

## EXCEPTIONAL LEADERS... *Declare The Future*

Our Founding Fathers 'declared' our independence. Exceptional Leaders know that to create a desired future, they must declare it. This creates the space, energy and enthusiasm for them and for others to make it a reality.

Bill Gates's declaration was *"a computer on every desk running Microsoft software."* This is now realized, and Microsoft is struggling to find the next declaration that will propel them into the future.

Google's mission *"is to organize the world's information and make it universally accessible and useful."* This declaration certainly seems to be working for them.

Making declarations, even with a short-term perspective, can be powerful. Some examples are; *"we will increase sales by 20% this next year"* and *"we will launch this product by March 1<sup>st</sup>."*

### Thought Provoker

- What future have you declared for yourself?
- As a leader, do you inspire others by declaring the future?
- Have you made your declarations public?
- Have you made them in writing?
- Have you made speeches declaring to all stakeholders what you want to create for your organization?

Exceptional Leaders declare the future powerfully and frequently to all who will listen. ♦

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