

## **3 MANDATES OF LEADERSHIP**

### **1. See it as it is, not worse than it is.**

Leaders wake people up to the reality of the situation. They get people to see what's really going on, not how it's been programmed or conditioned into their minds. Leaders know it's not about being positive, it's about being smart.

### **2. See it better than it is.**

Create a vision beyond the moment, no matter how tough the moment is. The people who are successful see something that no one else sees and takes advantage of it. Design a vision of what it could be, and create a compelling future, something that people can look forward to.

### **3. Make it the way you see it.**

Come up with the strategy and make a consistent effort to make things the way you see it. Find a way – no matter what anyone says can be done. Adapt, change, add value, and get flexible.

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The ones  
who are crazy  
enough to  
think they  
can change  
the world,  
are the ones  
who do.

STEVE JOBS