

# **THE LEADER'S GREATEST RETURN**

**Attracting, Developing,  
and Multiplying Leaders**

**JOHN C. MAXWELL**

**JOHN C. MAXWELL** is a personal growth and development coach, leadership expert, keynote speaker, and publishing phenomena. He has written more than 100 books which have sold more than 31 million copies in fifty languages. *Business Insider* and *Inc.* magazine named John Maxwell as the world's most influential leadership expert. His training companies have now trained more than 6 million leaders worldwide, and every year John Maxwell consults with the senior management teams of Fortune 500 companies as well as presidents of nations. Dr. Maxwell is a graduate of Ohio Christian University, Azusa Pacific University, and Fuller Theological Seminary.

The author's website is at: [www.JohnMaxwell.com](http://www.JohnMaxwell.com).

ISBN 978-1-77687-001-1

**MAIN IDEA**

There is nothing that adds more value to an organization than when a leader attracts, develops, and multiplies that organization's future leaders. The greatest return any leader can generate is to develop more future leaders.

Developing leaders so they reach their full potential is difficult but worthwhile. It's a 10-step process:



In the final analysis, success for any leader will always be measured and defined as maximizing the utilization of the abilities of the people who work for you. The only way you will do that is if you help other people develop as leaders.

*"I think a fit epitaph for me would be, 'Here lies a man who knew how to get around men much cleverer than himself.'"*

– Andrew Carnegie, 19th century steel magnate and philanthropist

*"How do you ensure you'll have the needed leaders to fuel your future success? The answer, in short: Build a leadership culture. A leadership culture exists when leaders are routinely and systematically developed, and you have a surplus of leaders ready for the next opportunity."*

Mark Miller, vice president of high-performance leadership, Chick-fil-A



**Step #1 - Identify** . . . . . Page 2  
 Job #1 in developing great leaders is to find them so you can develop them. It takes a leader to grow another leader.

**Step #2 – Attract** . . . . . Pages 2 - 3  
 The best way to attract great leaders is to have open seats at the leadership table of your organization. Make it clear people can earn a seat at the table.

**Step #3 – Understand** . . . . . Page 3  
 Before you can ever hope to lead people, you need to connect with them. Find common ground before you try and impart your wisdom. It won't work the other way around.

**Step #4 – Motivate** . . . . . Page 4  
 Every leader wants to know how to motivate their people. The best way to do that is to inspire and help people find their own motivations. Spark them and get out of their way.

**Step #5 – Equip** . . . . . Pages 4 - 5  
 You have to equip your emerging leaders with a road map for the journey to excellence. If you do that, compounding returns will then come into play.

**Step #6 – Empower** . . . . . Page 5  
 One of the most powerful things you can do is empower others to lead out. If you release the leaders you develop to reach their potential, amazing things can result.

**Step #7 – Position** . . . . . Page 6  
 The only thing more powerful than an empowered leader is a group of empowered leaders working as a team. There's almost nothing they can't do.

**Step #8 – Mentor** . . . . . Pages 6 - 7  
 Mentoring always helps you go further, faster, and more successfully than you could on your own. Mentor one leader and you can add value to dozens of others.

**Step #9 – Reproduce** . . . . . Page 7  
 The only thing limiting the growth of your organization is your ability to produce more leaders. Get good at developing more effective leaders.

**Step #10 – Compound** . . . . . Page 8  
 Everyone knows the 80/20 Rule. The longer you keep developing leaders, the greater your competitive advantage becomes. Never stop growing leaders.