

A flock of birds, likely geese, is flying in a V-formation across a sky transitioning from blue at the top to a warm orange and yellow at the bottom, suggesting a sunset or sunrise. The birds are silhouetted against the bright sky. The overall mood is inspirational and aspirational.

The Five Keys to Legendary Leadership

Hold the Vision

Lead with your mind.

Keep seeing in your mind's eye where it is you're going,
even when nobody else does. *Especially* when nobody else does.

Build Your People

Lead from the heart.

Give people something to live up to—something *great*—and they usually will.
The substance of influence is *pull* . . . not *push*.

Do the Work

Lead from your gut.

Stay hugely humble; stay grounded; get mud on your boots.
And trust yourself.

Stand for Something

Lead with your soul.

You can lead only as far as you grow.
And you will grow only as far as you let yourself.

Practice Giving Leadership

Great leadership is never about the leader.
Great leadership is about holding people up.
The best way to increase your influence is to give it away.

From *The Go-Giver Leader* by Bob Burg and John David Mann