

The Myth-buster of Leaders

Potential leaders are those who can teach, develop and deal with consumers on any level

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Leadership in today's online world has a mystical appearance. A leader is not defined by numbers or performance reviews, but by how they cultivate the environment for their business.

The biggest myth of leadership belongs to performance metrics.

Most professionals classify a leader as someone who achieves results through managed resources. This is not the case; you have to look beyond the numbers, relationships and other non-critical elements in order to classify a leader. The internet has made number crunching and results the most wanted skill for business. Anyone can crunch numbers and achieve some results, but a leader is someone that can and will set trends for others.

The missing Leadership DNA Strand

What is the missing leadership DNA strand? To define leadership and to understand it completely, you have to understand the core element.

A leader is a teacher of their given profession.

It is that simple, but many organizations do not see it this way. They care too much for the tactical aspects and bottom line, more sales and increased profits. You will get these results, only if the person is a true leader and not something half mixed. Boil away the numbers and

connections from the “leaders”, what do you get? You get a person with knowledge, skills and some aspiration, but not a teacher.

A teacher incorporates values, skills, knowledge and the ability to lead. A true leader develops others to become better and enables them to develop traits that create success for their organization.

They mentor and train their subordinates in a strategy, tactics and consumer awareness. The results are measured by metrics, but metrics can often lie to the reader. A leader is not required to make a single dime, as long as they set the fold to help develop means to make others become something larger than they set themselves. The missing strand that leaders lack stems from the teaching aspect. If they cannot teach someone to be successful, they are not a leader but a reflection of failure.

What recruiters are looking for in a “Leader”

Company recruiters are looking for people with the right stuff. Potential leaders are those who can teach, develop and deal with consumers on any level. They are able to make decisions and stand by them. Recruiters do not want “yes” men or women but a highly developed mind that can achieve results with little resources. They want an innovative thinker and instructors that are willing to take responsibility for failures and successes. Anyone can move to a leadership role, but only a few will ever become true leaders.

David L. Feinstein, noted business coach and home business entrepreneur, is the author of various articles and books that help to empower individuals. To get the real innovative marketing knowledge and training, so you can be at the cutting edge of using technology to build your internet network marketing business correctly, visit;

DavidLFeinstein.com



David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to

understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

"It's been a looonnnng journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein... and consistently building their brand."