



# Change In a Leader Can Change the World

Jeremie Kubicek

# Our world is in trouble. We need leaders who lead for the benefit of others.

I believe we need to systematically transform the leadership culture from a dominating system to a liberating system. I believe it starts one leader at a time. Each leader must play a part in this transformation by thinking differently about the way they lead if we are to ever see true “Change in the World.”

Transforming the leadership culture can only occur when each leader changes and adapts to something bigger than themselves—something outside their own needs or dreams. We must first change ourselves before we can attempt to change others.

Leadership as we have known it is dead. It is dead because most leaders are focused on what they will accomplish and gain rather than on what they are leading for the benefit of others.

We must make leadership come alive again. It must live above its monikers and its trite and overused metaphors. Leadership must be about its followers and a bigger vision than the leader themselves.

If we can change leaders view of the future, their priorities and goals, then we might possibly change the world. It is going to take what is most difficult in our overly sensitive world—personal questioning of motive and intent.

## Today's Leadership Culture

I can think of no better example of today's leadership culture in America than the high-grossing reality show, *The Apprentice*. In this series a dozen or so young leaders are given the opportunity to compete in business to become a protégé of the hard charging American tycoon, Donald Trump.

The show's theme is simple. If you act like Donald Trump and become his apprentice then you will get what Donald Trump gets—a luxurious life. Its okay to be a jerk. Its fine to be ethically gray as long as you execute and make it happen. Tough is cool. Rash rudeness is the norm of business as we know it. And that is called “leadership.”

So, our morally conscious networks train our next level of leaders by promoting an apprenticeship of domination with the end goal having the ability to tell someone else, “You're Fired.”

Domination reigns in our leadership culture. Power and the excessive abuse of it is coveted.

Power is not inherently wrong in and of itself. It is how people use it that is either right or wrong. It can be used for others' benefit or for the benefit of the leader. If a leader uses power for others, then he or she empowers others. If a leader uses power for their personal gain, then that leader overpowers those they lead. It is easy to see the fruit of a leader by the way they use or abuse their power over others.

We must have good examples if we are going to have change in leaders and in the culture. We need liberators and leaders that empower others. This needs to start at the national level, city level the and local community level. But it starts with one person that can do something about it—you!

## Where the Change Starts

It is almost impossible to change a leader without first changing their vision or aspiration for the future. The vision of the future is the central nervous system of a leader as it defines where pain or gain will be.

If your vision of your life is to gain a certain level of stock options or salary so that you can retire and have a mountain or beach house, then your leadership will look a certain way. Conversely, if your goal is to achieve a certain mission or help a number of people, your leadership will have a tendency to mimic that mission.

Change can only start by challenging your motives.

- » What do you want?
- » What do you desire to achieve by the time you are 40, 50 or 65+ years of age?
- » What are you afraid of losing?
- » What is there that you might possibly lose over the next few years?

Change starts when a person can look in a mirror and first become self-aware that there is some blemish or change that needs to be addressed. That is called self-awareness and it begins the process of leading yourself.

I can't change you. I can only plant a seed that might either challenge or encourage you to start the process of change. That is called enlightenment. Yet enlightenment is only knowledge that tends to make people prideful until that enlightenment leads to life. That is called enlivenment. That is when knowledge leads to change and change leads to transformation that leads to a new way of living.

## Overcoming Self-Preservation

Change in a leader is so difficult because they must overcome themselves. It is easier to overcome bad habits than to overcome the mindset and style of their leadership, but both must be done.

The best way to do this is to find the one, two or three things that keep a leader mediocre. We typically put in energy and effort to maintain whatever it is we are trying to protect. This is usually found in what they are afraid of losing or where they are trying to prove themselves. It is called self-preservation.

Have you ever met someone who is so afraid of losing their salary and benefits that they begin being obsessive over it and a bit manipulative in order to protect what they are afraid of losing?

Let me ask you this. What are you trying to protect or afraid of losing that might be causing you to a bit obsessive and narcissistic? Is it your job or your reputation or your desire to be someone or your fear of losing your benefits or...

Whatever it is for you, the overcoming of this self-preservation is the place where leadership can come alive and the change will begin. When you can overcome your fear of losing something you will find that your view of the future will tend to be much more peace filled and less self-centered.

It starts with one person that can do something about it—you!

## What Others Need to Know about You

Things change when trust is established. People need to be able to trust you to follow you and to allow you to influence their worlds. That is just the facts. Therefore, people need to know that you are for them. The reality is that today each of us look at others through three lenses—you are either for me, against me or for yourself.

If your vision for the future is bigger than yourself and focused on empowering others to achieve great things together, they will most likely believe that you are truly for them. Thus your influence is great and the chance for you to change much is very possible.

If your vision for the future is solely focused on you or you're paranoid about other people's agendas, then you are most likely against most people and thus will be a lone ranger most of your life.

If your vision is primarily focused on managing your portfolio so that you can be safe and secure and have what you have always wanted then you are primarily for yourself and most everyone can see it. Your chance to be apart of anything epic is minimal and you are very much like the majority of Americans today.

To be for someone else means that you have put yourself in the proper place and focus on freely giving your self for the benefit of others.

People need to be able to trust you to follow you and to allow you to influence their worlds.

## Redefining Changing the World

“Change the World” seems to be everywhere today. The youth of America so want to be a part of something bigger. Social causes, world initiatives and Internet and video access have all made the desire to change the world a norm of most youth today. Some of us older adults have also joined in with a mission greater than ourselves.

I would like to reframe it a bit for us, however. Sometimes changing the world can seem to be something “out there” or overseas.

Please think differently. Changing the world could simply mean changing the trajectory of someone around you in a positive way. To help change someone’s world means to help them overcome a difficult situation or alter the way they are living. Changing the world means helping someone change *their* world or *their* life in the moment they are in and affecting their future story.

Here are some practical possible examples for you to consider:

- » Changing the world means getting engaged in helping a co-worker or employees spouse find a job.
- » Changing the world means using your platform to encourage younger leaders by buying them lunch or writing them notes or referring them to someone who is helpful.
- » Changing the world means doing something bigger than you normally would do— giving extraordinary amounts of money to the right situation or actually taking someone into your home for a period of time until they can get on their feet.
- » Changing the world means becoming active in other people’s lives. For some that means financial counsel or food, for some it’s simply encouragement. Do what you are best at.

I believe we need a transformation in our leadership culture in America. We need men and women who become less concerned with their own interests and mostly concerned with the interests of others. We need a culture that allows and highlights empowerment and disdains overpowering leaders.

The past economic meltdown should give us a chance to reflect on how we want to rebuild a better economic culture. I do not mean a weak culture that is filled with mamby-pamby leaders, but a culture filled with good-intentioned leaders who seek more than their own bank account.

To change the leadership culture of America we need to give our leaders something bigger to believe in and live for.

## Something Bigger to Live For

To take this concept one step further would be to highlight fulfillment. Most people do certain things to fulfill certain needs inside them. Vacations, cars, homes, and gadgets are typically bought in the hope that they will give us some spice of life or fulfillment in some way or the other. They rarely do.

Thus to change the leadership culture of America we need to give our leaders something bigger to believe in and live for. Leaders need to aim a little higher or they will settle for the mundane and rote lifestyle of the masses.

In order to have change become a reality in a leader, they must have a goal to live for something bigger than themselves. When it involves people it becomes more sticky.



## How Change In a Leader Can Change the World

I want to change the world, at least what I can do from my platform. To do that I know I need to change things in myself. And, I am willing to do that for me, my family and those I serve.

I am tired of the stodgy, old leadership stuff. The placid motivational tips on how to be better for yourself. I want to be better. I want you to be better, but better for other people as much or more than for yourself.

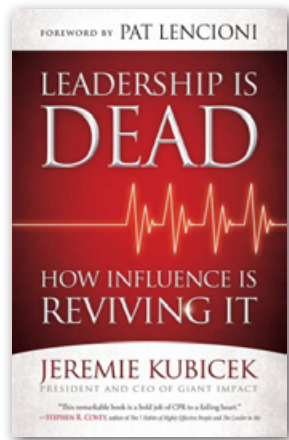
That is my message. My job is to wake up all of us who have gotten a bit rusty and forgot our purpose

**Leadership as we have known it is DEAD. Dead.  
We have to make it come alive again.**

Leadership as we have known it is DEAD. Dead. We have to make it come alive again. Its time for us to get engaged in personal change first and then cultural change. When this change first occurs in you it will radiate out on to other people and they will watch your bold, brave example of self-awareness turning to positive action in your own life. When that happens, you have just planted a seed of change by giving others a roadmap to change in their own lives. And when that change happens you have quite possibly set off a chain reaction of a new style of leadership that can change the worlds of those around you.

**And that is true influence that can make leadership come alive again. 📌**

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## BUY THE BOOK

Get more details or buy a copy of Jeremie Kubicek's [Leadership is Dead](#).

## ABOUT THE AUTHOR

Jeremie Kubicek is the president and CEO of GiANT Impact and a founding partner of the GiANT Companies. For two decades he has been growing and leading domestic and international companies that value people over processes and integrity above all else. Today he leads the global leadership event and training company at GiANT.

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