

“A must-read if you want to learn the shortest way
to the top and leadership: it's inside yourself!”
Maurice Lévy, Chairman, Publicis Groupe

You Lead

HOW
BEING YOURSELF
MAKES YOU A
BETTER LEADER

MINTER DIAL

With a foreword by *New York Times*
bestselling author Mark C Thompson



Foreword by Mark C. Thompson

Whether you're leading at the top a conglomerate, a startup or a small team within a larger organization, there's no doubt that leadership needs to do a major step change to adapt to the new world order of constant commotion. I've had the good fortune to work with some of the very top leaders in the world, including Sir Richard Branson, Steve Jobs and Charles Schwab as well as the founders of some of the most exciting and enterprising start-ups including LYFT CEO & cofounder Logan Green and Pinterest cofounder Evan Sharp. What I've observed from these standout leaders is that great leadership is a journey. No one is born a leader. It is a quality you craft, hone and earn over time. More than ever before, to be a great leader is a journey where the personal and professional ambitions and qualities must find a harmony, if not merge together. As I wrote about in my last book, *Admired*, there's a very personal nature to gaining respect and admiration for your Most Valuable People (MVP) in your life and work.

In his latest book, *You Lead*, Minter Dial draws out a cogent path for leaders like yourself to evolve by allowing if not exhorting you to lean in on your personal values, develop a greater self-awareness and make sure that what you do matters, for you and those around you, including your circle of MVPs. It's a personal journey that Minter leads you on, filled with stories and missteps from which to learn. Like myself, Minter loves music and leads by example in talking about how his own personal passions contributed to developing his personality, impacting his sense of self and informing his leadership style. As I like to say, you can only grow and scale your business as fast as you grow and scale yourself.

If technology has been generally credited with driving the pace of change, we have all experienced in the last year how the forces of disruption can also be different in nature and scope. Whether leading through the pandemic, the Black Lives Matter social movement or through challenging economic times, we can best adjust the rudder of our ship when we are in touch with ourselves and have an honest relationship with those around you, to do things that matter. As such the ship in leadership will steer a brighter course through the turbulence.

I've known Minter since his days as a senior executive at L'Oréal. He is someone who has always bravely walked the talk. This book is a shining example.

Mark C. Thompson is the World's #1 Leadership Coach for Transformational Growth, Team Engagement and Driving Change, according to the American Management Association. He's also the author of the New York Times bestselling books *ADMIRE*: 21 Ways to Double Your Value; *Now Build a Great Business*; and *Success Built to Last - Creating a Life that Matters*.

Preface

If writing a book is a labour of love, it seems more and more that reading one is a love of labour. Yet, I want to acknowledge and thank you as you've chosen to read *You Lead*. Where writing for this book started in the autumn of 2019 and continued through the entire first half of 2020, you are reading this in 2021, after the US presidential elections and certainly many other new events that have impacted the world around us. If during the period of writing this book, the context changed in dramatic fashion, it's bound to continue shifting and evolving. In the process of writing through the pandemic and *Black Lives Matter* movement, I feel evermore convinced that the content of this book has become even more relevant. We need a new form of leadership up and down society, government and, most definitely, in business. Whether you're leading within big business, running a start-up or working in a Non-Governmental Organization, we can and should take a hard look at ourselves and our environment, and lean in on what matters. Being yourself takes knowing yourself. By being more in touch with who you are, you'll not only be a better leader, you'll also be a better person. Business can be a force for change for good, all the while competing and performing at the highest level.

Taking a page out of the Physics playbook, as the compelling energy and climate expert Jean-Marc Jancovici says, we know that transformation requires energy.¹ In the context of leadership, with the ever-increasing constraints (economical, environmental, social, or sanitary), we will need to generate an extra level of energy within ourselves and our organization in order to adapt and transform. The only way to succeed long-term is to offer a sense of purpose that taps into our discretionary energy.

It's up to us as leaders to set the example.

As you go through the book, you will find key insights and messages along with actionable points at the end of each chapter.

N.B. You can sign up for when the book will be published here: www.minterdial.com/coming-soon.

¹ <https://jancovici.com/en/energy-transition/energy-and-us/what-is-energy-actually/>