



10 Must-Knows for Leaders

-Brandon Lee White (*Let It Move, Inc.*)

1. Leadership is not being above people; it's about being beside people and pushing them above.
2. Challenge people by treating them as more than what they are, and they will want to start behaving in the way they are seen.
3. Your biggest enemy is not the outside world, it's your inside world.
4. Principles | Passion | Purpose | Priorities | Planning | Performance | Payoff. (In that order.) →
5. Activity does NOT equal accomplishment. So, work smart not just hard.
6. Just because you have a leadership title such as boss or coach, doesn't mean you are actually leading.
7. You can be right, but say it in the wrong way.
8. Your close friends and not-so-close friends should have the same opinion of you.
9. Leadership takes being strong AND warm towards others. One, by itself, is not enough.
10. It's hard to help someone if you don't know them. It's hard to know someone if you don't listen to them.

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