



A PRACTICAL GUIDE TO MASSIVE SUCCESS

HOW TO UNLOCK THE KEY TO TRUE SUCCESS AND STRONG LEADERSHIP IN ALL ASPECTS OF YOUR LIFE.



ImpactLaunch

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THE DEFINITION OF A LEADER



"A leader is one who knows the way, goes the way and shows the way."

- John Maxwell

What is your definition of a leader? More specifically, by looking at your definition of a leader, would someone easily be able to determine if he or she is a good leader or a not-so-good leader?

How would you go about answering this question?

So, if you are like half of America, you might Google it, right?

If you go to Google for the answer, you might get an idea of the concept of leadership, but you don't necessarily get an actionable definition that, if you wanted, could measure your current effectiveness as a leader.

What if you got more specific? Asking Google for a definition of a leader would give you an actual definition. It may be something like this: a leader is a person who leads or commands a group, organization, or country. And while that does give some idea of what a leader is, it doesn't give us the criteria needed for massive success in life and business.

So, what is a leader that creates massive success and how do we define that?

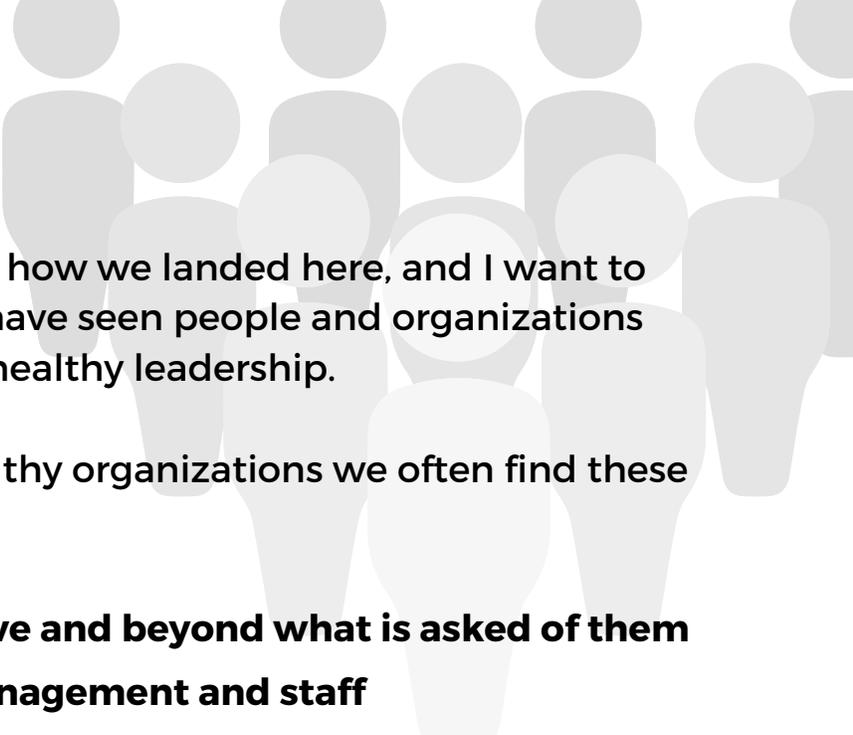
There are many traits and characteristics of successful leaders. But even if you have one or two traits of a successful leader, that doesn't necessarily mean that you're a good leader.

We can think of others who we know as good leaders...people who are in our own personal and professional lives, famous people, etc. There are always examples of good leaders who come to mind, but it still leaves us without a definition of a true leader, only bits and pieces of characteristics and attributes to pick from.

Again, job titles and roles don't indicate strong leadership. That is what we call leadership by prescription. It doesn't matter if you are a CEO, Department Head, or President. Just because you are in that role doesn't mean that you are a great leader.

The truth of the matter is this: a leader can be anyone. No matter who you are, what role you are in, what your job title is, how old you are, etc., you can be a leader in all areas of your life. You can also create unbelievable levels of success.

My name is Scott Caldwell, President and CEO of ImpactLaunch and Caldwell Business Group. I have spent my whole career as a consultant to organizations and leaders of all shapes and sizes. Through this, I've worked with some very successful leaders and organizations, and I've worked with some that weren't so successful! From my years of experience and from my strong desire to always seek out and learn from leaders, I have created my own definition of a leader who generates incredible success, against which you can truly look at and measure yourself.



Before I share it, I want to explain how we landed here, and I want to start by talking about where we have seen people and organizations miss the mark when it comes to healthy leadership.

When we work with these unhealthy organizations we often find these types of issues:

- **Rallying employees to go above and beyond what is asked of them**
- **No mutual respect among management and staff**
- **People more focused on survival than on growth**
- **A cut-throat environment where everyone is forced to be looking out only for themselves**
- **No sense of sacrifice or goodwill**
- **Off-the-chart gossip**
- **Everyone just running around putting fires**
- **Constant conflict, complication, and confusion**
- **Mindset is scarcity rather than abundance**
- **A constant and desperate focus on the bottom line**

The list could go on, but we'll stop there. I'm sure you get the point. And, if I was a betting man, you have probably experienced some or all of these at some point in your career.



4 ELEMENTS HINDERING SUCCESS & LEADERSHIP

Organizations and their leaders who have unhealthy cultures typically experience the following problematic elements:

Weak and/or misaligned purpose...

There is no clear understanding of the true purpose of the organization. For example, employees at a construction company where the purpose is not understood know that they work at a company that builds things, and they know what role they play in the building, but that's it. The purpose of the organization goes no further than that.

No clarity around a vision for the future...

Unhealthy organizations have not identified a direction for the organization or its people. Again, because the true purpose of the organization goes no further than the simple functionality of the company, people can't pick their heads up long enough to think about the future. They are focused merely on the fires they are constantly putting out. There is no understanding of the long-term vision for the company, and the people surely don't understand how they could affect that vision.

No clear path to reach desired results...

The organization or people have no clear understanding of how to achieve desired results. Therefore, even though there is an inspired and ambitious employee who truly wants to do a good job and isn't selfish in his or her ambition, there is no clear direction on how to move up or utilize his or her strengths to create a mutually beneficial experience. And like we have seen time and time again; those ambitious employees do not last long and are gone before they even get started. Or, in some of the saddest cases, the unhealthy culture of the organization has sucked them in, and the once-aspiring person is now in the rut that everyone else is in, just making it...just surviving.

No effective methods of implementation...

o There are no practices to develop healthy habits that utilize and leverage strengths of the organization and its people. There is no plan to overcome the weaknesses and/ or fill the gaps. There have been plenty of times we have come into these organizations. Often, they do have some type of plan for the future but have stopped there. They did not create the methods of implementation to enable the organization and its people to carry out the plan. Therefore, it becomes nothing more than a pile of paper on a shelf, dusty and worthless.

The organizations and people we have worked with who are experiencing difficulties and hardship have displayed some or all of these characteristics. These are the leading factors that keep good people and organizations from being great, hinders long-term health and sustainability of a company, and indicates signs of weak leadership all throughout.

5 ELEMENTS OF SUCCESS & STRONG LEADERSHIP

Conversely, what we have seen when working with healthy organizations and strong leaders is drastically different. These companies and their people are thriving, they have a sense of unity, and the culture is great. Here are some of the positive characteristics we've seen:

- **People working together utilizing their individual strengths to create work at a very high standard of excellence**
- **Clear focus rather than complexity and confusion**
- **Fires are categorized and put out in order of importance rather than all being addressed chaotically.**
- **People have growth plans and are working together to help each other succeed rather than waiting for the moment to cut each other's throats.**
- **Genuine atmosphere: there is good will and people are truly happy and pleased with the work they do. They actually look forward to coming to work, and they challenge each other in a very healthy way to initiate growth personally, professionally, and as an organization.**

Yes, these types of healthy organizations and people do exist. We've seen them. And in all of them, the following five elements exist:

They clearly understand their purpose...Their "Why"

The leaders and the people of these organizations understand that their purpose is not just the inherent functionality of the work they do. There is a bigger purpose and meaning behind the role they play in their respective professional community. They understand they are not just a construction company; they play a role bigger than just building things and are focused on more than just the bottom line. There is an underlying cause and mission they are working to achieve, and everyone within the organization understands that and is working toward it rather than just performing their assigned tasks.

Established, long-term vision for the future...

There is a clear direction the company is headed, and it is attached directly to the understood purpose of the organization. Therefore, decisions are made based on that purpose rather than merely what fire is biggest that day. Moreover, the people of these organizations understand the exact role they play, not only in getting the work of the organization done, but where they are in getting the organization closer to the long-term vision. Employees are motivated and take ownership of the long-term vision that's been established.

Clear understanding of needs and assets...

The leaders of healthy organizations clearly understand their strengths and continuously operate in those strengths. They don't veer. They collaborate to fill gaps where weaknesses are apparent and are ok with being vulnerable in this sense. They are not scared to admit that they aren't the best for certain tasks and are willing to refer and/or turn down work because of that. On the other hand, they are certain and clear they are the best when it comes to working within their strengths. They are not prideful or arrogant; they confidently know that they are able to create work at an incredibly high level of excellence because they are working within their purpose, on path with their long-term vision, and within their unique strengths.

Short-term measurable goals...

The long-term visions they have established are reeled into a shorter time frame, and the people within the organization have clear targets to hit. This creates a different way of making decisions, allowing focus to win out over complexity and confusion, and everyone understands where they are headed and how they will get there.

Action is implement effectively...

There are clear methods of implementation that establish daily healthy habits that promote action, motivate and inspire others, and establish leadership in all areas of the organization. These habits leverage strengths while overcoming weaknesses and create the small, daily steps necessary to lead to the accomplishment of the established dreams, goals, and big ideas. There is a clear understanding that big things happen by taking small steps in a consistent manner, and this is effectively implemented. This is done personally, professionally, and in general as an organization.



OUR DEFINITION OF A LEADER

From our experience, we have created the following definition that can be used as an objective guide against which anyone can measure themselves:

A leader is a person who clearly understands his or her purpose, knows the direction he or she is headed, and who effectively operates within this space consistently to inspire and motivate others into action toward a shared vision in all aspects of life.

Let's break this down a bit. A leader who creates massive success is a person who does the following:

- A leader clearly understands his or her purpose. This person has gone through the process of self-discovery to understand his or her 'why,' including a clear understanding of strengths and weaknesses
- A leader has a clear direction he or she is headed. There has been long-term vision as well as short-term plans established.
- A leader effectively practices healthy habits that have been developed to leverage strengths and overcome weaknesses to spur consistent action toward his or her dreams and goals.
- A leader inspires others into action toward a shared vision, consistently clarifying and directing people and their understanding toward the agreed-upon destination.
- A leader demonstrates consistent and trusted behavior, in all areas of life, that move toward the desired goal.

This definition provides clear elements by which we can measure ourselves as leaders. It is something we can look at and say, “Yes, I am killing it as a true leader!” or, “No, I am really not doing any of these things.” Regardless of where you are at, this will help you become more aware.

What if you don’t score too well when compared to this definition? Maybe you see some areas where you can improve or maybe this has triggered you to aim for improvement? How would you go about doing this? Our answer is simple...it’s ImpactLaunch, a system we developed from our years of experience working as consultants for organizations and leaders of all kinds.

It is a methodical approach to helping you establish all the elements that create major success and establish you as a stronger leader in all aspects of your life.

We are very excited about ImpactLaunch because it has already changed the lives of so many. We have used this plan with individuals and organizations to enable the following:

- **Identifying and establishing future leaders**
- **Changing the culture of an organization’s environment**
- **Helping new organizations get off the ground**
- **Giving new-found confidence to CEOs and other executives in regard to their futures**
- **Breathing new life into older, stagnant organizations**
- **Reviving failing companies**
- **Changing perspectives from scarcity to abundance, from surviving to thriving**

I have used it personally to build my own company from the ground up. Not only that, but this company has grown and average of 20% annually for the past ten years. In 2006, I weighed 285. I lost more than 60 pounds, and I have kept it off. I achieved my goal of playing D-1 football in college, paid off debt, and much more by using this system to establish healthy habits that led to massive results. You can do the same in both your personal and professional lives as well.

You can do the same in your life and work as well!

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This system has taken us years to develop in a way that is most effective. Each step is on purpose and introduces you to a very pragmatic way of creating wild success and growing you into the best leader in all areas of your life.

People and organizations have paid us thousands, even hundreds of thousands of dollars, to help them through this to change their lives, the lives of their people, and their companies.

Today we are excited that we can offer it to you at an extremely affordable price of just \$250. For this price you get the following:

- **Full access to the Core 5-Step Process to wild success**
- **Monthly live and recorded training**
- **Access to the ImpactLaunch consulting team**
- **Monthly group coaching videocasts**
- **ImpactLaunch Community Engagement: Forums, live chat, etc...**
- **Expert video cast with guided discussion**
- **Discounted one on one coaching**

**AHIEVE WILD SUCCESS WHILE BECOMING
THE STRONGEST LEADER IN ALL ASPECTS
OF YOUR LIFE!**



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What is your dream?

What is your big goal?

Where do you want to go?

Who is that person you want to be?

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