



Greater Sydney SDA Conference

The Heart of a Leader

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The Heart of a Leader – Insights on the Art of Influence

David Cook, 2009

- The key to developing people is to catch them doing something right.
- Don't wait until people do things exactly right before you praise them.
- What we give our attention to, grows.
- Feedback is the breakfast of champions.
- No one can make you feel inferior without your permission.
- No one of us is as smart as all of us.
- Get your ego out of the way and move on.
- Never punish a learner.
- When you stop learning, you stop growing.
- When you stop learning, you stop leading.
- Nice guys may appear to finish last, but usually they are running in a different race.
- Create Raving Fans; satisfied customers are not good enough.
- If you want to know why your people are not performing well, step up to the mirror and take a peek.
- Managing only for profit is like playing tennis with your eye on the scoreboard and not on the ball.
- If you want your people to be responsible, be responsive to their needs.
- People with humility don't think less of themselves, they just think of themselves less.

- Good thoughts in your head that are not communicated mean ‘squat.’
- Love is being able to say you’re sorry.
- Without a change in your behaviour, just saying, “I’m sorry” is not enough.
- Take what you do seriously but yourself lightly.
- The trouble with being in a rat race is that even if you win the race you’re still a rat.
- The cure for too much to do is solitude and silence.
- Vision is a lot more than putting a plaque on the wall. A real vision is lived, not framed.
- All good performance starts with clear goals.
- If God had wanted us to talk more than listen, He would have given us two mouths rather than two ears.
- People without information cannot act responsible. People with information are compelled to act responsibly.
- Let people bring their brains to work, and let them use their knowledge.
- People in organizations need to develop a fascination for what doesn’t work.
- It’s surprising how much you can accomplish if you don’t care who gets the credit.
- Take responsibility for making relationships work.
- Core values must be communicated.
- Embody the values.