

CONTENTS

.....

Introduction: The Concept of Heroic Leadership 1

Part One • The Eight Universal Laws of Heroic Leadership 9

- 1 Maintain Absolute Integrity 11
- 2 Know Your Stuff 25
- 3 Declare Your Expectations 36
- 4 Show Uncommon Commitment 47
- 5 Expect Positive Results 59
- 6 Take Care of Your People 71
- 7 Put Duty Before Self 80
- 8 Get Out in Front 89

Part Two • The Eight Basic Influence Tools 101

- 9 Direction 103
- 10 Indirection 110
- 11 Redirection 118
- 12 Deflection 125
- 13 Enlistment 131
- 14 Persuasion 139
- 15 Negotiation 146
- 16 Involvement 152

**Part Three • The Eight Competencies
of Heroic Leadership** **159**

17	How to Attract Followership	161
18	How to Develop Your Self-Confidence	171
19	How to Build a Heroic Team	181
20	How to Build High Morale and Esprit de Corps	192
21	How to Motivate When Times Get Tough	200
22	How to Take Charge in Crisis Situations	210
23	How to Develop Your Charisma	221
24	How to Solve Problems and Make Decisions	231
	<i>Epilogue</i>	243
	<i>Notes</i>	247
	<i>About the Author</i>	259
	<i>Index</i>	261