



The Corporate Governance and Leadership Conference

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Building Public Trust Through Effective Governance and Leadership

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Sarova Whitesands Beach Hotel & Spa, Mombasa

PRESENTER

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Topic: Leadership Book Review



The 21 Irrefutable Laws of Leadership

By John c. Maxwell

Quotes on Leadership

By John c. Maxwell



- **Everything rises and falls on leadership.**
- **If you are at the top alone, you are not a leader, but a hiker.**
- **Leadership is a verb not a noun. Leadership is about doing.**
- **He that thinketh is a leader but without followers is only taking a walk.**
- **Leadership is more WHO you are than WHAT you do.**

What is Leadership?



- Leadership is influence, no more no less
- Leadership is about others, that implies relationships
- There are many styles/paths to effective leadership
- Leadership is about the *goal*: intended outcome



Five Levels of Leadership

By John C. Maxwell

Level One



Lowest Level – Entry Point to Leadership.

- **Manager:** Focus is on position, privileges and rights.
- People follow you because they have to: not necessarily a good leader.
- Position does not make a leader. Leader makes position.
- You are a leader when people want to follow you.
- You must grow beyond level one.
- Important! Once people figure out that they have no choice, they begin to give you very little energy and effort. They will not give you their best.

Level Two



Permission Level

- Based on relationships; reaching out so as to understand people needs. Relationships give you influence. People follow you because they want to. They give you time and energy.

- At this stage followers ask the following questions.
 - ✓ Do you care for me? **Compassion.**
 - ✓ Can you help me? **Competence.**
 - ✓ Can I trust you? **Character.**

- Main tasks: Listen. Learn. Lead.
- If you help people get what they want, they will give you what you want.
- Understand that people are different.
- Learn to serve others. Walk with your people.

Level Three



Production Level: Results

- People will follow a productive leader.
- Productivity develops credibility. You cannot give what you don't have.
- Real success. Not about title, position or power. Lead by example. People do what they see. You must not be a travel agent.
- Create momentum. Get the train moving and increase the speed. Good results create momentum.
- Attract better people.

Level Four



Reproduction Level. People Development Level

- Intentional plan and path on how to develop others.
- Attract and develop good people. Equip them well.
- Move from addition to multiplication.
- Position people well – put people in the right place.
- Steps to multiplication.
 - ✓ I do it. You observe me
 - ✓ You do it, I observe you.
 - ✓ You do it with someone else. (Multiplication)

Level Five



Pinnacle Level: The Highest Level

- Key word – Respect.
- You represent value, character and productivity; cut across the industry.
- People will follow you because of who you are and what you represent.
- As you seek to develop people remember that:
 - ✓ People are not at the same level – lead people at their level.
 - ✓ Be intentional – have a leadership development strategy.
 - ✓ Be intentional in raising leadership – to grow the company.
 - ✓ Lift your own lid and grow leaders.

Think about it!



Where are you in the Leadership Journey?

- Think about your company.
- Think about the person who leads you.
- Think about your own leadership.
- Is your company intentional in leadership development?
- What can you do to raise your own lid and that of others?
- You will not grow above your lid.

And now some irrefutable Laws of Leadership



These laws lead to success

- They transcend place, culture and situation.
- You apply them and you will succeed – guaranteed.
- The law is the law. You may obey or not obey but the law remains the law with serious consequences for those who will not obey. The law of gravity.

The Law of the lid



- Leadership ability and effectiveness is dependent on the LID.
- You cannot lead others higher than your limit (lid)
- The tragic effects of destruction of meritocracy: Destruction of enterprise. You can defend choosing leaders for reasons other than ability, proficiency and merit. But the result will be the same: Failure of enterprise. (Nyayo era. Challenge of devolved governance in our country).
- The higher the lid the higher the effectiveness. Low lid, low effectiveness to lead others. This is the tragedy of putting the bottom at the top.
- Raise the lid to improve leadership.

The Law of Influence



- Leadership is influence. Nothing more nothing less.
- Without influence you will not lead others effectively.
- This is not about position, title or perks.
- True leadership cannot be mandated or awarded or assigned. It is earned by influencing others.
- Position can give you the opportunity either to improve your influence or undermine it.
- Being in front of the people does not make you a leader.
- Attributes which will determine your influence: character, relationships, knowledge, intuition or discernment – to feel the energy, morale and the right timing and experience.

The Law of Process



Leadership does not happen in a day. But what you do everyday matters; daily discipline – the law of process.

- **Leadership is about long haul.**
- **Improve your leadership skills – be intentional. Plan for personal growth.**
- **Take advantage of your position to grow your leadership.**
- **Work on it everyday – read, write, speak, practice, implement what you have learned.**

The Law of Solid Foundation



- Be save-base to your followers.
- Solid ground is based on trust – if you break trust you destroy your leadership and the company.
- Good thoughtful decisions and consistency promote trust.
- People will not spend time with those they don't trust.
- Trust is the foundation of leadership.
- Do your followers trust you? Are you save-base for them?

Respect



Leaders want to follow leaders who are stronger than themselves.

- **People make conscious choice to follow a leader.**
- **Intimidation and manipulation will earn you hate not admiration.**
- **Do everything you can to earn respect or at least die trying.**
- **People recognize and respect success. “Success has many fathers”.**
- **How do you rate with regard to this law?**

Law of Attraction



- **Connect with people at the heart level. Touch emotions.**
 - **Get their heart before you ask for their hand.**
 - **People do not care how much you know until they know how much you care.**
 - ✓ **Communicate with sincerity.**
 - ✓ **Know your people by name.**
 - ✓ **Live your message – practice what you preach.**
 - ✓ **Speak language they understand.**
 - ✓ **Initiate relationships. Build relationships**
- Are you attractive to those you lead?**

Law of the Inner Circle



- Your success will depend on those closest to you.
- Create a dependable team.
- Be intentional in crafting an effective team.
- Get multipliers, lifters.
- Watch out for team chemistry.
- Get people stronger than you.
- Make each other better.

Law of Empowerment



- Empower others to do better in their leadership.
- Only strong, confident leaders empower others. Only secure leaders give power to others.
- Give credit to others but take the blame.
- Believe in others. They will do better
- What is your plan in empowering those you lead?

Law of the Picture



- **People do what they see.**
- **Show the way with good actions.**
- **Beware of the temptation to preach. Act to show the way.**
- **You must not be a travel agent but rather be a tour guide – leading by example.**

Law of Victory



- **Unity of vision to victory.**
- **Victory attracts people. Rally people to Victory**
(Winston Churchill, Martin Luther King Jr).
- **Victory creates momentum.**
- **Take full advantage of momentum.**
- **Model enthusiasm to create momentum.**
- **Are you leading the charge to victory or you are a wet rag or a drag? Always whimpering!**

Law of Priorities



- **Leadership is about choosing important things.**
- **Prioritize – Think ahead and rank your actions. Remember the Pareto principle – prioritize the most productive things – what gives the highest return.**
- **Do only what you must do – otherwise delegate.**
- **Do you have personal priorities. How about the company?**

Law of Sacrifice



- A leader must give up to go up. This is sacrifice.
- The higher you climb the higher the sacrifice. (Mandela)
- True leadership is not about position, power and perks but sacrifice.
- A leader will sacrifice more than others.
- No success without sacrifice.
- What are you willing to sacrifice to be an effective leader?

The Law of Character



- This is who you really are, not the title
- Integrity is non-negotiable in successful leadership
- You must have enough knowledge in the field of your leadership
- Intuition/discernment/wisdom. The ability to read the intangibles e.g. energy, morale, timing.
- Experience: Where you have been :Past successes give you good credentials
- Trust. This depends on your character.
- He who thinks he leads and has no followers is only taking a walk

The Law of Legacy



- **Lasting value. What you will leave behind. Happens now. Live today with tomorrow in mind.**
- **Legacy is measured by succession.**
- **Legacy is about adding value to others.**
- **Legacy thinks long term. The difference between statesman and politician.**
- **What legacy are you developing now? What can you be remembered for ?**

Everything rises or falls on Leadership



- **Pursue your dreams.**
- **Strive for excellence.**
- **Take others with you.**

The End



Thank you

