

The Inspiring Leader

We live in a world where attention is *low* and competition is *high*. If you want to truly thrive in a transformational business you can no longer afford to be just another expert. You need to be an inspiring leader on a mission if you want to really stand out and be *attention-worthy*.

Here are ten commonalities of inspiring leaders - this training is designed to ensure you hit upon all of these (and more) in your business:

They Are Inspirational - The inspiring leader makes others believe in themselves and their potential.

They Have A Mission - The inspiring leader is on a mission to eradicate something or empower a group of people.

They Have A Vision - The inspiring leader thinks the world will be a better place when the problem they solve doesn't exist

They Empower Others - The inspiring leader empowers others through the value they provide for both free content and paid products and/or services.

They Resonate With Their Audience - The inspiring leader makes their audience feel truly understood by communicating with their unspoken fears, dreams, desires and challenges.

They Serve Not Please - The inspiring leader does not look to merely say things that please people. They are saying what the person needs to hear in order for them to benefit in the long term even if hearing it is uncomfortable in the short term.

They Stand For Something - The inspiring leader takes a stand in what they believe is best for their audience and followers.

They Stand Against Something - The inspiring leader takes a stand against other options they feel are *not* in the best interests of the audience.

They Make You Think - The inspiring leader makes you reflect and think in a way that you likely would not have done on your own.

They Provide Clarity And Direction - The inspiring leader leads his or her tribe in the right direction in order to achieve their hopes and dreams and puts an end to their confusion and overwhelm.