

LEVERAGE

How to Create Your Own “Tipping Points” in Business and in Life

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The Web site for this book is at www.customersatisfaction.com.

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MAIN IDEA

Archimedes, the early Greek mathematician, had it right. He famously said: "Give me a lever long enough and a place to stand, and I could lift the world". Translating that idea into terms that apply in the modern world, at the focal point of every problem there is always a lever. If you identify that lever correctly and then apply it intelligently, every problem that arises can be solved. Leverage is the multiplier effect of creating tipping points which will magnify and enhance the results of your efforts.

With the right partners, literally nothing is impossible in business. All you need is the right skills, a sense of purpose, a broad perspective and the ability to focus on the fulcrum where the force must be applied.

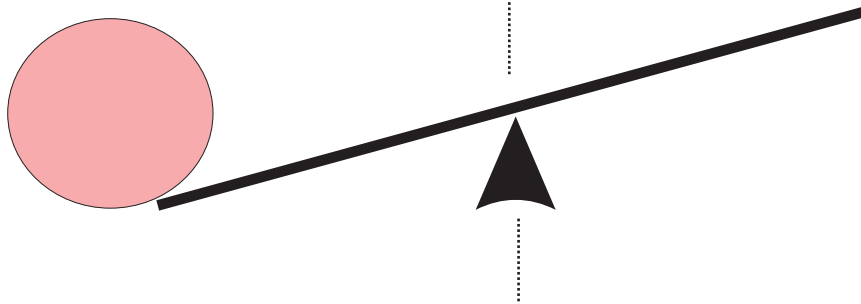
"We face such great challenges and yet we have great leverage to help us solve these problems. The heroes of our society may be the engineers and the scientists who are unlocking the keys to faster, sleeker, longer lasting, more affordable everything. But after all the gadgets have been purchased, there's still got to be some hero in me. You are the answer. All you need is leverage to lift your world."

– Darby Checketts

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| ▶ 12 | Take ownership of your life. Don't be a victim. | ▶ 19 | Pounce on every opportunity to learn. |
| ▶ 13 | Study great leaders for inspiration and examples. | ▶ 20 | Be a clockbuilder, not merely a timekeeper. |
| ▶ 14 | Look for pieces of truth all over the place. | ▶ 21 | Form powerful partnerships to generate wisdom. |
| ▶ 15 | Discover and harness your own active force field. | ▶ 22 | Understand the true value of what you create. |
| ▶ 16 | Have the courage to genuinely commit. | ▶ 23 | Be exuberant to enhance your personal creativity. |
| ▶ 17 | Create shared agreements with others. | ▶ 24 | Love what you're doing wholeheartedly. |
| ▶ 18 | Use the four dimensions of thinking beneficially. | ▶ 25 | Think about your value proposition all the time. |

Keys 12 - 25 – Your own personal collection of levers

These keys outline how you can prepare personally to be as effective as possible in your own life and in leadership roles.



Keys 1 - 11 – Where you stand as a person

These keys describe where you can and should place the fulcrum of your efforts to achieve the best possible results.

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| ▶ 1 | Set great goals which will motivate and inspire. | ▶ 7 | Always do the right thing, even if controversial. |
| ▶ 2 | Have a sense of purpose and personal principles. | ▶ 8 | Know what you really want. |
| ▶ 3 | Use your time wisely in five key arenas. | ▶ 9 | Pay the price to achieve true success. |
| ▶ 4 | Discover and heed your inner voice. | ▶ 10 | Build relationships to leverage your own efforts. |
| ▶ 5 | Scan the world for opportunities to help others. | ▶ 11 | Look at the context in which your dreams live. |
| ▶ 6 | Turn your dreams into reality. | | |

