

This book is a general leadership book and is self-described as 'The bestselling guide to unlimited success'. It takes a unique approach - as a choose your own adventure book with the author advising you to at the end of each short chapter (there are 51 in the 340-page book) go to the next chapter of your choosing based on choices at the end of the chapter. I ignored this advice, and instead read it from cover to cover. I think it provides lots of useful advice; although most are uncontextualised. This is useful however in some ways as it means the reader can apply it to their own context.

The rest of this post lists some of the takeaways or quick lists that I would like to remember.

The formula for guaranteed success:

1. Know where you want to go.
2. Know where you are now.
3. Know what you have to do, to get where you want to go.
4. Do it!

The seven principles of Naked Leadership:

1. Success is a formula, and it is simple.
2. This formula does not 'belong' to anyone - it belongs to everyone.
3. To be successful, you need rely on no one other than yourself.
4. Success is whatever you want it to be, it is yours to define.
5. Success can happen very fast, often in a heartbeat.
6. Everyone has value, can be anything they want, and is a leader.
7. The biggest mystery of life, is to discover who we truly are.

The top five human motivators:

1. A sense of personal power and mastery over others.
2. A sense of personal pride and importance.

3. Financial security and success.
4. Reassurance of self-worth and recognition of efforts.
5. Peer approval and acceptance.

The benefits of a mentor - to the person being mentored:

- A mentor can assist, and transform personal and career development.
- He or she can also be a sounding board, perhaps before a major presentation.
- If the mentor is more senior, there are opportunities to learn.
- with a mentor, people feel the organisation is taking a genuine interest in them, and what they are trying to achieve. This is highly motivating.

Leadership is a skill and a habit. Like most skills and habits, one that improves with practice. As we become more skilled - the habit takes over - we worry less about the mechanics of doing it and focus more on the outcomes to be achieved.

What are the skills and attributes that are demonstrated by great future leaders:

1. Wider vision - a compelling future plan - shiny, relevant, and involving other people in its development.
2. Personal profile - a high profile and visibility - know everyone's name by heart.
3. Warrior - ability to take account and lead by example.
4. Alliances and Friendship - form powerful alliances with other companies, directors and external groups.
5. Spirit - higher self - at one with themselves and have their lives in balance. Combine an energetic spirit with a sense of priority and perspective and know how to relax.
6. Imagination and mind skills.
7. The ability to inspire.

Five pitfalls of leadership:

1. Mistaking position for power – respect has to be earned.
2. Practicing communication and not openness.
3. Providing answers instead of guidance.
4. Putting popularity before respect.
5. Being visible but not available.

Rules for email communication.

1. Be aware of the impact of the written word – it is direct and often comes across as aggressive. To overcome this make emails friendly – dear name and end on a friendly note avoiding kind regards. Always read through before sending it.
2. Never send an email reply when you are angry – it starts a negative spiral that can be difficult to break.
3. Avoid copy-copy disease. Only include who is necessary.
4. Ensure your emails are crystal clear.
5. Never give bad news by email.
6. Never include information on other companies in emails.
7. Be aware of information on individuals.
8. Avoid / limit personal emails / non-work correspondence.
9. Electronic communication is no different than other communication.