

THE POWER OF POSITIVE LEADERSHIP

**How and Why Positive Leaders Transform Teams
and Organizations and Change the World**

JON GORDON

JON GORDON is a speaker, bestselling author and president of his own consulting company, The Jon Gordon Companies. He is the author of several books including *The No Complaining Rule*, *You Win in the Locker Room First*, *Training Camp* and *The Energy Bus*. His clients include The Los Angeles Dodgers, the Atlanta Falcons, Campbell Soup, Dell, Southwest Airlines, LA Clippers, Miami Heat, BB&T Bank, JP Morgan Chase, Clemson Football, Northwestern Mutual, Bayer, West Point Academy and many other professional sports teams, Fortune 500 companies, and non-profits. His books have also been featured on *The Today Show*, *CNN*, *CNBC* and in newspapers and magazines like *Forbes*, *Fast Company*, *O Magazine*, *The Wall Street Journal* and *The New York Times*. Jon Gordon is a graduate of Cornell University and Emory University.

The website for this book is at: PowerOfPositiveLeadership.com.

ISBN 978-1-77544-912-6

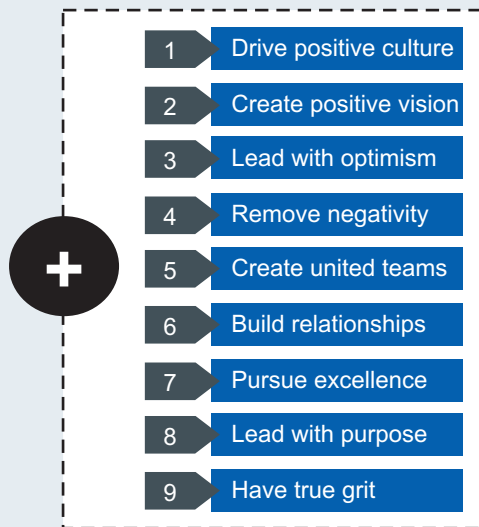
MAIN IDEA

All of history's greatest leaders have been optimists, believers, dreamers and doers who push past the problems and make great things happen. The reality is to change the world, create a world-class organization or bring together a successful team, you must have a positive outlook.



If you aspire to achieve anything great in your career, learn how to become and act like a positive leader. Research shows quite definitively positive leaders energize their workplaces, help their teams and companies perform at a higher level and attract better talent.

This is more than merely having a positive state of mind and refusing to see the problems. To put positive leadership into action, there are nine principles you have to apply:



"Being positive doesn't just make you better; it makes everyone around you better."
 – Jon Gordon



The Nine Principles of Positive Leadership

Principle #1 – Positive leaders drive a positive culture Page2

Positive leaders drive positive cultures and make sure they create a culture which energizes and empowers people to do their best work. A great culture never comes from a book, a keynote or a lecture – it comes from a positive leader.

Principle #2 – Positive leaders create a positive vision Pages 2 - 3

Pure and simple positive leadership is about seeing a brighter future and then making it happen. History show that if you can see something better as a leader, you can figure out a way to create it. If you have a vision, you also have the power to make it happen.

Principle #3 – Positive leaders lead with optimism and belief Page 3

Great leaders know that optimism is a sustainable competitive advantage. See a bright and better future and then go to work creating it. Make optimism, positivity and belief the fuel you use every day to get the right things done.

Principle #4 – Positive leaders confront and remove negativity. Page 4

To stay positive, good leaders weed out the negative all the time. Whenever you see negativity, address it. If you confront negativity early, you can either transform it or remove it quickly. Make your positivity greater than all the negativity.

Principle #5 – Positive leaders create united and connected teams Pages 4 - 5

Positive leaders always unite. They get everyone on the bus and moving in the right direction. Understand that unity is the X-factor which makes teams and organizations great. Do everything in your power to get everyone aligned.

Principle #6 – Positive leaders build great relationships Pages 5 - 6

Great leaders don't say, "Follow me". They become someone others naturally want to follow and be like. Never forget people follow their leader first and their vision second so be someone others trust and rally around. Create connections.

Principle #7 – Positive leaders pursue excellence Page 6

Positive leaders always pursue excellence rather than settling for the status quo. Keep driving your people to do great things and to bring their A-game to work. Aspire to be the best at what you do and then move heaven and earth to be just that.

Principle #8 – Positive leaders lead with purpose Page 7

Leaders live with purpose and inspire purpose in others. You have to know your why and this needs to be your guiding star. Decide to make a difference in the world and live your passion and success will find you. Never forget your why.

Principle #9 – Positive leaders have true grit Page 8

Success never happens overnight for anyone. Leaders know it takes time to build something worthwhile and therefore they persevere, navigate roadblocks and keep moving towards worthwhile long-term goals. You must have grit.

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