

JOHN MATTONE'S 50 LAWS OF INTELLIGENT LEADERSHIP® EBOOK



Thank You for Downloading my 50 Laws of Intelligent Leadership® and Becoming a Member of our IL Coaching and Leadership Family!

Each of these 50 laws came from deep within my inner core and are based on my own experiences, reflection, and the lessons I've learned from others. They are designed to nourish your soul, to make you think, to touch your heart, and hopefully to incite you to take positive action in your business and your life. I encourage you to read and reflect on them, internalize their meaning for you, and if they resonate, share them with anyone you think would benefit from reading them. My sincere hope is that these quotes serve to ignite your inner core, grow your leadership, enrich your life and the lives of others, and help you to create and leave a lasting legacy.

Yours Truly,

A handwritten signature in black ink that reads "John Walker". The signature is fluid and cursive, with a large initial "J" and a stylized "W".



“Intelligent Leadership® is a transformational, results-driven leadership growth philosophy and process that ignites, cultivates, and polishes an individual’s heart, mind, and soul in support of creating a truly exceptional leadership and cultural capability in an organization”.

John Mattone

John Mattone's 50 Laws of Intelligent Leadership®

LAW #1

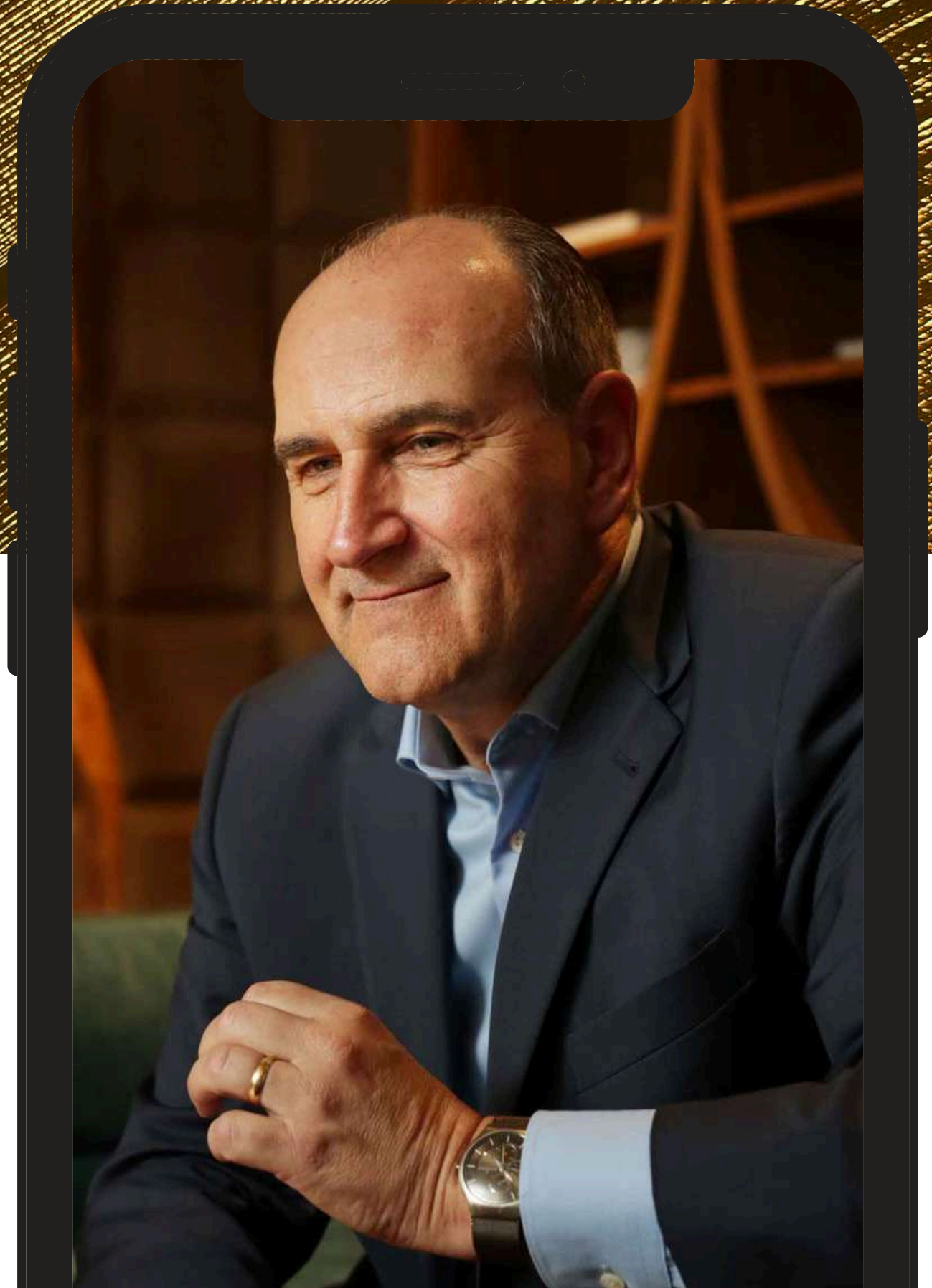
Align yourself with people of extraordinary character and competence.



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LAW #2

**The disciplined pursuit of less
gives us more.**



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LAW #3

Have the guts to look inside and admit that while you may be good, you are not the best you can be.



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LAW #4

Go forward everyday committed to worthy achievement, being altruistic, and building rewarding relationships with the people in your life.



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LAW #5

The key to unlocking your massive potential is making the decision to be vulnerable.



Law #6



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You have the choice to either accept or reject feedback; however, if you reject feedback you also reject the choice of acting in a way that may very well bring you abundant success and happiness.

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LAW #7

Great leaders commit to becoming more capable, committed, and connected today than they were yesterday.



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LAW #8

Success has nothing to do with money, titles, and possessions; success is only about committing-everyday - to becoming the absolute best you can be.



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LAW #9

The most powerful leadership truth is that failure almost always precedes success; yet the most powerful leadership irony is that success is often the first step to failure.



Law #10



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Great leaders engage in quiet, daily reflection.

"Did I bring extraordinary value to my family,
my team, and my organization?"

...and then they commit
to bringing even greater value tomorrow.

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LAW #11

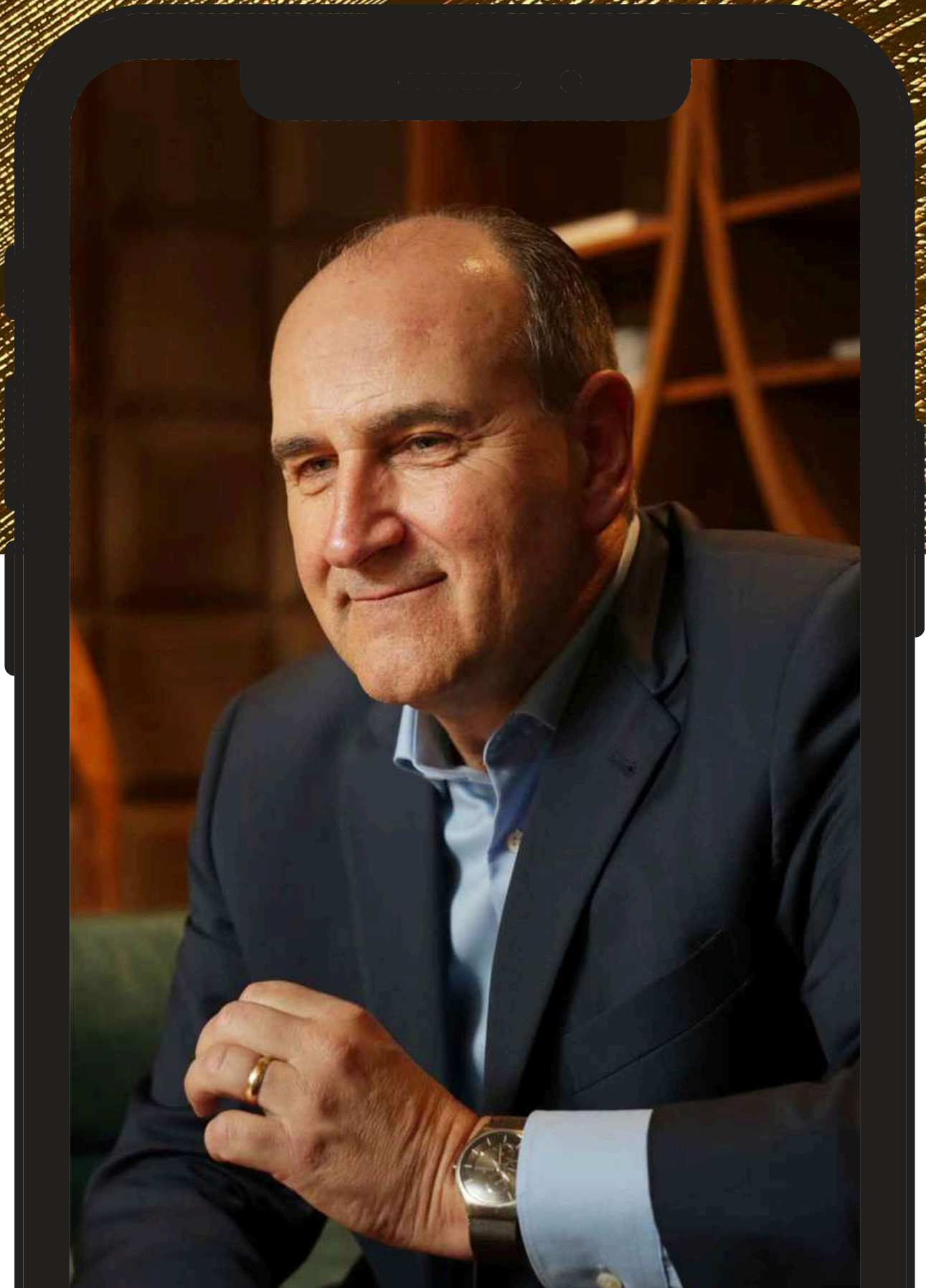
**If you want OTHERS to be happy,
be courteous, compassionate and
altruistic; if YOU want to be happy,
be courteous, compassionate and
altruistic.**



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LAW #12

Your reputation is what people predict your presence will be when you show up. Your presence is the heart, mind, and soul you bring when you do show up. The key to great leadership in life and business? Making sure your presence wins every time.



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LAW #13

Nobody sees your inner core except you, if you choose to see it. If you do choose to see it, this becomes the key to unlocking your true greatness.



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LAW #14

The health and vibrancy of your inner core predicts the health and vibrancy of your outer core, which is what the world see's.



Law #15



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**Character won't determine your
destiny; it will determine your
ultimate destiny.**

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LAW #16

The best predictor of your future is not your past. Creating your compelling future starts with having a superordinate vision for yourself; the willingness to accept your gifts and gaps; committing to a plan that leverages your gifts and addresses your gaps; executing your plan with passion, pride, and precision; being vigilant to your progress and the results you achieve; and most importantly course-correcting, continuously.



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LAW #17

It's not about the leader or organization you want to become; it's about the leader or organization you must become.



Law #18



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A “can do”, “will do”, and “must do” belief system
are the leading indicators to “doing”.

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LAW #19

**Results transform when
culture transforms;
culture transforms when
behavior transforms;
behavior transforms when
mindsets transform.**



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LAW #20

As in medicine, in the world of executive coaching and culture transformation, prescription before diagnosis is malpractice.



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LAW #21

The road to positive transformation in any organization is based on having employees who are centered, happy, and passionate about making themselves better but also their organization better.



Law #22



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**A positive, hopeful mindset
predicts positive, hopeful behavior.**

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LAW #23

The absolute key to sustainability and remaining relevant for any organization? Being nimble and laser-focused on providing differentiated, unique value to your clients and customers.



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LAW #24

The strongest organizational cultures are built on principles of trust and responsibility, and those concepts are repeatedly highlighted by an empowered team.



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LAW #25

Standards and expectations are contagious; when people see someone set and achieve high standards for themselves, they tend to want to imitate that behavior.



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LAW #26

**When you discover your core purpose
you discover life's ultimate dissonance
creator and, therefore, the most
significant ignitor of personal and
professional change.**



Law #27



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**It is character rather than charisma
that is the necessary leadership attribute.**

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LAW #28

**You can't make conflict go away
by fighting it or ignoring it.**



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LAW #29

**Harness your biggest failures to power
your greatest successes.**



Law #30



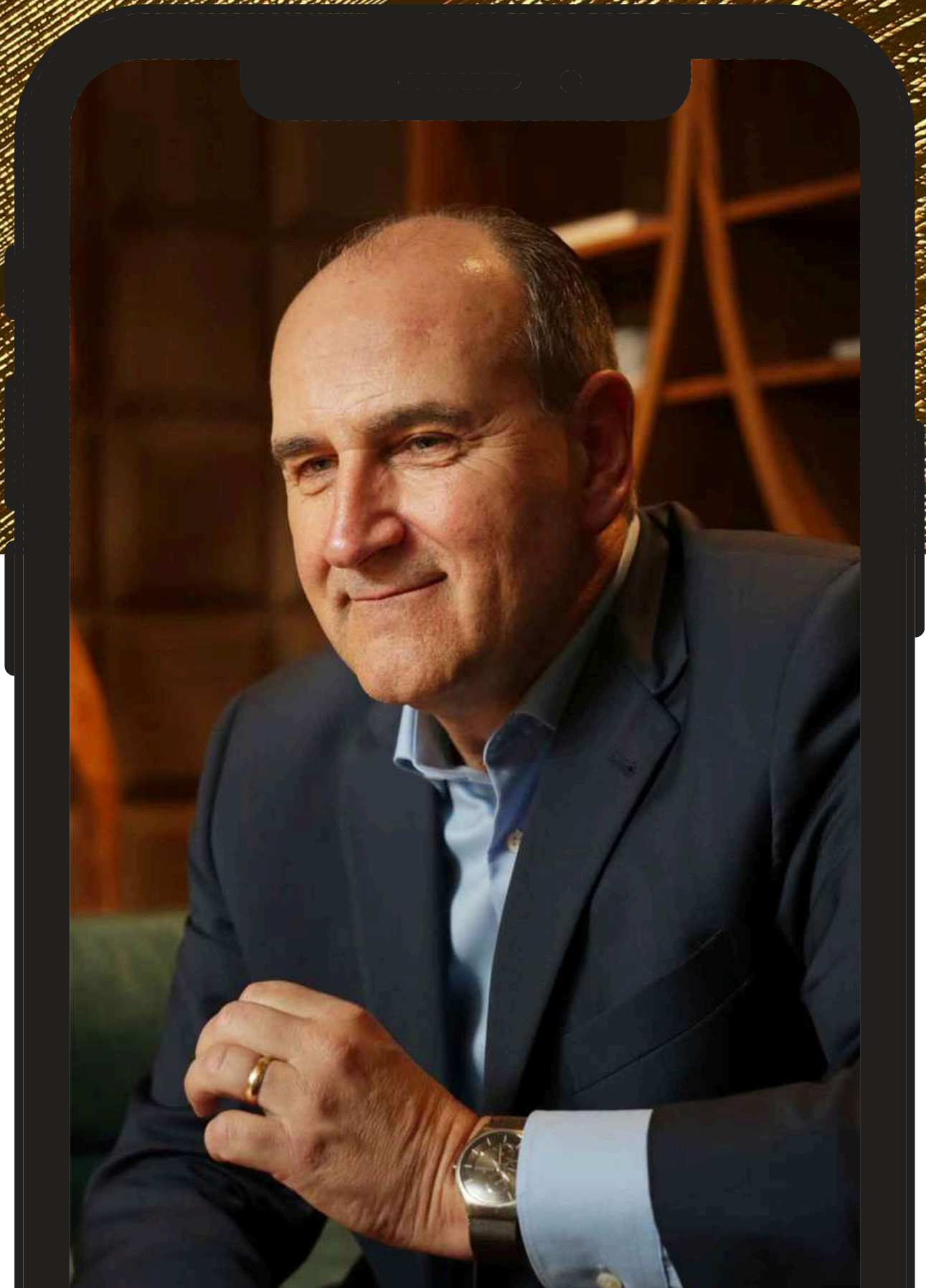
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**Both power and influence can change behavior
and get results; but power is coercive, while
influence is not.**

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LAW #31

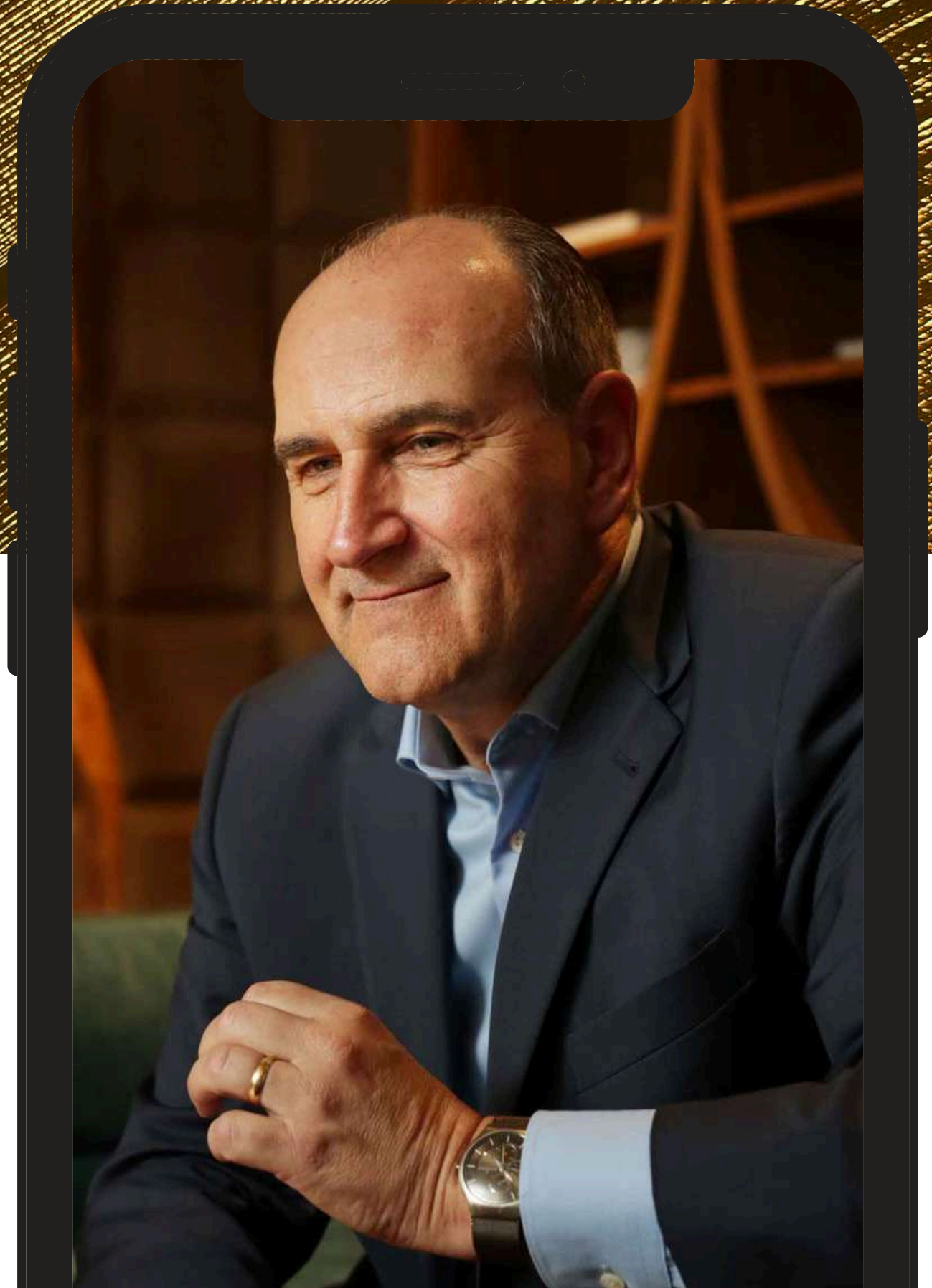
To know how to get to your
DESTINATION you have to know where
you are now.



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LAW #32

**Leaders LEAD,
while Bosses PUSH.**



Law #33



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**Strong Leadership + Strong Talent + Strong Culture
= Strong Individual and Team Performance.**

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LAW #34

Successful coaching of any kind depends on the readiness of the person being coached.



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LAW #35

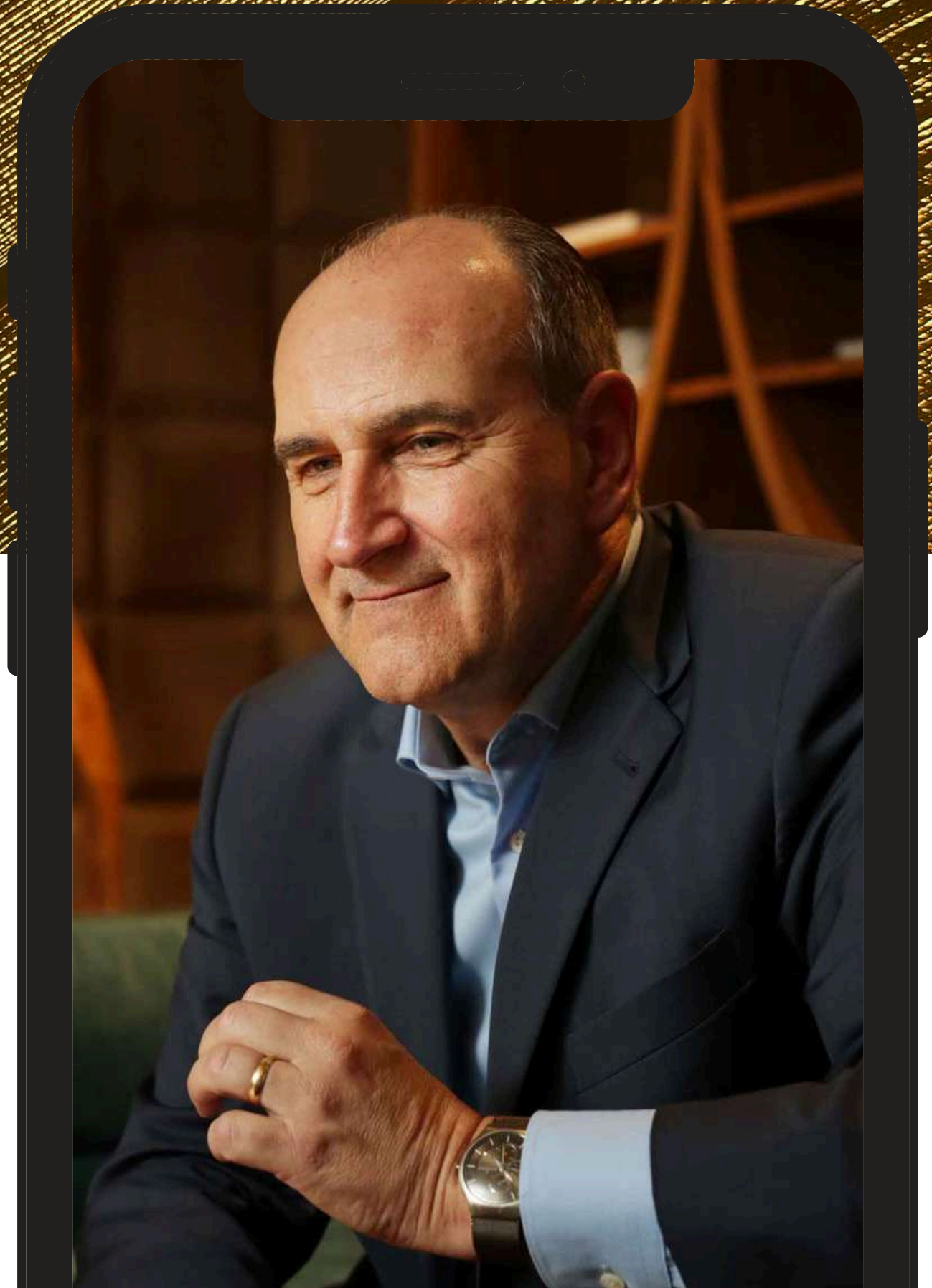
True leaders are driven by a sense of service to a greater community - a sense of duty to something more significant than themselves.



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LAW #36

A comfort zone is a disease.



Law #37



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Leadership isn't static.

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LAW #38

You can never achieve a compelling goal unless in your mind's eye you already have achieved the compelling goal.



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LAW #39

The key to creating lasting change is by traversing the bridge that connects your "island of thoughts" to your "island of beliefs". Having the courage to take the first step and then each and every step - in fact, is the only way known to humankind that will bring you the positive change you desire.



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LAW #40

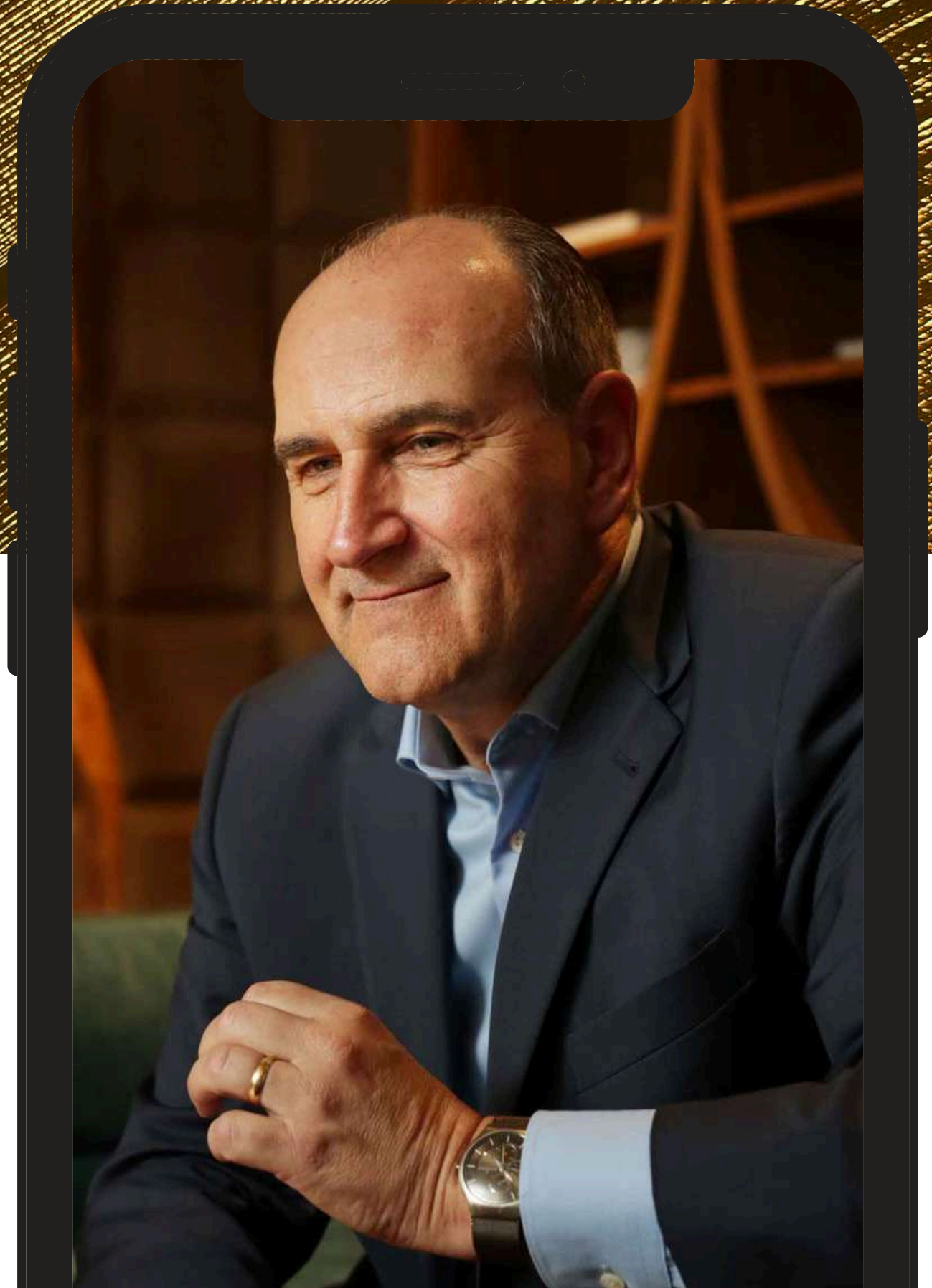
Creating the belief that ignites the courage to traverse this bridge can be fueled many ways: connecting with past references that support the belief, adopting a "fake it to you make it" mentality, and making sure you are surrounded with positive supportive people - choosing your board of directors wisely - these are the people who can ignite belief in you through their aura, positive energy, stories they share of their successes and failures and through the stories they share with you that create vicarious experiences for you that ignite and inspire you to take the actions they have.



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LAW #41

Words matter, but how they're presented can make or break their effectiveness.



Law #42



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Management is not a matter of controlling people or processes to accomplish a goal. Leadership is about influencing, motivating, and empowering people.

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LAW #43

It is vulnerability that ignites your willingness to hold yourself accountable and for others to hold you accountable. The decision to be vulnerable is a conscious one. You either make it or you don't. Those who do, will continue to grow and achieve their greatest dreams.



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LAW #44

The willingness to hold yourself accountable and for others to hold you accountable is what allows you to accurately engage in “self-monitoring” and for others to accurately monitor you.



Law #45



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Both forms of vigilance and feedback are needed for you to become self-aware. It is self-awareness that gives you the accurate information you need as well as the strength you will need to either sustain your path or make the required adjustments as you move toward achieving your desired result.

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LAW #46

When we learn to judge others by the content of their character and what they actually bring to the table, rather than what we assume they bring to the table, we make our own world-and the world at large-a richer, brighter place.



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LAW #47

Listening to others' viewpoints may reveal the one thing needed to complete your goals.



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LAW #48

You will never achieve anything worthwhile in life unless you have also brought abundant value to others - in your personal life and in business.



Law #49



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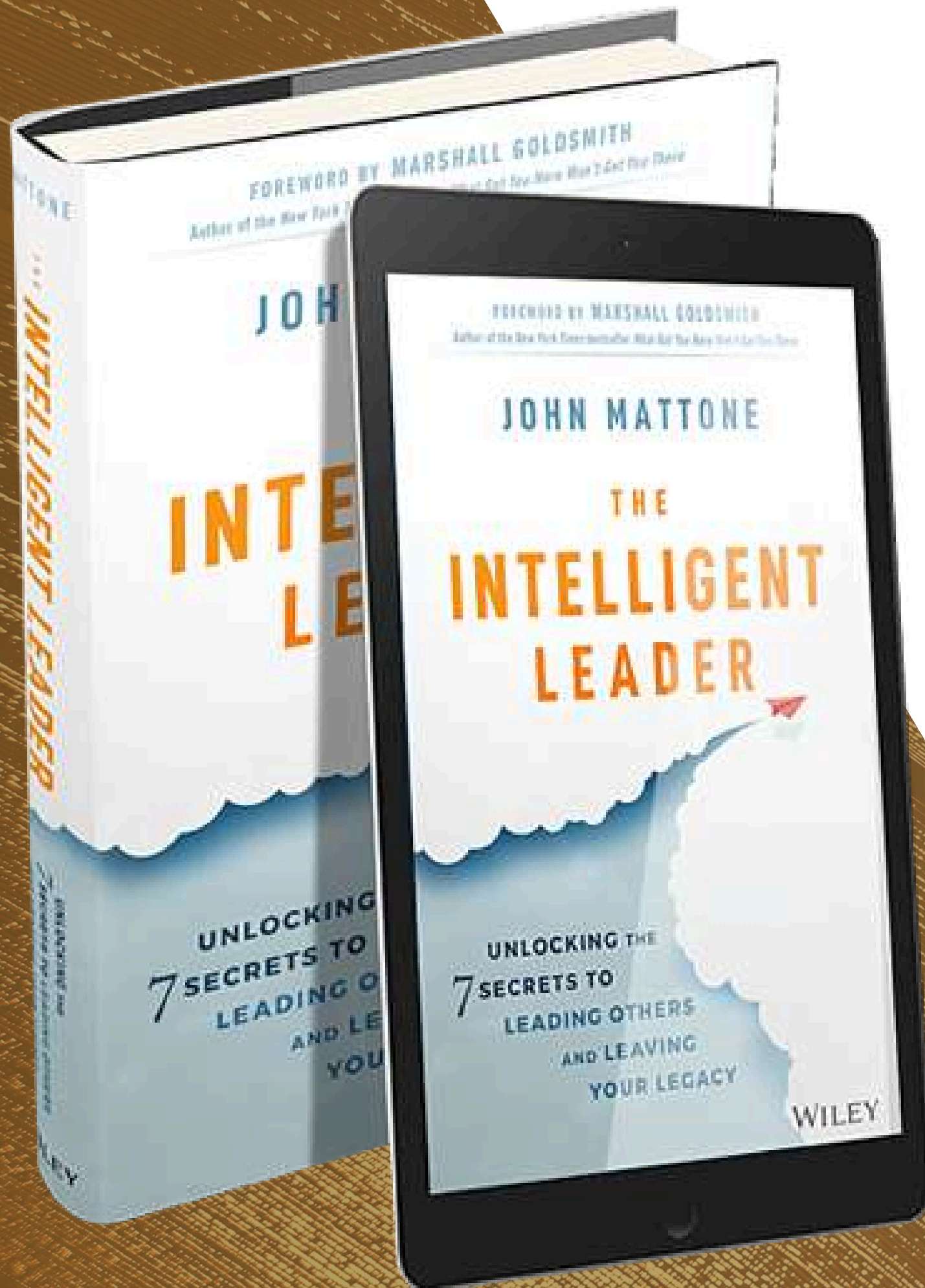
Psychological blind spots
may soothe the ego, but
they are detrimental in
the long term.

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LAW #50

Course-correcting and being agile with respect to constant learning, leading and handling change, and dealing with all types of people is both a mindset and set of actions that will determine whether you do (or don't) achieve your greatest dreams and aspirations.





TAKE YOUR LEADERSHIP TO THE NEXT LEVEL...

If you've found my 50 laws inspiring,
then I highly recommend that you
take a look at my new book, the
**Intelligent Leader: Unlocking The 7
Secrets to Leading Others and
Leaving Your Legacy.**

Learn more at <https://johnmattone.com/books/>

#1 New Management Book of 2019

#2 New Leadership Book of 2019

#48 Best Leadership & Management Book of All Time

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