



CCN ULTIMATE LEADERSHIP SERIES  
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# **Ultimate Leadership: Being a Leader Whom People Want to Follow**

**Featuring**  
**Dr. John Townsend**  
*Psychologist*  
*Co-author, It's Not My Fault!*

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## I. The dynamics of making someone want to follow

A. It's easy to be a leader the first five minutes

But real leadership occurs over time

B. Can you lead when the honeymoon's over?

## II. Keeping your followers

A. Be a guardian of the vision and of the mission

Vision: The picture of where you want the organization to be over time

Mission: A concise statement of who you are, more present-oriented

A guardian is in on the creation of the mission statement, ensures it's good

A guardian keeps people reminded—keeps bringing up the mission

You may need to get out of your comfort zone to return people to the mission

A guardian maintains the purity of the mission

Organizations without this guardian of purity end up undefined

B. Make a connection with the real person

People in your organization have heartaches, losses, dreams

Your organization serves your people's own visions and missions

It's a mistake to assume everyone's commitment is the same as yours

People have to know they're valued and known

Knowing people means knowing what's on their minds

A good leader moves toward the negative

*If a person answers a question without understanding that question, to him it is folly and shame.  
—Proverbs 18:13*

### C. Seek feedback

This is about them talking to and knowing you

It may not be pleasant, but it leads to personal and organizational growth

*Let a righteous man strike me—  
that is a kindness; let him rebuke  
me—that is oil on my head.  
—Psalm 141:5*

### D. Connect with people, but don't do need/dependency

Don't let the organization's focus shift to taking care of you

Get the resources you need outside the organization

## III. Tips

A. Get a "360" in place—feedback from above and below and on the same level

B. Write out this question: "Would I follow me?"

C. Develop a balance between the ideal and "just another one of the guys"

Beyond excellence is perfectionism: learn the difference

But you still need to push and inspire

## Resources

**ULTIMATE  
LEADERSHIP**

A ONE WEEK  
INTENSIVE WORKSHOP  
WITH  
DR. HENRY CLOUD AND  
DR. JOHN TOWNSEND

**800-676-4673**  
[www.cloudtownsend.com](http://www.cloudtownsend.com)

I found the Ultimate experience to be one of the greatest life changing experiences of my life. I have been to two other growth experience workshops, but found this one to be the most helpful and complete. It touched all parts of my life. Henry and John are doing a great job in demonstrating how our entire emotional and spiritual lives are built on Christ's teachings.

—John Schock: CEO, Financial Management Solutions (Pasadena, MD)

The invaluable incorporation of resources, teaching, sharing, processing, and the quality of all those committed to bringing forth wealth and treasure in us was priceless. I shall always remember that week as a major "turning point", a time where my perceptions of life, myself, and my work were forever changed.

—Patty: Real Estate Broker and Architect (Tustin, CA)

Since going to the Ultimate Leadership workshop, I now realize that getting connected with someone is a kind OF soul fuel that raises me up to another level—which positions me to better solve life's problems.

—Pastor John Sherk (Middlebury, IN)

**- Many more testimonies at [www.cloudtownsend.com](http://www.cloudtownsend.com) -**

### ***It's Not My Fault: The No-Excuses Plan for Overcoming Life's Obstacles***

by Dr. Henry Cloud and Dr. John Townsend  
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