

CONTENTS

*Introduction: What Everyone Wants to Know  
About Leadership* *xiii*

TRUTH 1 YOU MAKE A DIFFERENCE 1

TRUTH 2 CREDIBILITY IS THE  
FOUNDATION OF LEADERSHIP 15

TRUTH 3 VALUES DRIVE COMMITMENT 29

TRUTH 4 FOCUSING ON THE FUTURE  
SETS LEADERS APART 45

TRUTH 5 YOU CAN'T DO IT ALONE 61

TRUTH 6 TRUST RULES 75

TRUTH 7 CHALLENGE IS THE CRUCIBLE  
FOR GREATNESS 91

TRUTH 8 YOU EITHER LEAD BY EXAMPLE  
OR YOU DON'T LEAD AT ALL 105

TRUTH 9	THE BEST LEADERS ARE THE BEST LEARNERS	119
TRUTH 10	LEADERSHIP IS AN AFFAIR OF THE HEART	135
EPILOGUE:	LEADERS SAY YES	153
<i>About the Authors</i>		165
<i>Acknowledgments</i>		171
<i>Notes</i>		175
<i>Index</i>		191