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Discover the Leader Within!



Many people believe that you're born a leader and that not everybody can reach the top. That's true in part, but I'm convinced that nobody is really born a leader. We all have areas where we're better and others where we aren't so strong. We all have natural talents and abilities.



Many people are still convinced that leadership has something to do with a position achieved. But let's just be quite honest: Everyone of us knows people who are in a certain position of leadership and we sometimes ask ourselves how those people got into that position. Some people don't display anything approaching the ability to deal with others, much less the ability to provide any kind of leadership at all.

It is, of course, true that many people don't achieve very much in their lives. To be precise, most people fail in the course of their existence in comparison with the opportunities offered to us on this earth. There are loads of reasons for this. Partly these people are themselves responsible for their failure but sometimes nobody shows them what options are actually available.





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A short time ago I launched a new series of events on this topic. Millions of people are looking for an orientation. They're looking for them in TV programs, on the Internet, in politics, in business, in sport, in culture, at various events and with people like you. Particularly if you're at home in a business where you have a lot to do with others, you should concentrate on the topic of leadership – no matter whether you yourself believe you are a leader or not. After all, no master has fallen from the heavens yet.

In the course of your lives we meet about 10,000 people. With each of these people we leave behind a certain impression. Do you give the people you meet strength and encouragement? Because that's exactly what people are looking for. They're often overloaded with their problems and are therefore looking for consolation and support. They want to be picked up and to realize their dreams. They want to be led. For this reason you should ask yourself how you want to influence the people around you.

First and foremost, leadership means giving people new hope. If you're at home in the people business, i.e. network marketing, I can only give you one recommendation: Look and see what the people around you need and help them to get it.

If you do that, then it's absolutely irrelevant which product or which career plan you use to do so as long as both of them give you the opportunity to help.

I can only say repeatedly that leadership is primarily a question of offering help to the people out there. And that's something that every single one of us can learn. A little bit less of “me” and a bit more of “you” – that's it all in a nutshell. For this you don't need to be born under a particular star sign and for this you also don't need any university degree. It's something you can experience every day. Just like the Boy Scouts, who want to do a good deed every day, we should also operate this way. If every morning while brushing your teeth you consider how you can help somebody around you, you're already halfway there.

Of course nobody turns into a successful leader overnight. This is a process you have to grow into. But there are a few really essential points that will help you to signal to others that you're the right leader:

1. Fulfill your promises.

One of the most important things that I learned at an early age, something that I still pay attention to, was to always fulfill commitments I make to others. Particularly when we're dealing with customers we tend to make commitments without being clear about the consequences. The customer asks us a question we understand as a sign that they're going to buy and we immediately say yes and amen.

If you'd like to be taken seriously as a leader, then you have to have integrity. People must be able to rely on your word. Therefore before you commit yourself to doing something for somebody, consider whether you can really fulfill this commitment.

2. Focus on the benefits to others.

Why do people follow you? Do they follow you because they have to or because they want to? If people are only following you because they have to, then sooner or later you'll have a problem. Admittedly you're a leader because of your position, but at the latest when the people no longer have to follow you, they'll run away from you.

In recent years I've noticed one thing. The more I help other people, the more these people are ready to help me. Zig Ziglar already said that a long time ago. But sometimes you have to experience things yourself in order to really understand them.

3. You aren't omniscient.

It's especially the case with many leaders that they have the feeling that they're on top of the situation and know the score about everything in the universe. The problem here is just that if somebody goes through life like that they'll miss out on a lot of impressions.

Nobody will be mad at you if you don't know something. But people will turn away from you if you give the impression that you know everything and won't allow any other opinions. Show other people appreciation and admit it when you don't know something. That makes you simply human.

If you continually bear these 3 points in mind, then you'll experience how other people will flock around you. You have everything you need. Find your talents and abilities and use them to help others to solve their problems.

In this I wish you all the best.

Yours, David



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About David El Dib

Born in Vienna in 1976, David El Dib grew up in sheltered surroundings. His mother was a teacher and his father was a businessman, so David learned from a very early age to think in a businesslike manner. During his childhood the family had to keep a close eye on their finances since the monthly income was just about sufficient to get by. Already during his commercial training at the Vienna Business School, David recognized that on the conventional job market he wouldn't find the opportunities he envisaged. Therefore already at the age of 21 he made himself self-employed.

Subsequently, he worked as an investment banker for a renowned international investment company and advised large corporations and wealthy clients on questions regarding investments. His economic understanding and his interest in his fellow human beings already made him a sought after discussion partner at an early age.

In recent years David El Dib has conducted seminars as a keynote speaker in front of tens of thousands of people in Europe, the USA, South America and Asia. In particular he coaches business people and top leaders in the fields of personal branding and customer orientation.