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INDUSTRY TRENDS
**THE PARADOXICAL
COMMANDMENTS OF LEADERSHIP**

The Paradoxical Commandments of Leadership

Written by Willis Turner, CAE, CSE

INDUSTRY
TRENDS

Variations of this have appeared and been circulated via the internet - including the (incomplete) version of a sign on the wall of Mother Teresa's Children's Home in Calcutta. However, this is the original version written in 1968 by Dr. Kent M. Keith in The Silent Revolution:

People are illogical, unreasonable, and self-centered.
Love them anyway.

If you do good, people will accuse you of selfish ulterior motives.
Do good anyway.

If you are successful, you will win false friends and true enemies.
Succeed anyway.

The good you do today will be forgotten tomorrow.
Do good anyway.

Honesty and frankness make you vulnerable.
Be honest and frank anyway.

The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds.
Think big anyway.

People favor underdogs but follow only top dogs.
Fight for a few underdogs anyway.

What you spend years building may be destroyed overnight.
Build anyway.

People really need help but may attack you if you do help them.
Help people anyway.

Give the world the best you have and you'll get kicked in the teeth.
Give the world the best you have anyway.

From The Silent Revolution

Silent Revolutions can give deep-feeling leaders a deeply satisfying leadership experience. You can buy glory and recognition: you can't buy meaning. Satisfaction has to come from inside. Newspaper headlines can't give it to you. The price of leading a Silent Revolution is high, but well worth paying. To pay it back with interest, try some real brotherly love. It can be the happiest thing that ever happens to you.

About the Author

Willis Turner, CAE, CSE is a well-recognized keynote speaker on professional certification, business ethics and leading edge association management topics, and has gained international recognition for spearheading worldwide membership and professional certification growth as the President & Chief Executive Officer of USA based Sales & Marketing Executives International. Follow Willis on Twitter @willisturner and his blog.