

BASED ON CONTENT BY JOHN C. MAXWELL

# **MAXIMIZE** **YOUR SUCCESS!**

**A 12-WEEK PROGRAM**  
**TO DEVELOP YOUR LEADERSHIP SKILLS**

PRESENTED BY THE JOHN MAXWELL COMPANY & WORLD FINANCIAL GROUP

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# PRIMARY COLORS: A LEADER'S PORTRAIT

By Dr. John C. Maxwell

## WEEK SEVEN | LESSON NOTES

There are at least three common threads we find woven throughout all of the men and women of history who have been leaders:

1. A sense of *Destiny*.
2. A sense of *Family*.
3. A militant *Spirit*.

### THE FORMULA FOR EFFECTIVE LEADERSHIP

Consider the great leaders you know or have read about. Below, I have distilled the leadership qualities, which must be involved when there is healthy, effective leadership, into a simple equation:

**Character + Perspective + Courage + Favor = Healthy, Effective Leadership**

## HEALTHY EFFECTIVE LEADERSHIP

These qualities include the following defining terms:

### **“CHARACTER” (Infrastructure)**

1. The leader’s \_\_\_\_\_.
2. Discipline, responsibility.
3. Inward \_\_\_\_\_.
4. Enables the leader to \_\_\_\_\_.

### **“PERSPECTIVE” (Insight)**

1. The leader’s \_\_\_\_\_.
2. Vision, faith.
3. Inward \_\_\_\_\_.
4. Enables the leader to \_\_\_\_\_.

### **“COURAGE” (Initiative)**

1. The leader’s \_\_\_\_\_.
2. Commitment, risk.
3. Inward \_\_\_\_\_.
4. Enables the leader to \_\_\_\_\_.

### **“FAVOR” (Influence)**

1. The leader’s \_\_\_\_\_.
2. People skills, charisma.
3. Inward \_\_\_\_\_.
4. Enables the leader to \_\_\_\_\_.

*What happens if I am missing a quality?*

### **Examples:**

Character + Perspective + Courage - Favor = **No Leadership.**

Perspective + Courage + Favor - Character = **Unstable Leadership.**

Courage + Favor + Character - Perspective = **Limited Leadership.**

Favor + Character + Perspective - Courage = **Short Term Leadership.**

**YOU GOTTA HAVE ALL FOUR!**

If a person possesses only character, you have a \_\_\_\_\_.

If a person adds perspective to this, you have a \_\_\_\_\_.

If a person adds courage to this, you have an \_\_\_\_\_.

But, if a person adds all four, you have a \_\_\_\_\_.

## The Leader's Character

*"Leadership is a potent combination of strategy and character. But if you must be without one, be without strategy."*

- H. Norman Schwarzkopf

*"The role of character always has been the key factor in the rise and fall of nations. And one can be sure that America is no exception to this rule of history. We won't survive as a country because we are smarter or more sophisticated but because we are—we hope—stronger inwardly. In short, character is the only effective bulwark against internal and external forces that lead to a country's disintegration or collapse. Thus the struggle to strengthen our national character is the most important struggle in which we can engage."*

- Anthony Harrigan, President U.S. Business Council

## CHARACTER COMMUNICATES:

What you are shouts so loudly that I can't hear what you are saying.

1. Character communicates **Consistency**.
2. Character communicates **Potential**.

In 1983 I wrote:

"The more I live, the more I learn. The more I learn, the more I recognize that in our general makeup people aren't really too diverse. We all have characteristics and personality traits that are unique to us; they set us apart from everyone else. However, what I'm discovering is that there are really only two kinds of people in the world: whiners and winners."

**Whiners are:**

*feeling* oriented  
*feel-good-then-do-it* people  
 see it to believe it people  
*controlled* by atmosphere  
*motivated* by what happens to them  
*responders*

**Winners are:**

*character* oriented  
*do-it-then-feel-good* people  
*believe it* then see it happen  
*controlled* by attitude  
*motivated* by what happens in them  
*initiators*

3. Character communicates **Respect**.

When you don't have strength \_\_\_\_\_, you won't have respect \_\_\_\_\_.

J.R. Miller once wrote: "The only thing that walks back from the tomb with the mourners and refuses to be buried, is the character of a man. This is true. What a man is, survives him. It can never be buried."

**The Leader's Perspective**

*"The first responsibility of a leader is to define reality."* - Max Depree

Perspective Pointers:

1. What you *ARE* determines what you \_\_\_\_\_.
2. What you *THINK* depends on where you \_\_\_\_\_.
3. Where you *SIT* determines what you \_\_\_\_\_.
4. What you *SEE* determines what you \_\_\_\_\_.

## The Leader's Courage

Leadership requires courage—the courage to risk, to reach, to put one's self on the line. The word courage, itself, comes from the French word *coeur*, which means heart. Thus, leaders must have the heart for the task of working with and engaging others. The real leader's heart somehow speaks to the hearts of those around her or him, inspiring and touching them.

### Comments on Courage:

1. Courage is \_\_\_\_\_.

*"When a brave man takes a stand, the spines of others are often stiffened."*  
- Billy Graham

2. Courage is doing what you are \_\_\_\_\_ to do.

*"Courage is being scared to death and saddling up anyway."* - John Wayne

3. Courage is the power to let go of the \_\_\_\_\_.

4. Courage is belief in \_\_\_\_\_.

*"The only measure of what you believe is what you do. If you want to know what people believe, don't read what they write, don't ask what they believe, just observe what they do."*  
- Dr. Ashley Montagu

5. Courage by the leader \_\_\_\_\_ others.

6. Courage takes the "high ground" and seizes that which is essential for growth.

*"Risk surrounds almost everything worth having."* - Bankers Trust

*“The most striking thing about highly effective leaders is how little they have in common. What one swears by, another warns against. But one trait stands out: the willingness to risk.”*

- Larry Osborne

## The Leader’s Favor

### *The “Flavors” of Favor*

1. \_\_\_\_\_

2. \_\_\_\_\_

The choice is 2-fold:

1. The leader wants the people.
2. The people want the leader.

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

## WEEK SEVEN | REFLECTION

1. Take a moment now to evaluate yourself:

In which of these 4 qualities of effective leadership am I the strongest?

Character      Perspective      Courage      Favor

In which of these 4 qualities of effective leadership can I improve?

Character      Perspective      Courage      Favor

2. Out of the two kinds of people in the world, *whiners* and *winner*s, which do you most easily identify with, and why? Do you exhibit any of the characteristics of a whiner? In which winner characteristics are you strongest?

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3. Thinking back over your life, what decisions have you made that took courage, yet later you saw how they grew you and stretched you? What lessons can you draw from those experiences now? Consider jotting those down in a journal.

4. How have you wanted the perks of leadership without wanting to pay the price of leadership? Be honest.

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## WEEK SEVEN | TAKE ACTION

- 1** What steps can I take today to gain a greater perspective of where my people are sitting? In other words, what can I do to connect with something they understand – to meet them where they are so that I can lead them to a high vantage point?

**STEP 1:** \_\_\_\_\_

**STEP 2:** \_\_\_\_\_

**STEP 3:** \_\_\_\_\_

- 2** Review John's "Whiner – Winner" List. What are you? Your goal this week is to slowly check off the areas where you fall into the Whiner category. Then, take your team through the list. Make it fun or even turn it into a game. In a fun-loving way, promise to keep each other accountable.

- 3** Take four days over the next week to focus on the four characteristics of effective leadership:

### DAY 1 - CHARACTER

Do you mean what you say? How's your backbone holding up? Today, make it a point to keep your promises, follow through with projects and show your team members that you mean business.

**DAY 2 - PERSPECTIVE**

How's your inward eye? Are you seeing new vision for your team? Today, spend time honing your vision and cultivating your mind's eye to look into the future so that you can plan and execute strategy accordingly.

**DAY 3 - COURAGE**

Today you're focusing on your inward strength. Look for areas in your work and with your team where you can be bold and take a risk. Be resolved in your decisions and firm in your vision.

**DAY 4 - FAVOR**

How is your influence directly raising your team? Sometimes leaders want success for their teams more than teammates want it for themselves. What specific actions will you take today to raise their sights? Choose three teammates and do something today that will increase your positive influence with them.

What kind of impact are you having on your team? Are you inspiring them? Do they gravitate toward your vision? Or does your demeanor hobble their spirit, turning them into "Yes People"? Is there anything you do or say that is counterproductive to your leadership influence? Focus, today, on your influence with the team. Take time to build positive influence.

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