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BOOK REVIEW:

# You Don't Need a Title to Be a Leader, by Mark Sanborn

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If you don't want to take much time and still want to expand your skills, I highly encourage reading the book *You Don't Need a Title to Be a Leader* by Mark Sanborn. The concepts are clearly laid out with examples that illustrate the points being made. Instead of focusing solely on the identified leaders within an organization, this book focuses on, as stated by the author, "little l" leadership. The concepts in the book will pertain to your work, volunteer and personal life, and can apply to almost anyone.

Throughout the book, you may need to rethink your concept of what a leader is. As Sanford writes, "In my opinion, fame is based on what we get in life, but true greatness is based on what we give in life." Very clearly the author is defining leadership as service, not fame. As a leader you may, and likely will, get recognition, but it will be based on your influence in the world around you.

## SANFORD PRESENTS SIX PRINCIPLES OF LEADERSHIP:

**1. Power of Self-Mastery** In order to lead others, you first need to lead yourself. By discovering what gives your life meaning, you start down the path of leading others.

### 2. Power of Focus

As you focus your life, you need to prioritize and live intentionally. The author makes a distinction between waiting and drifting. Waiting is intentional and serves a purpose, while with drifting you are just following the tide in your life.

### 3. Power with People

As a leader, you accomplish things *with* people not *through* them. There is a team dynamic that needs to occur instead of a dictatorship.

### 4. The Power of Persuasive Communication

Communication is not the objective, understanding is. The goal of communication needs to be gaining understanding.

### 5. The Power of Execution

Change your nouns into verbs. For example, you

need to take a vision into visioning. Visioning is active and causes influence; a vision is something you hang on wall.

### 6. The Power of Giving

The last principle may also be the most powerful one. In Sanborn's words, "When you make the world better for others, you make the world better for yourself."

In addition to the concepts provided, Sanborn also provides leadership action points at the end of each section. These points will give you something concrete to work on as you finish each section. By taking these points seriously, I believe you will see a difference in how you approach leadership as well as how you view your influence in the world around you.

As I wrap up this review, I will do so in the same manner as the author. As a leader, you are most interested in your legacy to the business or to your family. By becoming a more effective and influential leader, you will leave something behind that reflects your leadership. I will part with the last line of the book: "In my experience, the marks in life we leave—our legacies—are most often left not in stone and steel, in history and politics, or poetry and literature, but in the lives of other people." ●



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