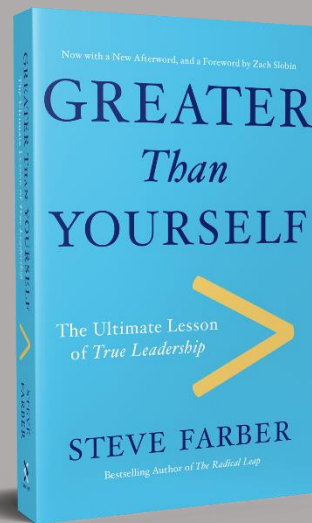
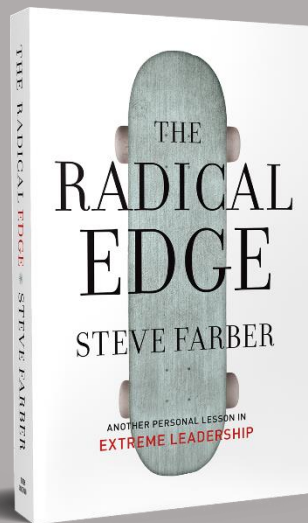
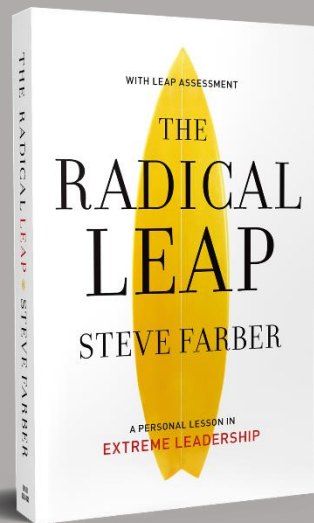
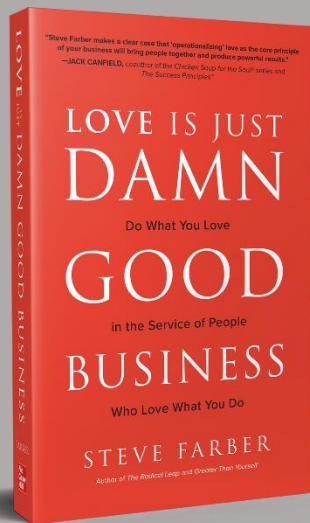


# **EXTREME LEADERSHIP**

## **YOUR RADICAL LEAP FORWARD**

AT WORK AND BEYOND

STEVE FARBER



“There are many people who think they want to be matadors, only to find themselves in the ring with two thousand pounds of bull bearing down on them...

...and then discover that what they really wanted was to wear tight pants and hear the crowd roar.”

--Terry Pearce

**NO**

**POSERS**



the radical

Leap





# The Extreme Leader...

*cultivates* **LOVE**

*generates* **ENERGY**

*inspires* **AUDACITY**

*provides* **PROOF**



cultivate

Love





# Kouzes and Posner

## *The Leadership Challenge*

“After numerous interviews and case analyses, we noted that many leaders used the word love freely when talking about their own motivations to lead.”



**Her: Do you love me?**

**Him: Define “Love.”**



**Do What You Love**  
**In the Service of People**  
**Who Love What You Do**



“Why do I love this business /  
company / idea / product /  
colleague / team / customer  
...and how do I show it?”

**L** **E** **O** **A** **V** **P** **E**  
ENERGY OUDACITY PROOF

generate

Energy





THE THRILL OF  
VICTORY



THE AGONY OF  
DEFEAT

C. HENRY





“...Leaders model the intensity and energy that it takes to stay ahead competitively and meet ever more ambitious goals...They do this because they love what they do.”

Noel Tichy,  
The Leadership Engine

# “We own the face.”

Donald Chaulk

VP, Shaving Technology Laboratory, Gillette






“What do I / we *really*  
do here? What’s the  
‘higher meaning and  
purpose’ in our work?”

(answer out loud, please)

inspire

**Audacity**





A bold and blatant  
disregard for normal constraints...

**Audacity**



...in order to change the  
world for the better.

# Audacity



Think big; act bigger

**Audacity**



A roller coaster car filled with people is at the peak of a drop on a red track. The car is white with black seats. The track is supported by a silver metal structure. The background is a clear blue sky. Large, bold, red 3D letters with black outlines and a slight shadow are overlaid on the lower half of the image, reading "OS!M".

**OS!M**



“The first time I went down that run, I was going way too fast, and I realized I’d just made the biggest mistake of my life. When I got to the bottom, I couldn’t wait to get back up and do it again.”

Jimmy Shea





“We choose to go to  
the moon.”



“What’s your  
moonshot for 2022  
and beyond?”

provide

**Proof**



# DWYSYWD







“How can I personally  
demonstrate what  
I/we require of  
others?”



EXTREME  
LEADERSHIP  
UNDERGROUND

DAILY AUDIO MESSAGE

[www.SteveFarber.com/Podcast](http://www.SteveFarber.com/Podcast)