

CHRIS WIDENER

AUTHOR OF *The Angel Inside* AND *The Art of Influence*

LEADERSHIP

RULES

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How to Become the Leader You Want to Be

# CONTENTS

*Introduction*

*Part One: The story*

*Chapter 1*

*Chapter 2*

*Chapter 3*

*Chapter 4*

*Chapter 5*

*Chapter 6*

*Chapter 7*

*Chapter 8*

*Chapter 9*

*Chapter 10*

*Chapter 11*

*Chapter 12*

**[Chapter 13](#)**

**[Chapter 14](#)**

**[Chapter 15](#)**

**[Chapter 16](#)**

**[Chapter 17](#)**

**[Chapter 18](#)**

**[Chapter 19](#)**

**[Part Two: The Lessons](#)**

**[Leadership Rule Number One](#)**

**[Following the Rule](#)**

**[My Favorite Quotes about Expectations](#)**

**[Leadership Rule Number Two](#)**

**[Following the Rule](#)**

**[My Favorite Quotes on Being an Example](#)**

**[Leadership Rule Number Three](#)**

**[Following the Rule](#)**

**[My Favorite Quotes on the Power of Reward](#)**

**[Leadership Rule Number Four](#)**

***Following the Rule***

***My Favorite Quotes on Hard Work***

***Acknowledgments***

***About the Author***

## **Praise for *Leadership Rules***

“Once again Chris Widener provides the reader a fascinating story. The reader will savor time-tested principles of leadership by example. This is a must-read in the arsenal of any aspiring leader!”

—**David Humphrey**, president, ILD Global

“I love books that have business stories with meaningful takeaways. They’re fun to read yet provide actions that help improve me and my business. Chris Widener’s *Leadership Rules* is a simple read with simple, practical rules that will help you become a better leader of people.”

—**Tony Alessandra**, author, *The NEW Art of Managing People and The Platinum Rule*

“Fundamental principles captured in a warm-hearted story line. Quickly digested. Harder to apply. Recommended for those who intend to create cultures of personal responsibility and winners in business and life.”

—**Dianna Booher**, author, *The Voices of Authority and Booher’s Rules of Business Grammar*

*To Lisa, Christopher, Hannah, Rebekah, and Sarah  
Thanks for your patience in letting me practice and hone my  
leadership skills as I lead our family. I love you all very  
much!*

# **LEADERSHIP RULES**

**HOW TO BECOME  
THE LEADER  
YOU WANT TO BE**

Chris Widener

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# ***INTRODUCTION***

Every time I start writing a new book, I am reminded of Solomon's words: *Of the writing of books, there is no end*. I ask myself if there is really a purpose for writing the book that I am about to write. If there isn't, I don't.

Ultimately, I write a book because I want to help people learn something or be reminded of something. I love the old line from G. K. Chesterton that says that people need to be reminded more than they need to be instructed. This is where I spend most of my time: Reminding people. Most of the time I am not saying something new; rather I am reminding my readers of something they have probably heard already. My goal is to remind them, often in a fresh way through a unique story, of the truths that govern successful living.

Simplicity is the key to success. Success isn't brain surgery. As I write a book about leadership, I am even more convinced than ever that leadership is simple. It is hard, but it is simple.

*Leadership Rules* is about the simplicity of leadership. If you want to lead people, if you want to influence people and move them toward a common goal—whether it is a family, a business, or a football team—a few simple rules will form the foundation for that leadership.

One last thought. I use the word *rules* very specifically. It is human nature to want the easy answer, the silver bullet. We don't want the rule, we want the law. The problem is that with human behavior, which leadership is completely beholden to, there is no one way. There are no laws that govern human behavior. Neither I nor anyone else can tell you that if you do thus and so, it will work all the time. That just isn't so. Human behavior is extraordinarily complex.