

**The 5-Minute
Guide On How To
Become an
Influential Leader**

- SPECIAL REPORT -

These days, it is common for *most* people to at some point be thrust into a leadership role. And I say 'thrust' because most of us never asked for it and never wanted it.

Leadership seems to only attract a certain type of person but unfortunately, you *need* to be in charge of others in many industries if you're going to increase your salary and earn a bigger pay check. It's not until you start managing others, that you reach the higher pay band and the perks that go with this.

But if you're not naturally inclined toward leadership, this can be tough going. This is *precisely* why we get so many sub-par managers and unhappy offices. What do you expect when the person in charge doesn't really want to be there and just finds this whole thing very, very stressful?

When you're put in this position, suddenly it becomes that much easier to sympathize with those poor leaders from our past and to put ourselves in their shoes.

And the painful part is that all of us know what a good leader looks like (and thus how far we might be from that). Good leaders are bold, brave, inspiring, charismatic...

The question is: how can you make sure that you are more like those heroes you admire and less like those stuffy managers that you dread?

The One Rule That REALLY Matters

Actually, it all really boils down to one. There is one thing, one trait, that will help you to be a more inspiring leader more than anything else.

What is it? It's passion. It's *believing* what you do.

It's a *lack* of passion meanwhile that created those stuffy, ineffectual managers. They never wanted to be there and thus they simply find the whole experience of leading very stressful. This plainly comes across in their demeanor and thus the entire team feels demotivated and disinterested.

At the same time, the disinterested manager will come across as more stressed and they'll make poor decisions for the company – they'll be trying to make sure the business 'ticks over' rather than trying to make it thrive. They'll be trying to meet numbers and targets, not trying to change things for the better.

That leads to a lack of growth and ultimately to stagnation and defeat.

It's a grim picture but it is true!

Now compare this to a young, lean startup in Silicon Valley. This will be led by a team of people who set up the business because they had a dream. They want to change the world with a new app or a new gadget and they believe in this idea more than anything. And you can *tell* that just by watching them talk about it. They put in more hours and they work harder because to them it's not work – it's the thing that matters most to them. Their team sees this commitment and excitement and they *want* to be involved.