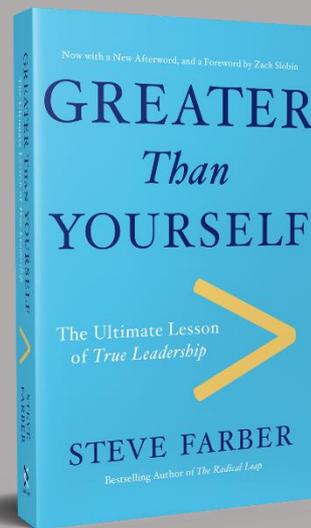
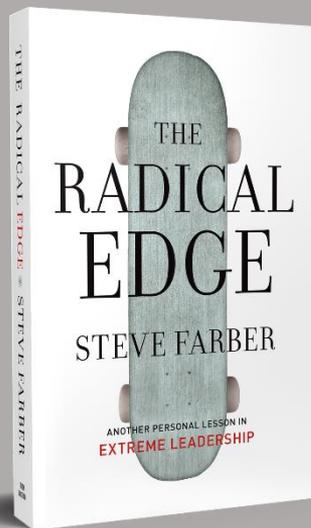
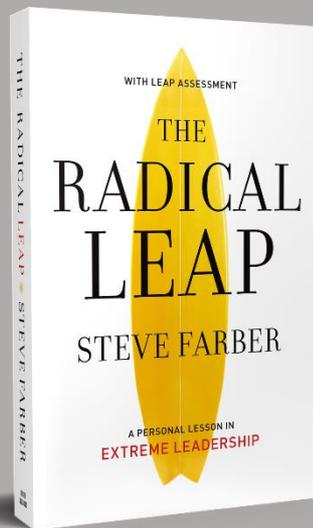
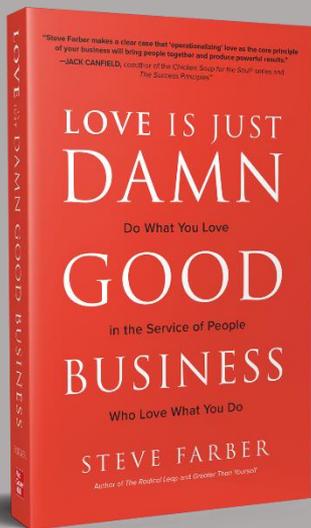


EXTREME LEADERSHIP

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
ENERGY
O
AUDACITY
V
PROOF
E

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 train filled with people is shown at the peak of a drop. The train is white with black seats and is moving along a red track. The structure of the roller coaster is made of silver metal beams. The background is a clear blue sky. Overlaid on the image is the text "OS!M" in large, bold, red, 3D-style letters with a black outline. The letters are slightly tilted and appear to be floating in the air.

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