

## Foreword

Cultivating leadership, it's not about the resources you don't have; it's about resourcefulness! That is one of the first things my mentor Bill shared with me, and something Tony Robbins ingrained in me. Over a thirteen-year relationship with Bill, he shared many principals that he learned and used to build a mini-empire. When Bill started to take me under his wing and pass on his wisdom to me, one of the first things he shared was about personal leadership and why it is so important.

One of the ways Bill would teach me was to share a story then put me "behind the wheel," so I could experience the lesson. That was what he did when he shared the mindset he had and instilled in me. Bill put me behind the wheel of a blue corvette. Each time he shared a new lesson, he wanted me to **ABSORB** as much as I could, so the experience was ingrained not only in my head but in my heart and body. I am a visual learner, but he taught me to be able to learn through all my senses, so when times get tough, I could call on it in many ways. Tony Robbins calls that sensory acuity, and that is why I am so passionate about that topic and teach it. Great leaders all can **ABSORB** information quickly and put it to use.

In my book, *Moments Matter*, I write about the ability to **RESPOND** on the day of the Miracle on the Hudson. This was a driving force that enabled me to grow my business and succeed in life.

Building and reinforcing the **RESPOND** ability is critical to long-term success in any business. Demonstrating how your motives to support someone are genuine and congruent is the most effective way to build and reinforce responsiveness. Once people recognize that you have their best interest at heart, you gain their trust and rapport.

One of the things I noticed in my time with Tony Robbins and later around other top producers and leaders was something Bill told me he did. This one action helped him grow his business massively and, more importantly, helped him enjoy a 50+ year marriage to his wife, Bonnie. Bill would take time to **REFLECT** on what happened in a business project so he could fully comprehend the right, the wrong, and how to make progress.

After being on stage for three straight days for over 40 hours, Tony does the same thing: he shuts down and **REFLECTS**. Great leaders take the time to **REFLECT** on where they are and how they can add to their portfolio.

If you ever have been to or heard any of the great speakers from the '70s, 80's 90's and beyond, they all talk about the one thing that helped them get to where they are at is the ability to take **ACTION**. Bill told me the same thing. After he learned his 12 principals of business success from his mentor in the 1920s, the country and world went through the depression then a world war. There wasn't much optimism, and people were anxious. Bill told me he took massive action during the depression when people needed to see something positive, and motion pictures were just coming to age. If Bill didn't take **ACTION**, especially in a challenging time, he might never have become the entrepreneur that he was. The same with Jim Rohn, Tom Hopkins, and Tony

Robbins. It is straight from the Bible: people who take massive ACTION get results and become leaders.

All the above are essential abilities to have. Still, Bill told me about another skill that exploded his business. This skill was his willingness to **SHARE** what he learned. In a time when people were trying to get an edge, money was tight, and the world was going to war, not many people wanted to reveal their knowledge. However, when they did share their insights, amazing things would happen. Think about the auto industry back in the '30s. The assembly line gave Henry Ford a significant advantage with the way he produced cars. Because he didn't keep the assembly line a secret, he impacted more industries than almost any other inventor. Bill shared his approach to growing in an evolving industry and improving. Reflecting on my actions, I found that when I strayed from what he told me, I struggled. Yet, when I followed his guidance, I became more effective in helping others grow.

Through stories, *What the Heck Is Leadership and Why Should I Care?* shares leadership concepts that, when taken individually or in whole, help you transform. First, through how to lead yourself, and then how to be an influential leader in your community and society.

Leaders often think they can control the future. Whenever I find myself counting on, or trying to control future events, especially right now, I'm reminded of the stories and lessons Gary shares. Gary shares these concepts with sincerity and a sense of humor that will keep you engaged. If you are open to absorb the lessons, respond to what you've learned, take a moment to reflect on how you can utilize the lesson to lead, then put it into action and most importantly, share it with others, you too can become the inspired leader you are meant to be. There is a lesson here for all of us.

**Dave Sanderson**

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