



The Lukaszewski Group

A Division of 

America's Crisis Guru®
Crisis Management, Leadership
and Organizational Recovery

EXECUTIVE SUMMARY: THE INGREDIENTS OF LEADERSHIP©

By James E. Lukaszewski, *ABC, Fellow IABC, APR, Fellow PRSA, BEPS Emeritus*

1. **BE POSITIVE.** Eradicate the use of negative words.
2. **BE A VERBAL VISIONARY.** Use your voice, tell stories, motivate, inspire, be a reminder, be a coach, reduce contention, wage peace.
3. **BE CONSTRUCTIVE.** Eliminate the use of criticism as a means of teaching, coaching or educating. Eliminate criticism and you make friends rather than critics, or worse.
4. **BE PROMPT.** Defeat critics, bloviators and bureaucrats. Reduce cost, reduce the production of victims and angry people, find out what's going to happen sooner, make better mistakes next week.
5. **BE OUTCOME FOCUSED.** Focus on tomorrow rather than yesterday. Yesterday belongs to everyone according to their own personal perspectives and perceptions. Work to build tomorrow together. Start discussing yesterday and tomorrow never comes.
6. **BE REFLECTIVE.** Seek only useful, positive lessons from the past that can be directly applied to something you intend to achieve tomorrow. The rest is a waste of time.
7. **BE PRAGMATIC.** Start where the truth begins. Get the gettable, know the knowable, do the doable, achieve the achievable, find the findable, temper the overly optimistic.
8. **BE A YES PERSON.** Select that which can be done and focus on that.
9. **BE FOCUSED ON THE CRUCIAL FIVE PERCENT.** According to Price Pritchett, change and culture change expert, 95% of what we do doesn't and never will matter. Focus on the 5% and get to tomorrow faster.
10. **BE A FINISHER.** Start what you can finish, stop what can't be done, avoid endless, mindless projects. Focus on completion.

11. ***BE RELENTLESS IN SEEKING POSITIVE, INCREMENTAL, PERSONAL IMPROVEMENT EVERY DAY.*** Ask yourself the five crucial questions of daily progress:

- What do I know now that I didn't know when the day began?
- What's the most important thing I learned?
- What's the most interesting thing I learned?
- What questions arose today that will need answers by tomorrow?
- What will I change tomorrow and do better based on what I learned from today?

Day's End Questions for Leaders

Leaders automatically ask themselves several questions at the end of each day. This is a discipline that will ensure that even your most frustrating day is rewarding and important for you or someone else:

- What leadership lesson did I learn today?
- How can I apply that learning to something I'm currently working on or something I want others to work on?
- How many times did I effectively repeat, restate, reemphasize and renew a rule, a guideline, an incentive, an instruction, a virtue, value or idea others needed to know?
- What specifically did others learn from me today?
- How many times today did someone tell me they heard me quoted in a meeting they attended and people were inspired to move ahead?
- How or what have I improved in some way for someone else today?

Leadership is the strategic positive force that drives individuals, organizations, cultures, and societies forward every day. Leadership is the discipline of being intentionally constructive with a relentlessly positive approach to helping everyone. It's about having and helping others have an important, happy, influential, constructive and successful life.