



John Mattone's **50 Laws of** Intelligent Leadership®



Thank you for downloading my 50 Laws of Intelligent Leadership® and becoming a member of our IL Family!

Each of these 50 laws came from deep within my inner core and are based on my own experiences, reflection, and the lessons I've learned from others. They are designed to nourish your soul, to make you think, to touch your heart, and hopefully to incite you to take positive action in your business and your life. I encourage you to read and reflect on them, internalize their meaning for you, and if they resonate, share them with anyone you think would benefit from reading them. My sincere hope is that these quotes serve to ignite your inner core, grow your leadership, enrich your life and the lives of others, and help you to create and leave a lasting legacy

Yours Truly,

LAW #1

Align yourself with people of extraordinary character and competence.

LAW #2

The Disciplined pursuit of less
gives us more.

LAW #3

Have the guts to look inside and admit that while you may be good, you are not the best you can be.

LAW #4

Go forward everyday committed to worthy achievement, being altruistic, and building rewarding relationships with the people in your life.

LAW #5

The key to unlocking your massive potential is making the decision to be vulnerable.



LAW #6

You have the choice to either accept or reject feedback; however, if you reject feedback you also reject the choice of acting in a way that may very well bring you abundant success and happiness.

LAW #7

Great leaders commit to becoming more capable, committed, and connected today than they were yesterday.

LAW #8

Success has nothing to do with money, titles, and possessions; success is only about committing-everyday - to becoming the absolute best you can be.

LAW #9

The most powerful leadership truth is that failure almost always precedes success, yet the most powerful leadership irony is that success is often the first step to failure.

LAW #10

Great leaders engage in quiet,
daily reflection.

**"Did I bring extraordinary
value to my family,
my team, and my
organization?"**

...and then make the commitment
to bring even more value tomorrow.



LAW #11

If you want **OTHERS** to be happy, be courteous, compassionate and altruistic; if **YOU** want to be happy, be courteous, compassionate and altruistic.

LAW #12

Your presence is determined by your reputation; your reputation can spiral up or down based on your wow factor-**do you fall short or just meet people's expectations? Or, do you wow the people in your life?**



LAW #13

Nobody sees your inner-core except you, if you choose to see it. If you do choose to see it, this becomes the key to unlocking your true greatness.

LAW #14

The health and vibrancy of your **inner-core** predicts the health and vibrancy of your **outer-core**, which is what the world sees.



LAW #15

Character won't determine your destiny; it will determine your ultimate destiny.

LAW #16

The best predictor of your future is not past performance; it is the combination of your past, **your willingness** to accept your gifts and deficiencies, **your willingness** to commit to a plan in which you leverage your gifts and address your deficiencies, **your willingness** to execute your plan, **your willingness** to be vigilant to the results you achieve, and most importantly **your willingness** to course correct, continuously.



LAW #17

It's not about the organization you want to create; it's about the organization you must create.

LAW #18

Disruptive innovation in your personal life isn't so much about wanting to trash your comfortable life as it is wanting to find new measuring sticks by which to measure success.



LAW #19

Results transform when
culture transforms

Culture transforms when
behavior transforms

Behavior transforms when
mindsets transform.

LAW #20

As in medicine, in a world of corporate reinvention and renewal, prescription before diagnosis is malpractice.

LAW #21

The road to reinvention and renewal for any organization is based on having a workforce- from top to bottom, who are centered, happy, and passionate about making themselves better but also their organization better.



LAW #22

A positive, hopeful mindset predicts positive, hopeful behavior.

LAW #23

Keep your customers at the focal point of your plans and actions.

LAW #24

The strongest corporate cultures are built on principles of **trust** and **responsibility**, and those concepts are repeatedly highlighted by an **empowered** team.

LAW #25

Standards and expectations are contagious, in that when people see someone set and achieve high standards for themselves, they tend to want to imitate the behavior.



LAW #26

Critical and strategic thinking, problem solving, and communicating are competencies in demand in every profession.

LAW #27

It is character
rather than charisma
that is a necessary
leadership attribute.



LAW #28

You can't make conflict go away by ignoring it.

LAW #29

**Harness your biggest failures to power
your greatest successes.**

A man in a dark suit, white shirt, and patterned tie is speaking. He has his hands raised in a gesture of emphasis. The background is a solid orange color.

LAW #30

Both power and influence can change behavior and get results, but **power is coercive, while influence is not.**

LAW #31

To know how to get to your
DESTINATION you have to know where you
are now.

LAW #32

**Leaders LEAD,
while Bosses PUSH.**

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Intelligent Leadership®**

A photograph of a man in a dark suit and light shirt sitting in a dark chair, looking at a tablet. In the foreground, a hand is holding a pen, partially obscuring the view. The background shows a wooden desk and a bookshelf. The image is split diagonally, with the top-left portion being white and the bottom-right portion being the photograph.



LAW #33

Strong Leadership +
Strong Culture =
Strong Performance.

LAW #34

Successful coaching of any kind depends on the readiness of the person being coached.

LAW #35

True leaders are driving by a sense of service to a greater community - a sense of duty to something more significant than themselves.

LAW #36

A comfort zone is a disease.

LAW #37

Leadership isn't static.



LAW #38

The leader of a tribe that holds the torch higher, shedding less light on themselves, simultaneously creates more light for the tribe - of the benefit of everyone.

LAW #39

While the game of success remains largely the same, the tools to produce success evolve.

LAW #40

Executive coaching is one of the most powerful and effective ways to unleash leadership potential and improve performance.

LAW #41

Words matter, but how they're presented can make or break their effectiveness.



LAW #42

Management is not a matter of controlling people or processes to accomplish a goal. Leadership is about **influencing, motivating, and enabling** people.

LAW #43

Without culture, a business is nothing more than a place people go to work.

LAW #44

Corporate culture is more than a slogan or a mission statement. It's something that must be practiced until it is second nature.

LAW #45

Frontline employees need
and deserve competent,
well-trained leaders.



LAW #46

When we learn to judge others by the content of their character and what they actually bring to the table, rather than what we assume they bring to the table, we make our own world-and the world at large-a richer, brighter place.

LAW #47

Listening to others' viewpoints may reveal the one thing needed to complete your goals.

LAW #48

You will never achieve anything worthwhile in life unless you have also brought abundant values to others - in your personal life and in business.

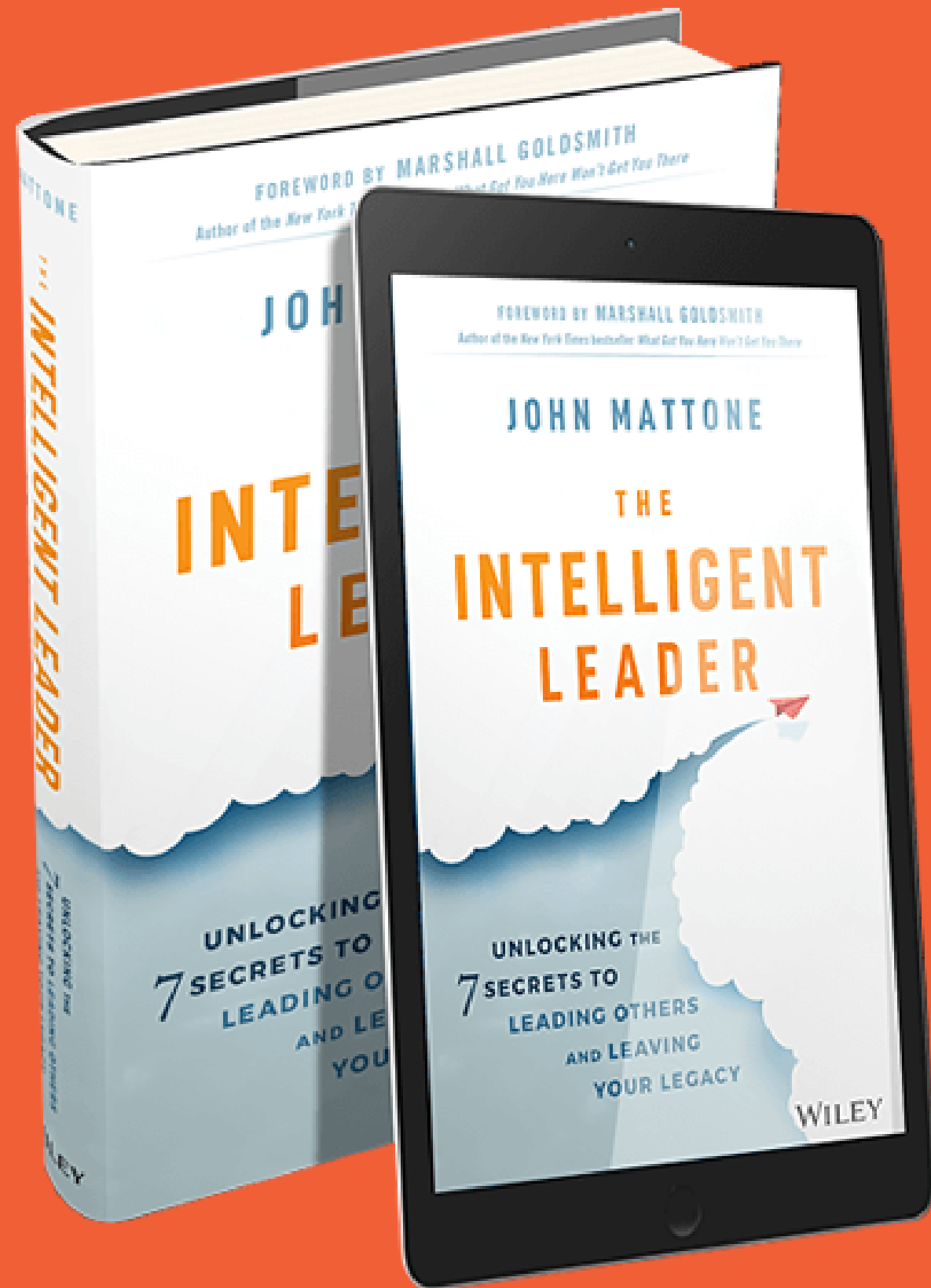
LAW #49

Psychological blind spots may soothe the ego, but they are detrimental in the long term.



LAW #50

Time will move forward, whether or not we
(and our organizations) do.



Take Your Leadership to the Next Level...

If you've found my 50Laws inspiring, then I highly recommend that you take a look at my new book, *The Intelligent Leader: Unlocking the 7 Secrets to Leading Others and Leading Your Legacy*.

Learn more at <https://johnmattone.com/books/>

#1 New Management Book of 2019

#2 New Leadership Book of 2019

#48 Best Leadership & Management Book of All Time