



**The Big Five For Life™
Leadership's Greatest Secret**

Notes by Frumi Rachel Barr, MBA, Ph.D.

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Author's Bio: John p. Strelecky is an expert in helping people improve their lives. He has impacted millions through his writings, presentations, and appearances on television and radio. He has consulted for Fortune 500 companies and lectured at the university level. His other books include *The Why Cafe* and *Life Safari*.

Author's big thought:

A successful leader starts with something so linked to their own Purpose For Existing that what they pursue is not just an opportunity, it is a personal necessity. Being a successful leader is simple. You just need to know this secret, and then you need to apply it. You bring people into your organization whose PFE is in alignment with the organization's. You put people in positions where they get to fulfill their Big Five for Life simply by doing the job that the company needs done each day. And you teach them to do the same for the people they lead. When you do that, you're helping people's life curve ascend, and in the process they're helping the organization's life curve ascend.

Write the ending first We either write the ending we want, and then create a life that gets us there, or we end up living someone else's story, and having an ending that pales compared to the one we would have written for ourselves. It's really that simple.

The Story:

This is a powerful fictional story about the secrets Thomas Derale used to build fourteen highly profitable companies, to create cultures so purposeful that customers and the most talented people sought him out, and leave a legacy that will be remembered for generations. It is the final legacy of Thomas Derale, a man viewed by those around him as the greatest leader in the world. His businesses made fortunes, his employees loved him, and when necessary, his customers would wait weeks just to interact with his companies.

Thomas Derale died tragically at fifty-five years of age, and even in that—the act of dying—he inspired everyone around him. This is a story about who he was, how he led, and the way he left this world.

The pioneering business principles in this book, such as the Big Five for Life™, are his final gift for current and future leaders everywhere. They have already helped thousands of people and organizations around the world.

Thomas Derale Takeaways:

1. A successful leader starts with something so linked to their own Purpose for Existing that what they pursue is not just an opportunity, it is a personal necessity. They have enough confidence in their own abilities that they feel validated, not threatened, by the successes of those they are leading. They encourage, not belittle; inspire, not intimidate; teach, not obstruct; anticipate success, not fear failure. At every moment during our existence we are all called to be leaders, if for no other purpose than to lead ourselves.
2. Nothing halts progress like someone who is either in the wrong spot or discontent simply for the sake of being discontent. It's demoralizing to others, and it draws energy and time from the tasks being attempted. You want good counterpoint people on your team. People who say, "I know what we're all trying to do. And I think there is a better way." That's valuable in helping make sure the team is on the right track. However, people who just regularly say, "We'll never get there," or who have no genuine interest in what they do each day, or what the team is trying to - they simply hold everyone back. And they're also holding themselves back. You have to move them off the team or they'll destroy the team.
3. Fear leads to failure, and fearless leads to success.
4. People can find solutions to almost any problem, but they need to know the rules of the game. Too often people are given a task. And then weeks into the project they present their work to a senior person, only to be informed that they need to change direction because of something they were never told about. That's demoralizing and it's costly in terms of people's time, effort, and productivity.
5. Not all customers are looking for the same thing. Instead of offering one type of product or service and losing customers to your competitors, be your own competitor. Cannibalize your own business to yourself.
6. Talented people don't need someone monitoring their behavior. They don't do a great job because someone's watching them. They do a great job because that's who they are, and they like what they do.
7. Everything in my companies is tied to people's Purpose For Existing and Big Five for Life. We do things because in doing them we are guaranteeing that our life is a success as we define

success. I don't want people working with me who like their job. I want people whose work fulfills them. When you have that, people don't get burned out each day. They get energized.

8. The incorrect belief I see a lot of is that profits and satisfied people are inversely proportional. Too many leaders think that the harder you drive people, the more they will do, and therefore the higher the profits will be. They also think that the more satisfied people are, the less someone must be driving them, and therefore profits will be less. The truth is, if you have to drive people that hard to do their job, then you've either got the wrong people, or you've got the right people doing the wrong job.
9. When companies that (a) hired not on job fit, but on how a person would fit with the company's culture, (b) didn't micromanage, but instead gave people greater autonomy and let them manage themselves, and (c) motivated not through money, but by creating a "family-like" environment, were compared to companies that did the opposite of those three, they had 22 percent higher sales growth, 23 percent higher profit growth, and 67 percent lower employee attrition.
10. Two big factors impact profits as they relate to people. The first is productivity—how effective people are. The second is attrition—how often people quit and therefore need to be replaced.
11. If everyone is working as a collective team on a common journey, and one of the common goals of the team is to maximize the organization's profits, then in truth everyone is responsible for profits.
12. If you want to be a CEO, you have to be able to figure out if $C + E < O$. C is cost, E is effort, and O is output. Most people get hung up on the C and E and never look at the O. Those people suffer from Leftsideitis—they only focus on the left side of the equation.
13. Without profits a company can't function. If a company can't function, no one can get paid. And if no one can get paid, no matter how fulfilled they are, the people won't be able to stick around long. Pretty soon you have no people, no products, no customers, and no company. Everyone's a loser. But if the company is always profitable, then the people can get paid for doing things that fulfill them, the customers are happy, and everyone is a winner.
14. If people can be successful doing things they don't really care about, then they should be wildly successful at something that actually matters to them. And if they are wildly successful, the company will be too, which means big profits and big successes all the way around.

What this means for each of us:

Imagine if every day of our life was cataloged. The way we felt, the people we saw, how we spent our time. And at the end of our life a museum was built. It was built to show exactly how we lived our life. If eighty percent of our time was at a job we didn't like, then eighty percent of the museum would be dedicated to showing us unhappily spending our time at a job we didn't like.

If we were friendly with ninety percent of the people we interacted with, it would show that. But if we were angry and upset or yelled at ninety percent of the people we interacted with, it would show that. If we loved the outdoors, or spending time with our kids, or celebrating life with our significant other, but only spent two percent of our life fueling those loves, then no matter how much we wished it be different, only two percent of our museum would be dedicated to that.

Imagine what it would be like to walk that museum toward the end of our life. How would we feel? How would we feel knowing that for the rest of eternity that museum would be how we were remembered? Every person who walked in it would know us exactly as we truly were. Our legacy would be based not on how we dreamed of living, but how we lived. Imagine if heaven, or the afterlife, or however we individually think of it, actually consists of us being the eternal tour guides for our own museum.

Excerpt from The Big Five For Life™ by John Strelecky

Recommendation: This book will forever enhance the way you think about leadership—not only the way you lead at work, at home, or in your community, but even the way you lead yourself.

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Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.

To schedule a free ***Break From the Pack to Success*** consultation email

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