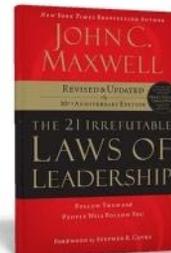


The 21
Irrefutable
Laws of
Leadership



THE 21 IRREFUTABLE LAWS OF LEADERSHIP PERSONAL STORY GUIDE

You will learn the value of knowing and understanding The 21 Irrefutable Laws of Leadership. The reason behind this is simple. This book and these laws are the foundation of the Maxwell Philosophy.

One of the reasons for the Success Roadmap program is to help you be able to represent yourself as an expert in the leadership field. This will not only help you become a better leader, but will help you represent yourself as one while building and conducting your business.

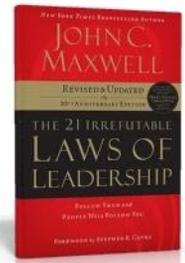
It is very intentional that encourage you to make the 21 Irrefutable Laws part of your study curriculum at the beginning of your learning journey. You have been taught by your mentors, peer teaching partners and John himself, that there is no better way to connect with people than through personal story.

This Guide had been developed for you to use in not only improving your familiarity of the 21 Laws but also as a way to commit a personal story for each law to your own memory. Having this "recall" will be invaluable in your leadership development process and in communicating with others.

AS you begin your study through The 21 Laws, begin to add your personal stories on these sheets and commit them to memory. We are all more successful at remembering information when we can visualize and image along with that story and images helping you to remember each law in the book have been included in each sheet.

As you develop your own stories, try and come up with your own image that you can add to the sheet to go along with your story. Keep these sheets in a notebook along with your images and refer to them as a reference guide as you continue along your way to becoming and influential leader.

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LAW #1 – THE LAW OF THE LID

Leadership Ability Determines a Person's Level of Effectiveness



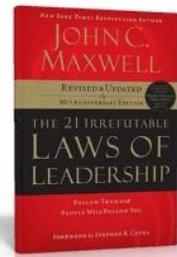
The Story: Dick and Maurice McDonald create a chain of restaurants but hit their leadership lid lacking the leadership needed to expand their business. Ray Kroc, who had a higher leadership lid was able to expand the business.

The Lesson: Kroc had what the McDonald's brothers did not – a leadership lid that allowed him to lead others to run successful businesses.

My Law of the Lid Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #2 – THE LAW OF INFLUENCE

The True Measure of Leadership is Influence – Nothing More, Nothing Less



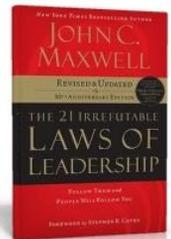
The Story: Mother Theresa, although a frail little woman, became world famous as a leader among leaders focused on the poor, diseased and youth. Although very outspoken, she was very well respected due to her passion.

The Lesson: Mother Theresa was able to have such a huge impact because her influence. Her influence was a result of being a servant to others

My Law of Influence Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #3 – THE LAW OF PROCESS

Leadership Develops Daily – Not In A Day

The Story: Anne Scheiber built an original retirement account of \$5,000 into an estate worth twenty-two million that she was able to leave to Yeshiva University.

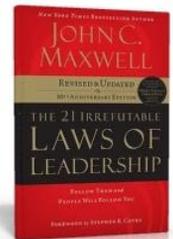
The Lesson: Scheiber understood that the Law of Process works. Quality and positive change take time. Several small steps lead to success.



My Law of Process Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #4 – THE LAW OF NAVIGATION

Anyone Can Steer The Ship, But It Takes A Leader To Chart The Course



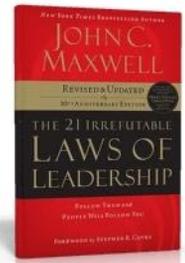
The Story: Roald Amundsen and Robert F. Scott set out to be the first to reach the South Pole. Amundsen planned well and Scott did not resulting in the death of him and his entire team.

The Lesson: Amundsen understood what was needed to “navigate” successfully to the South Pole. He had the right plan with the right people.

My Law of Navigation Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #5 – THE LAW OF ADDITION

Leaders Add Value By Serving Others

The Story: Jim Sinegal, CEO of Costco, continually gave back to his employees and invested his time into them. He met them where they were and on common ground.

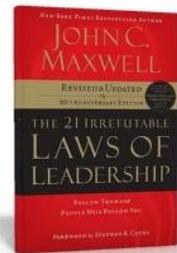


The Lesson: Continually adding to others is what great leaders do. When you add to something it makes it better. Strive to be a servant leader.

My Law of Addition Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #6 – THE LAW OF SOLID GROUND

Trust Is The Foundation Of Leadership

The Story: During the Vietnam War, the military leaders provided misinformation to the American Public and lost trust and the confidence of the American people.

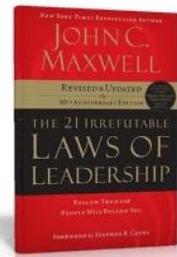
The Lesson: Trust is the foundation of leadership. Without it, you cannot lead successfully at any level.



My Law of Solid Ground Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #7 – THE LAW OF RESPECT

People Naturally Follow Leaders Stronger Than Themselves



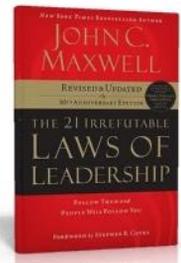
The Story: Harriet Tubman, from 1850-1860, led over 300 slaves, freedom fighters and Quakers to freedom through her Underground Railroad. She always put others needs in front of her own.

The Lesson: Tubman's reputation and influence commanded respect. People will follow those that have "earned" their respect.

My Law of Respect Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #8 – THE LAW OF INTUITION

Leaders Evaluate Everything with a Leadership Bias



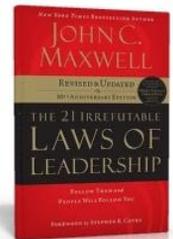
The Story: Steve Jobs, co-founder of Apple Computer, returns to the organization and overhauls the vision of the organization. His intuition guides him to refocusing them on what makes them successful.

The Lesson: When things seem right, or they don't, is a predictor of what is [®] true. Leader's use their intuition to make the hard, but right decisions.

My Law of Intuition Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #9 – THE LAW OF MAGNETISM

Who You Are Is Who You Attract



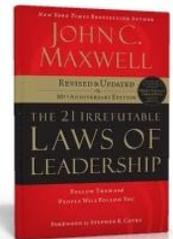
The Story: President Robert F. Kennedy, was recognized as a young idealist who wanted to change the world. He attracted those with a similar profile and ended up with many great people around him.

The Lesson: If you want great people to be around you, then you need to be that type of person. Also, reflect on the type of people you are attracted to.

My Law of Magnetism Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #10 – THE LAW OF CONNECTION

Leaders Touch A Heart Before They Ask For A Hand



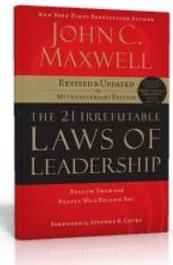
The Story: After the 9/11 attacks in New York City, President George W. Bush went to Ground Zero and connected with the people of New York. He showed them how much he cared.

The Lesson: People don't care about how much you know until they know how much you care. – John C. Maxwell

My Law of Connection Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #11 – THE LAW OF THE INNER CIRCLE

A Leader's Potential Is Determined by Those Closest to Him



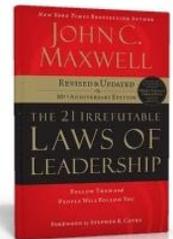
The Story: Lance Armstrong explains how important your inner circle is related to teamwork. Everyone brings their own strength to the team. Stronger the individuals, stronger the team.

The Lesson: If your inner circle is strong you can make great impact and have much influence. Each person makes you stronger.

My Law of The Inner Circle Story: (20 seconds to 4 minutes)

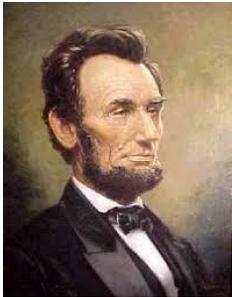
The Point of my Story: (10 seconds to 1 minute)

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LAW #12 – THE LAW OF EMPOWERMENT

Only Secure Leaders Give Power To Others



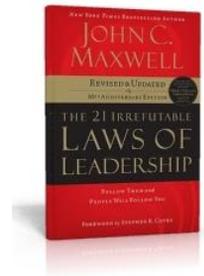
The Story: President Abraham Lincoln, recognizing his weaknesses, intentionally empowered those around him to make him and his administration stronger.

The Lesson: Empowering those around you or on your team will build their strength and allow them to maximize the contribution of their skill set.

My Law of Empowerment Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #13 – THE LAW OF THE PICTURE

People Do What People See



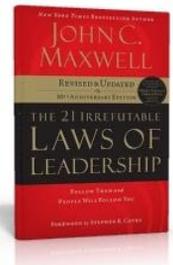
The Story: New York City Mayor Rudy Giuliani, build a career on being held accountable and taking responsibility for everything that happened under his watch. He always held himself and others to a high standard.

The Lesson: You cannot successfully ask others to do, what you are not willing to do yourself.

My Law of The Picture Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #14 – THE LAW OF BUY-IN

People Buy into the Leader, Then the Vision

The Story: Mahatma Gandhi spent decades teaching others how to gain their freedom through peaceful efforts and not violence. Eventually, the people of India bought into his vision and were able to carry it out.

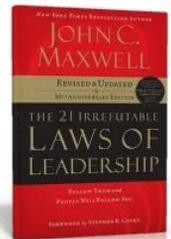
The Lesson: People don't buy-in to what you do, they buy-in to why you do it. People will gravitate to the leader before the dream.



My Law of Buy-In Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #15 – THE LAW OF VICTORY

Leaders Find a Way for the Team to Win

The Story: Herb Kelleher, former CEO and co-founder of Southwest Airlines, fought hard to make the airline the success story that it is today. He was committed to the entire team being victorious throughout his career.

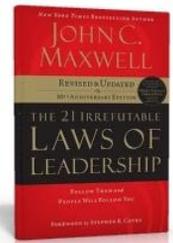


The Lesson: In order to win, leaders need to create a culture that demands more than survival. Winning is a mindset not an event.

My Law of Victory Story: (20 seconds to 4 minutes)

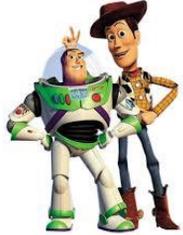
The Point of my Story: (10 seconds to 1 minute)

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LAW #16 – THE LAW OF THE BIG MO

Momentum is a Leader's Best Friend



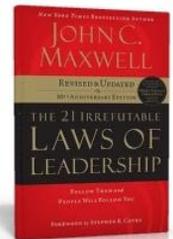
The Story: Pixar and Disney took four years to produce the animated hit Toy Story. During that time momentum around the technology was building so when the film finally hit the theatres, it was a hug success.

The Lesson: It's the little things that lead to the big things. The key to allow them to, and keep the momentum going – one small step at a time.

My Law of The Big Mo Story: (20 seconds to 4 minutes)

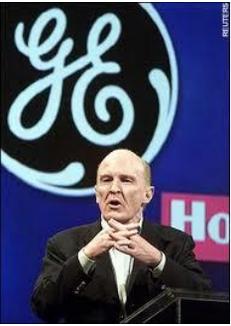
The Point of my Story: (10 seconds to 1 minute)

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LAW #17 – THE LAW OF PRIORITIES

Leaders Understand That Activity Is Not Necessarily Accomplishment



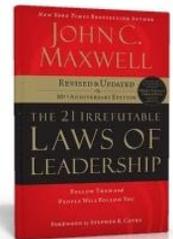
The Story: Jack Welch, after taking over as the Chairman and CEO of General Electric, refocused the entire organization on a smaller number of product lines that they would be great at rather than several just good at.

The Lesson: The greatest success in any endeavor is to focus yourself or your team on what really matters.

My Law of Priorities Story: (20 seconds to 4 minutes)

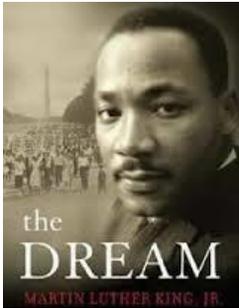
The Point of my Story: (10 seconds to 1 minute)

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LAW #18 – THE LAW OF SACRIFICE

A Leader Must Give Up to Go Up



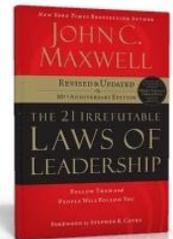
The Story: Martin Luther King Jr., eventually gave everything in leading the cause for equal rights. What is possibly even more significant than the sacrifice is that he was willing to do it. That was the strength as a leader.

The Lesson: Leaders must be willing to give something up, to sacrifice, if they are going to influence others. People expect that from great leaders.

My Law of Sacrifice Story: (20 seconds to 4 minutes)

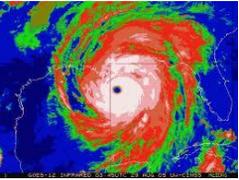
The Point of my Story: (10 seconds to 1 minute)

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LAW #19 – THE LAW OF TIMING

When to Lead Is As Important As What to Do and Where to Go



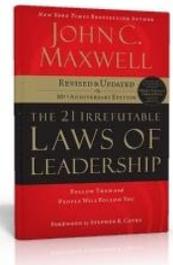
The Story: The leadership demonstrated after Hurricane Katrina was a failure at almost every level. The people impacted by the storm needed help NOW and almost all agencies failed to provide that help.

The Lesson: When to lead is as important as how you lead. Leadership shows people how much you value them.

My Law of Timing Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #20 – THE LAW OF EXPLOSIVE GROWTH

To Add Growth, Lead Followers – To Multiply, Lead Leaders

The Story: John Maxwell's non-profit organization EQUIP, was created to help leaders develop more leaders. When you do this you do more than add, you multiply.

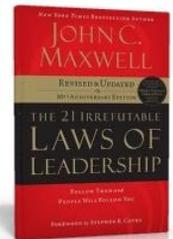


The Lesson: If you really desire to make an impact on this world, you need to empower others to do the same, not just add value to them.

My Law of Explosive Growth Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)

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LAW #21 – THE LAW OF LEGACY

A Leader's Lasting Value Is Measured by Succession



The Story: John recaps his journey to becoming an influential leader and shares his revelation that all he has accomplished means nothing unless there is a way for the message to continue after he is gone.

The Lesson: A life is not significant except for its impact on the lives of others. How will you make a difference after you are gone?

My Law of Legacy Story: (20 seconds to 4 minutes)

The Point of my Story: (10 seconds to 1 minute)