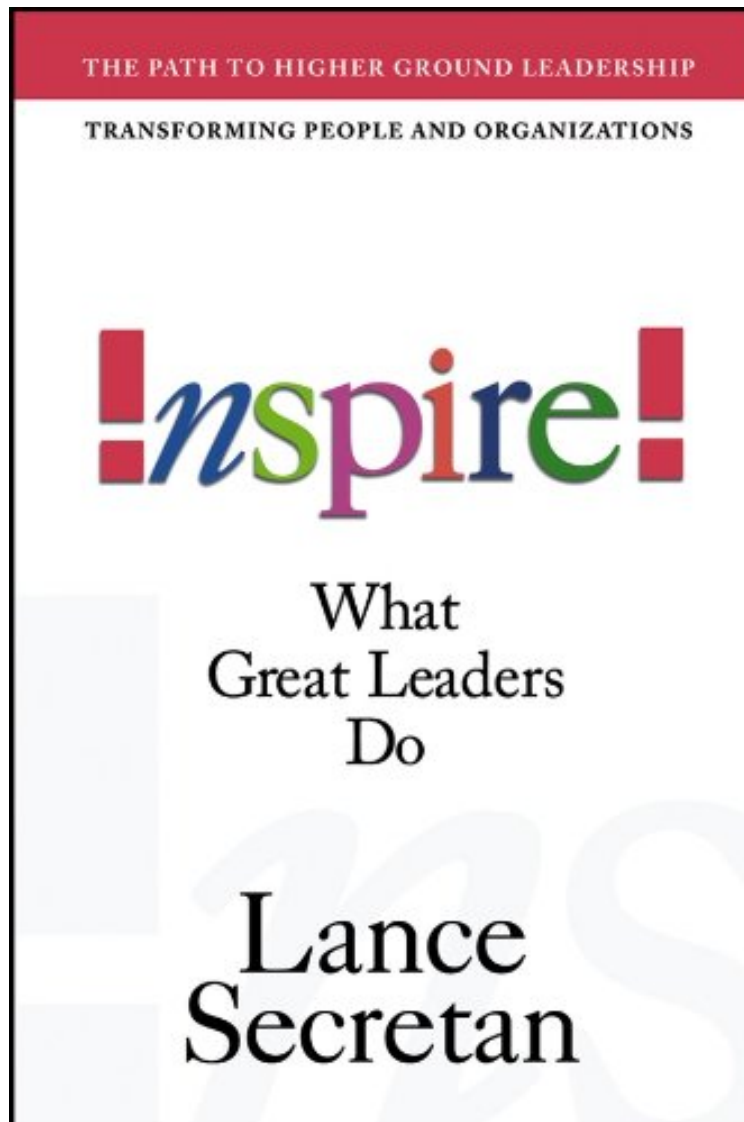


## Inspire! What Great Leaders Do

*Lance Secretan*

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**Lance Secretan : Inspire! What Great Leaders Do** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Inspire! What Great Leaders Do:

9 of 9 people found the following review helpful. What leadership is all aboutBy Monty RaineyThis is the first thing I have ever read by this author, but INSPIRE: WHAT GREAT LEADERS DO by Lance Secretan will not be the last. This is leadership for the 21st century.I learned some new terminology here, such as "higher ground leadership" (leading by serving) and "old story leaders" (Jack Welch types who rule with an iron fist and focus solely on the bottom line).Much of the focus here is on expanding the mission statement. By that I mean, Secretan teaches creating 3 separate statements; destiny, cause and calling. Call it what you want, but the truth is, we all need something to

guide us and maintain our focus. As Yogi Berra said, "If you don't know where you're going, you'll end up someplace else." I particularly liked the content here about how convoluted and unproductive (and uninspiring) corporate mission statements tend to be. They are all pretty much the same; main focus being a few patronizing remarks to attract shareholders, a quick statement about teamwork, and just for good measure, something about how important our customers are. There's just not a lot there to inspire anyone. I have long maintained, if your corporate mission focuses on building customer loyalty, your employees will perform better, your NOI will go up and your shareholders will be happy. Use your financial statements and analytical tools to attract shareholders, not your mission statement. Anyone would benefit and learn from this magnificent work, but CEO's in particular. Unfortunately, the smattering of existential eastern philosophy will turn off many CEO's. Let that be their loss, not yours. Read this book.

0 of 0 people found the following review helpful. Create a new story for yourself  
By Thomas Clifford  
Without a doubt, this is my favorite book on leadership and personal development. Lance Secretan does a magnificent job in outlining a clear, three-step process to help us discover our destiny, cause and calling. His leadership model focuses on two types of leaders: "Old Story Leaders are Newtonian thinkers; New Story Leaders are quantum thinkers." If you're looking to create a "new story" for yourself or start drafting answers to those timeless questions like, "What is my purpose in life?" then this is your book.

0 of 0 people found the following review helpful. A Soulful Jump Start  
By Jodee Bock  
As a life purpose and career coach, speaker, facilitator and workshop designer, I'm always on the lookout for new reference material for my clients. But this book gave me new reference material for my own personal development. The definitions Lance Secretan provides for destiny, cause, and calling have given me new understanding of my own purpose, along with new language to spur transformational conversations within the workplace. I can't speak highly enough about the value of the concepts in this book to the healing of our corporate leadership.

A top business consultant and speaker lights the path to a positive, productive work environment. What do the best leaders do to achieve greatness in the modern workplace that is muddled by fear, pressure for productivity, overwork? Inspire! offers business leaders a clear vision of what a positive, productive, inspiring organization looks like in these challenging and chaotic times, and how to get there. The key to extraordinary long-term performance lies in a transformational commitment to inspiring people rather than motivating them. Lance Secretan's Higher Ground Leadership concepts have been widely used to increase profits and quality, slash staff turnover, and achieve record organizational and personal performance. Inspire! describes Lance's breakthrough thinking, often in the words of the pace-setting leaders who are implementing them and building legacies. Countless examples, stories, and case studies demonstrate the magic of these brilliant ideas. Six essential values form the foundation of positive, productive, and profitable organizations and a meaningful and fulfilling life—courage to begin the transformation; authenticity that lets people contribute all of themselves and excel; service that fosters a spirit of cooperation; truth-telling that builds trust and loyalty; love for others that leads to inspired results; and effectiveness, the attainment of results. Inspire! shows leaders in any organization how to foster these essential values that lead to personal and organizational greatness. Lance Secretan (Alton, Ontario, Canada) is one of the world's foremost thinkers on self-improvement and leadership. He is an author, award-winning columnist, philosopher, corporate coach, and a renowned public speaker and business consultant. He served as chairman of the Advisory Board of the 1997 Special Olympics World Winter Games and is also a former ambassador to the United Nations Environment Program.

From Publishers Weekly  
Consultant and motivational speaker Secretan (The Way of the Tiger) offers a liturgical tome on the exalted state of "Higher Ground Leadership," which he associates with almost every spiritual tradition one can imagine. Job requirements for Higher Ground Leaders include a Christ-like capacity for "loving others unconditionally," a Taoist balance of yin and yang, a Zen knack for "emptying the mind," a Transcendentalist appreciation that "our egos are like waves in the sea" which "return to the ocean"; the "Universal Soul" and an ability to grok Secretan's own metaphysics of the "Pre-Probability Plane," aka "the quantum void, before the conscious energy field is activated by intentionality." Secretan's basic idea, endorsed by lengthy testimonials from executives who have taken his seminars, is to transform the rational, efficient, competitive, profit-driven workplace into an empathetic, humane, cooperative, inspirational "SoulSpace." In general, that means a high-minded considerateness towards workers, but the specifics sometimes boil down to advice on office decor—soft curves instead of harsh right angles—or euphemistic language about imposing layoffs "in a graceful, caring and friendly way that honors the souls of those affected and treats them as sacred beings." The point here is to help readers discover their Destiny, Cause and Calling. Secretan's own Personal Cause Statement—"to inspire others to honor the sacredness in all relationships"—is an apt distillation of the mushy uplift that saturates this rather uninspiring book. Copyright © 2007; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From the Inside Flap  
We all yearn to be inspired. Yet today, many people are drifting in organizations, teams, and families that operate from a place of fear. Within the hearts of people everywhere, there is a yearning for something different. We are looking inward and outward, and we are asking questions. Some of the answers are timeless—the world's greatest leaders have known them all along. From Mahatma Gandhi and Thomas Jefferson to Martin Luther King Jr.,

Nelson Mandela, and other great contemporary leaders—one attribute has been shared: they aimed not to motivate, but to inspire. What are the unique qualities found in these leaders? And how can you apply their style of leadership to your business? Inspire! has the answers. Inspire! is a book about how to inspire others and ourselves, the requisite for personal and organizational transformation. Based on a lifetime of research, Lance Secretan takes us on a compelling journey to discover what all great, inspiring leaders have known: their Destiny (Why I am here on Earth), their Cause (How I will be while I am here and what I will stand for), and their Calling (What I will do and how I will use my talents and gifts to serve). He shows us clearly, using concrete examples of successful leaders he has worked with, how we can do it, too. Inspire! introduces a breakthrough leadership practice that leaps past conventional theory by defining a deeper, more enriching kind of leadership that is precisely relevant to our times. Secretan reveals seven essentials of authentic, truthful leadership that inspire everyone and lead to extraordinary personal and organizational effectiveness. The central idea of contemporary leadership theory is that manipulating, exploiting, and controlling the behavior of others is both useful and acceptable. But this is leadership based on fear and motivation. Higher Ground Leadership suggests we can inspire people by appealing to their hearts and souls. By engaging people on a new level—by honoring, exciting, and nourishing their souls—we can give them more than a reason to work; we can give them a passion for work. Secretan shows that we can create more productive, fulfilling workplaces that encourage engagement and contribution from employees. We can build workplaces, governments, and countries based on shared best interest and selflessness, rather than self-interest and cynicism. This is the way forward for leaders in every situation who seek to inspire others. Inspire! offers a proven framework for putting passion and meaning back into work—and therefore the world. Inspire! will stir you to ask brave and important questions. It will transform and inspire you, and therefore others.

**From the Back Cover**  
**Praise for Inspire! Inspire! What Great Leaders Do is a very important book. The ideas it contains have changed our lives and our organizations and the lives of tens of thousands of our employees. It has touched the lives of millions of people whom we serve every day. And it could change your life—and your organization too . . .** Excerpt from the foreword of Inspire! written by 15 CEOs and senior leaders

"Lance Secretan's message is a great testament to the need for a renewed type of leadership—one that serves with courage, authenticity, service, truth-telling, and love. Our businesses, governments, communities, and the world need this critical mass of inspiration now more than ever before." —Bill George former Chair and CEO of Medtronic, author, Authentic Leadership

"Lance Secretan first inspired me in 1996 when I read his book, Reclaiming Higher Ground. I had taken over the Canadian operation of The Home Depot and faced many difficult challenges. His words influenced me. This new book, Inspire!, What Great Leaders Do, is a road map for leaders who want to inspire people in their organizations. Lance has an ability to read the needs of our society. Post Enron and 9/11, leaders need to find better ways of responding to the changing needs of the human spirit. Lance has found that way." —Annette Verschuren Division President, Expo Design Center (a Home Depot Company), and Home Depot Canada

"This is a tour de force, a must-read for everyone who leads others—Lance's groundbreaking work is inspiring people, changing their lives, creating jobs, building organizations, and changing the world!" —Marianne Williamson author, Everyday Grace

"Leaders know that they have to be on higher ground and guide others there. That's the easy part. Knowing what the high ground is—that's the hard part. Secretan's Inspire! guides us through the hard part." —Gerald Schwartz Founder and CEO, Onex Corporation

"Lance Secretan has touched our leaders with his message of values, spirit, and soul in the workplace, inspiring us to greater levels of achievement. His principles have universal application that can guide any organization to be a workplace that honors the individuals within and those they serve." —Pam Bilbrey Senior Vice President, Corporate Development, Baptist Health Care, Pensacola, Florida

"Inspire! takes on the biggest question facing corporations, nonprofit organizations, and even nations today: how do we overcome fear and tension and replace it with confidence in the potential of the human spirit? Most importantly, Secretan offers a road map for leaders, showing them a way to build confident and inspiring organizations that succeed. What a treasure!" —Tim Shriver Chairman, Special Olympics

"I started reading Inspire! and found myself so absorbed that I could not put it down—so much profound thought. Lance introduces a refreshing approach to corporate culture that will not only inspire greatness in organizations but will also help us be more responsible stewards of this planet." —Don Ziraldo CEO, Inniskillin Wines