

# **LEADING EDGE LEADERSHIP**

**DISCOVERING YOUR LEADERSHIP GIFT**

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**NEP**  
Ndubax Enterprise Publishers  
Nairobi, Kenya

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ISBN-13-24014334  
ISBN-978-9-96608-5078

First Published in 2024

Printed in Nairobi Kenya by  
**NEP**-Ndubax Enterprise Publishers

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# Introduction

WE ARE DELIGHTED to launch our new book *Leading Edge Leadership*. The book aims to make people want to improve their good to best. Is it possible? Yes! *We are not prisoners of our past-we are pioneers of our future. Yes, change is possible.* Start here. You are now *holding the map*. My purpose now in books writing is to *help people discover themselves!* The sole purpose of this book too is to help us discover, develop and profit by those dormant and unused assets inside this book.

*My main life purpose therefore, is to help people conquer their fears and develop courage* My Book writing Ministry and Speaking Engagement strategic vision is to *help people live better lives on earth as citizen in the Kingdom of God*. I urge us to read my book to the last page and take key notes.

Many people on earth have not entered the dimension of *leading edge leadership* due to immense lack of understanding in this area. No government on earth want their citizens to enter this *dimension of independence declaration and self-discovery*. Indeed, *God only intended us to enter dimensions of prosperity when He made us in His own image*.

I wrote this book after realizing I wanted to discover the leading edge leadership gift and seed ideas within me! I am an ordained Anglican clergyman and I says this, because I thought I am a clergy, *oh, I am going to*

*live by faith. Oh, I am a faith preacher, a made leader, and a teacher of the Bible. In fact, I did not know I was living in ignorance of leading edge leadership. I now have enough horse sense to know the difference between faith, hope, love, gift, leadership, ideas, finances and ignorance. Love is the greatest of all essential ingredients of functioning as God intended. Nevertheless, this does not have to be the case in your life.*

*God wants us to succeed more than our parent want.* I remember what my life was like before I learned the *dimensions of God intention called precept.*

It is my prayer that the *leading edge leadership teachings* advanced in this book will open your inner eyes and behold the dimensions of leading edge leadership prosperity, so that you can *be a blessing in your community and the work of God on earth under peril.*

Leading Edge Leadership book makes three important impacts to the modern day humans of the planet earth.

First, and probably more importantly, *the book presents an inspirational role model of useful information to restart and recharge in one's life.* The book is useful for the present generation and future members joining the planet earth.

*This book will inculcate a feeling of sense of importance* to restart to leadership and to know that it is not too late to restart the journey. In fact, do not be stopped to restart by neither your past mistakes nor your present day peer-to-peer influence. *You are now holding the map, restart here and discover your leadership gift!* This book will instil the strength to carry on as a child of God. Let us start again! Just do it! Restart and recharge the low battery of leadership gift and keep pushing.

Second important influence this book makes is *instilling the sense of importance of living lives that are driven by a deep sense of purpose as God the great manufacturer intended it to be. God want you to succeed in life*

Finally, it is *a clear example of how the power of leading edge leadership* repeatedly in *all sectors of social-economic political life of an individual person;* will not only shape the lives of the present generations but also the future generations joining the planet earth that is already under peril. *A planet in need of leading edge leaders.* That is why restarting and recharging leading edge leadership is a major component of life on earth.

The battery of life always go low, and *those who lands on the moon; eventually returns back to planet earth.* Above all else, we shall deliberate on five foundational questions that influence all humans and leading edge leaders on earth. Switch on the power every time you are charging your cell phone. *Put on the power of leading edge leadership.* This is because when the power is off it will not charge your particular device.

*This book puts you on!* Actually, this philosophy is true to life as well. You must be breathing life all the time. You must believe all the time, *restart repeatedly, and recharge every time the battery of your life is low.* This book help

*leaders and entrepreneurs* in their individual leadership work. It is not just sweet stories about modern men and women lives or stories about how people in *leadership and entrepreneurship lives*. It is *a book of life lesson for you* in leadership and entrepreneurship of life. When you finish reading this book, you will discover your leadership gift and restart a new life. A better way of life.

When you read this book to absorption of logics therein, you should know many new ways to do *leadership and entrepreneurship* and most importantly, the *human relation part of life*. *This book is your teacher. It will teach you, mentor you, coach you and usher you in a new way of life that will lead you to saying 'hello to a new you'.*

What you need to do in application is to *obey carefully what the book says* just as you would obey a teacher. When the teacher tells you to take your notebook, *your number one job is to obey* and be willingly ready for discovering your leadership gift-guiding book. This is what you must do reading this book.

*This book uses a simple way of teaching.* Firstly, it gives us a small portion of leadership lessons based on a topic but with too useful information to help you engage on earth. Then *after the end of every chapter, you are free to evaluate and curve a life you want to*. As you go on, you will find out if you would restart and *resurrect your leadership gift that could be useful in your generation*.

The lessons taught in this book will work only when they come from the heart. I am not advocating Johnson Mũgambi's bag of tricks. *I am talking about a new way of life in leadership* I have used my six senses to articulate!

*Talk about changing people.* If you and I will inspire the people with whom we come in contact to a realization of the hidden treasures they possess, we can do far more than change people. We can literally transform them.

*If you fall, stand up repeatedly and restart again toward leading edge leadership.* The more you fall, the harder it is to stand up again but *know you cannot fail if you keep pushing*. Do not give up even if your friends laughs at you. Keep going! Learn from your mistakes. Ask God forgiveness and for the power to restart the journey strong.

*If you are like me, the collections of information and ideas in this book helped me to restart my life journey again and discover my leadership gift.* The ideas in this book are *the blue print action plan that worked for my life leadership discovery*.

Child of God remember that God is with you and *He says you are beautiful, handsome, powerful, special and one of a kind*. This book has involved a much longer restart and rediscovery journey than I had planned or imagined.

The title '*Leading Edge Leadership*' is the real picture of my life. It has involved many restarts, recharging my life battery every time it was battery low. Indeed, it has been a journey of restarts.

*Is there hope for our broken planet under peril?* Only one-the grace of God our manufacturer. *God a great leading edge Manufacturer* restarted all His projects when they all failed. God restarted His all projects and they all successfully completed.

*We betrayed God, but God did not leave us alone.* He restarted His project again. Long before King Jesus came, God our manufacturer promised repeatedly that we are more than conquerors. *There is hope.* God has kept his promises; He is not like humans; just go out and restart.

On the cross, *King Jesus died for the subjects instead of the subjects dying to defend the king.* He was a leading edge redeemer. He died for you. He loves you so much he would rather die to make you a winner this time round.

Finally, *we need King Jesus in the same way that the earth needs the sun and the oxygen.* The manufacturer made you to lead a life full of meaning and happiness on earth. He made us for himself. As you hang out with God your manufacturer in this new book the *leading edge leadership*, you will realize that *God has been working behind the scenes to make sure you function and prepare you for what is to come in your life.*

That vision inspired me to restart my life journey again to regain what I had lost as an already finished leading edge leader project. *Do you have a vision that inspires you to rediscover your leadership gift?* God is your manufacturer and God never makes mistakes therefore no one is a mistake. *This book will challenge us to rediscover our hidden leadership gift.*

*This book is not a sweet leadership talk.* It is a book about *truth of life* to help us *restart and rediscover our leadership gift.* Spend the time with God and read God's word and not the hymnbook. Read Holy Scriptures for yourself. *You are useful now and will be useful in the future.* I wish you good luck as you read my new book *Leading Edge Leadership. Discovering Your Leadership Gift.*

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# 1

## Ideas

**T**O BE ALIVE, all you have to do is to *breathe*. You are alive because *you are not dead*. Some people thought you died! Those who hate you want you dead! The truth is you are breathing. You cannot die when God is using you on earth

To restart us toward the *leading edge leadership* you must *believe* in your maker and to *live* you must have an idea or be open to ideas. *The most powerful element on earth is an idea*. Ideas are more powerful.

*Everything that God created begun as an idea*. God had an idea of creating you. He was such a great human maker. You were first an idea in the mind of God called *precept*.

The shoe on your feet was first an idea. The book you are reading was first an idea. The laptop in your bag was first an idea. The social media was first an idea. The Artificial Intelligence and Blockchain Technology were first an idea. The new tech ideas keeps on coming. The bad and evil ideas keeps on coming on earth. The Ukraine Russia War and Israel Hamas War were first ideas. *Terrorism is an idea*. *Everything exist first as an idea*. The weapons of mass destruction were ideas, the guns and armored vehicles were first ideas.

*Democracy and other leadership styles* like dictatorship were first ideas. The ideas rules us. The pen you are using was first an idea. The building you are in was first an idea. Everything that exist was first an idea.

*Nothing is more dangerous than idea.* You cannot destroy an idea. You can hide ideas for a while but they come back. There is nothing new under the sun said the wise man Solomon.

*Idea creates the foundation of ideology.* Ideology means the study of ideas. Ideology is the ideas you accept as truth and valid. Ideology creates *philosophy*. The Gospel of Matthew, Mark, Luke and John contains the leadership philosophy of Jesus Christ. The Leadership Philosophy of Jesus creates theology. *Theology produce Psychology.* Every theology advanced by world religion; unmask and unleashes their leading edge leadership philosophies. For example the *Servant Leadership*.

*If the philosophy is wrong,* the wrong philosophy will produce wrong theology. *If the theology is wrong,* the wrong theology will create wrong psychology. *Wrong philosophy, wrong theology and wrong psychology* is the *breeding ground for bad leaders with bad leadership philosophy.* The philosophy of abusing other

*Psychology produces mentality.* Mentality creates attitude. *Attitude controls your life.* Ideas become your life in the end. This is *the rock bottom of various mind-set of people are hanging on the shelf of good and bad ideas.* The social media and all advertisements target mentality and attitudes. The wrong social media advancement will lead to rotten society.

Look at the progression. *The bad leaders are plenty on earth.* If your ideas are wrong; then you whole life is wrong. Terrorism is an idea. Terror groups around the world were first ideas. You cannot shoot an idea. *People around the world are living their ideas.*

The Christians worldwide are professing their ideas. The Muslims around the world are professing their theology, psychology, mentality and attitudes. The Atheist are professing their philosophy, psychology, mentality and attitudes.

All this ideas have formed basis of the lives and even livelihood. *Ideas that takes life and ideas that respects life.* You cannot therefore shoot an idea with a bullet. *People are living their idea.* Terrorism is not a person. You cannot shoot a terrorism. If you try to kill an idea, it multiply.

You cannot shoot a bad philosophy with a bullet. If you try it, it multiply. You cannot shoot a bad mentality with a bullet. If you try it, it multiply. You cannot shoot a bad attitude with a bullet. You cannot shoot a bad life with a bullet.

What do you do, with bad ideas, bad philosophy, bad theology, bad psychology, bad mentality and negative attitude? The only way to change a bad idea, a bad philosophy, a bad theology, a bad psychology, a bad

mentality, a bad attitude and bad life in the end; *is to replace them with good one*. In fact, you cannot imprison a bad idea. When you imprison a bad idea, a bad philosophy, a bad theology, a bad psychology, a bad mentality, a bad attitude and bad lives at the end, you make them more powerful.

*The Source of an Idea is the Precept.* Precept is the foundation of concept. *Precept is an original thought. The only person that has precept is God.* Actually, there is no one else on earth like you. I stood yesterday. I can stand today. Keep busy. *Find yourself and be yourself.*

*The Bible is not a democracy.* It is not geographical. *The Bible is not a country.* The Bible is not a continent *God is not a President.* He is not Prime Minister. He is not a Governor. *God is a king.* The Bible before you is not about a republic. *The Bible is about a kingdom.*

In a kingdom the words of a king is laws. *Jesus came to establish a kingdom of sons. A kingdom of citizens not a kingdom of Christians.* That is the leadership Philosophy advanced by King Jesus.

*God is not interested with Christians.* He is not interested in creatures as well. *God needs Citizens for his Kingdom.* Period! *Christianity Kills People.* The original plan of God was not to have Christians. God wanted a citizen of His Kingdom. *A Citizen is a legal creature. A Christian is a religious creature.*

*The Bible says you shall know the truth and the truth shall set you free.* I used to be a Christian before, but today I am a citizen. *I do not refer myself as a Christian anymore. I do not want to be confused in this earth.* Many Christians are confused, because they are Christians. *I am a son in the Kingdom.* A citizen in the kingdom of God.

Christianity kills people. *Being a Christian is dangerous.* It almost killed me. *Religion makes you comfortable in dying.* The danger with Christianity is that it kills people. Many Christians have died. Jesus never ever told us to call ourselves Christians. *Pagans introduced our Christianity.* The Gospel never used it. Paul mention it two times preaching in the Pagan town.

The Pagan gave the name Christians, because they never knew what to call the believers. *Christian belong to Christian group. Citizen belong to a kingdom.*

*When you are a Christian, you do many things to make God like you.* You know what you do to please God! *You are not different from Pagans. A pagan is a religious worshipper.* He is not an atheist. Christianity today is among the world religion. What a tragedy. Christianity is a World Religion. Religion of the people of the world. What a tragedy. *They list you, but not me.*

*Jesus was not a Christian. He was the son of God. Citizen number one in God's Kingdom!* The question was *who are you?* He knew very well, who He was. Never answer I am a Christian. *Jesus never answered he was a Christian anywhere!* When people ask you, *who you are. How do you answer people?* Your answer should be this: *I am a son of God working here to bring transformation.* The kingdom of God is coming alive inside of me.

When you understand a kingdom, you will be different from others. Jesus came to establish a commonwealth of citizens. Britain colonized all of us and the wealth became *commonwealth of Nation. Common wealth.*

*Common wealth. The wealth is not common.* The Bible says my kingdom shall supply all your needs according to its riches in heaven. *The only kingdom that sends wealth to the head quarter and send it to the colonies is the kingdom of God.* Instead of the subjects and common people dying to protect the king, the king dies for the subjects' and commoners sake.

*In an earthly kingdom, you cannot seat on the king's seat.* Our heavenly King tells you, come and sit with me in my Heavenly places. Why? *You got royal blood. I am a son not a servant or a slave. I am a citizen not a Christian. I am a believer not a disbeliever.*

There is no jealousy in the Kingdom of God because the wealth belongs to all of us. God original plan was that He desired *relationship* and not *religion*.

*Religion is man's search for God. Relationship is God search for man. Kingdom comes down to reach man. People are not supposed to know who you are until it is too late. You can identify a Hindu, Muslim etc. Why could they not identify Jesus when they came to arrest him?*

Finally, the *word purpose* means *original intent*. *The will of God is the purpose of God.* The 66 books of the Bible contain *God's purpose*. Always read the Bible not your hymnbook or the Book of Common Prayer. God has not left anything on the dark

*For studies, suggestions and activities read the following-*

*Isaiah 1:19*

*Psalms 1:1-3*

*Hebrews 10:25*

*Proverbs 22:6*

*Romans 3:4*

*Psalms 50:10-12*

*Genesis 1:1, 26-30*

*Haggai 2:8*

*Galatians 3:13-14*

*Genesis 2:17*

*Genesis 3:22-24*

*1Corinthians 15:26*

*Luke 16:19-24*

*Revelation 21:8*

# 2

## Dominion

**G**OD CREATED MAN for *dominion* and not *denomination*. God the great manufacturer created you for *rulership* and not for *religion*. *Sin* created *religion*. Routine denomination attendance is not a direct ticket to heaven. It is not an added advantage though to next life.

In my days, church meeting places have turned to be networking places and meeting places. A wonderful place for meeting new people. A place to boast of your new catch, new job, new car, new husband, wife, and children too. *A place people comes to manifest their senses of importance and a tangent point to ridicule other less endowed adherents.*

*Religion is the result of the fall of man in Genesis.* In Genesis 1 and 2, there was no religion. Genesis 1 and 2 are wonderful chapters of the Bible. In them, there was no apostle, evangelist, Bishops, Archbishops, Prophets, Pope, and above all else, *there was no Christians.*

*Religion was not original plan of God.* Genesis 3 all the way to the book of Revelation is God's program of taking us to Genesis 1.

God created man in His own image. *Image means moral and spiritual nature of a being.* In the likeness of God. *Likeness means to function like God.* You need to study God. Analyze how God functions.

*Something that is not functioning has malfunctioned.* When you are alive, you are functioning. When you die physically, you malfunction. When you die spiritually, again you malfunction. All malfunctioning issues demands repair. You go back to the maker for repair. When you malfunction spiritually here on earth, the only authorized mechanic is Jesus Christ for your repair holistically.

God function by faith. Faith is the fuel for functioning. *Without faith, you cannot please God.* Pleasing God means functioning. You need some spiritual fruits to function like God. You need *faith, hope, love and mercy* to function just to mention a few essential ingredients of human functioning.

*Man malfunctioned in Genesis 3. Without love, you cannot function.* Love is among the functioning ingredients in all human. Love is the most powerful essential human ingredient you need on earth to function.

*You cannot function on earth if you have hatred in your DNA.* If you have hatred in your heart, you malfunction on earth. *Walk in love to function like God.* Functioning of the human spirit need love to function.

*I forgive everybody so that my faith can work. Faith function by declaration, Genesis 1ff.* Let the weak declare and say I am strong, I am rich, and I am healed. *Speak until it manifest.* Say it loud. *I am rich. I am able. I am not poor. I am a lender and I am not a borrower.*

I will not beg for something that I can go and get. *Anything that you borrow God has given you the ability to work for your own.* You have the ability.

This week, month, and this year you shall have whatever you said; and people laughed at you when you announced it. *It is coming to be.* It is your season of manifestation God created you like him and He said let the human have dominion.

*God created you to dominate.* To govern. To control. To lead. To master something and have dominion over it. The key to servant leadership is dominion. The word dominion means rule-ship, control over, and governorship over everything that creep over the earth but not dominating humans.

*Creep means to crawl on the ground.* Monkey and apes scientist try to make it your cousin. Every animal must walk on four if man was to dominate them. *Human is not on this list of creeping things*

There is danger here; some people take you like a creeping creature, a monkey. Some of your relatives and friends takes you like an animal

*Man was given dominion mandate but not on one another. Human are off limit to control.* Tell those who treat you like animals, you are off limit to dominate.

The manufacturer created the birds and fish. The fish species live in the ocean, under water. God gave birds flight. *God gave man dominion.* Bird fly and fish swims. *The problem is the man.* Why? *Man lost dominion.* Bird today have flight and fish swims. They never lost control. *Birds do not attend flight*

*school. Flight is intact. Flight is inbuilt.* Fish never attend swimming classes. Ability to swim is inbuilt. *The seed never attends growing classes.* God put it inside it. Seed germination is inbuilt in every seed.

Whenever God calls, He provides resources for implementation. *He provided the spirit of dominion.* God being our maker he definitely want us to dominate like a mature eagle. Indeed, I am an eagle.

The mature eagles dominates during the storm. If you are an eagle, do not marry a pigeon. In fact, *God compares Himself with an eagle.* Leave the cage of society and follow the eagle principles to receive your *spirit of dominion* back.

Let God be true and every man a liar. *The only person you should trust and believe is the manufacturer.* The manufacturer said: *Dominate everything on earth except the image of God.* The man has gone overboard that is why there is war and ungodly groupings on earth.

Image of God is off limit to control. *Leadership is not dominating people.* Husband do not dominate your wife. Why? Man has dominion over but not on fellow man.

*My wife is a man. She is off limit to dominate.* See Genesis 5:2. Inside of my wife is a man. This means she has some *values* and some *abilities*.

*Adam means dark earth.* Both men and women are man. See Acts 17: 26. *From one man all ethnic group originated thereof.*

Lesbianism and homosexuality is not the plan of God. It has no purpose and personal pleasure. In the body of Christ there is neither male nor female.

*Man fell from dominion not from heaven.* Some people drift on this earth as if they fell from heaven. Do not be scared by them they are dust like anyone else. See Genesis 3: 1ff. *The Bible begins man on earth and not from heaven.*

The ultimate sin is self-doubt. See Genesis 3. *The fall of man is the ultimate sin.* We lost it all. We corrupted the image. *We lost the dominion.* We lost the *immortality*.

*Mortal is the word flesh.* Immortal means deathless flesh. *In Genesis 1 and 2, Adam and Eve were immortals* and fully robed with *the spirit of dominion.* The mortal shall put on immortality. *Death and sin stripped off human's dominion.*

The leadership philosophy of Jesus is alive in us. *What Jesus came to do is to make you immortal.* The leadership philosophy of Jesus was a contest to death and life. Death and life are synonymous.

A living dog is a dog who is not dead. The only thing stopping you from dying is living. See Genesis 3: 7. Death has no right to keep me dead.

We are alive with Christ now. The powers and killing right of death is cancelled already. *Go out tomorrow and do your work. Jesus holds the power of death and resurrection.* Beautiful in the eyes of the Lord is the death of the saint.

It is easy to give your life spiritually. *You are already qualified for resurrection. Everyone will resurrect!* Actually, the mortal shall put on immortality. Study the following Bible verses: *Romans 6:8-10, 2Corinthians 5: 19, Hebrews 2:9 and 2Timothy 1:9-11.*

*Jesus came to give us back our self-image* John 1:1ff and John 3:16. God became flesh. Genesis 3 is the fall of man. The ultimate sin. We lost the identity. *Identity crisis is the problem of humanity all over.* Trying to be like animals.

Human spirit can control the earth. You like yourself that is why you are looking for something. *Everyman is searching for dominion. Human are not looking for heaven.* People in my generation are religious not because they want to go to heaven. *They are not interested at all with heaven.*

*Human fell from dominion not from heaven. Heaven kills people.* Theologian specializes in the interpretations of three stings: The *earth*, the *hell* and the *heaven*. Heaven is number one problem on earth and vice versa. Heaven motivates activities. *Why do you stop drinking?* You want to go to heaven. Heaven is dangerous. Heaven is not my motivation any more. From the look of things from Monday to Monday, *people are not looking for heaven.* Everyman is searching for dominion.

The reason why you have distaste for life on earth and you hate earth is because; the earth social economics phenomenon are dominating you. Actually, it is because the economy is biting you hard.

*In Genesis 1 and 2, Adam and Eve loved the earth. They were happy couple.* In fact, today we hate earth. Couple hates each other. Children hates each other. They never looked for heaven. It is the opposite. They had dominion. They dominated the social economics of living on earth.

We hate the earth because the bills control us. From Genesis 3 human destroyed life on earth. *Government taxation dominates us. Social media dominates us. You cannot afford luxury on earth.* It is earth under peril. War and calamities floods our hourly news. Droughts and incurable disease kills millions of people. *You love heaven. Why? Heaven promises you dominion.* No more disease. No more death. No more bills. No hatred and jealous.

*Bible never ever promises you dominion in Heaven.* Genesis 1:26ff God gave you dominion over the earth. *Rule over the earth not heaven.* This is what you lost. There is confusion to many Christians today

There two original jurisdiction. The *Heaven* and the *earth*. See *Psalm 115:3. God did not give you heaven.* You cannot repossess what you do not possess. *Going to the moon. You will eventually return to earth.*

*Resurrection of your body is God's guarantee you will not stay in heaven.* Read Revelation 21:1ff. The word Kingdom has the word, *King and Dom.* *The kingdom promises dominion. King means Ruler. Dom means 'Dominion'.*

*Every human is seeking for something. The Bible urges us, to seek the kingdom first and not heaven. The Kingdom pursuit is first in kingdom seekers list. Finding freedom over circumstances is what humans are seeking. Why? They want to pay debts, pay rent, pay that loan, and pay school fees and many other bills of life.*

*Everyone is looking for kingdom of his or her own understanding. The ability to dominate the earth. Disney World is the manifestation of our desire for the kingdom. Ndubax Books Publishers is my manifestation of my desire for the kingdom of my own. If you want kingdom, make your own.*

*Amusement Park is our desire to visit. Amusement means no thinking. Fantasy world. Listen to music. Musi means to think. Amuse means to stop thinking or control thoughts. Many things around the world have made people to stop thinking. The economy and the geopolitical wars and social technological happenings has affected people's capacity to think.*

Write down all that you can about yourself and we shall repeat it later in this book. You might include-

1. *Age*
2. *Appearance*
3. *Likes and Dislikes*
4. *Family*
5. *Friends*
6. *Hopes and Plans*

If you can, write down the names of all your living close relatives, using the following headings to guide you toward the *leading edge leadership*.

7. *Brothers and sisters*
8. *Cousins*
9. *Mother's brothers and sisters*
10. *Father's brothers and sisters*
11. *Great grandparents and grandparents*
12. *Mother and Father close relatives and friends*
13. *Your previous and current bosses and supervisors*
14. *Friends and colleagues in your networks*



# 3

## Pre-destined

THE HOLY BIBLE said that *God predestined you*. “Pre” means “Before.” My father known children are five in number! I am number three and the only mama’s boy in the house. Could you imagine if my mother said to my father, two children are enough for us as a family? Two is enough let us kill the number three. Let us kill this child (Rev. Mūgambi Johnson). Let us kill the number three child. A clergyman, an author of this book and a motivational speaker.

They will not be killing a baby. They will be killing a clergyman, an author of this book, a father, a spiritual counselor, and a motivational speaker. They would have killed all that including your writer of this book. This is why God hates abortion. *Abortion is not the death of a baby. It is a termination of a destiny.*

That is why God saved you. *To do the work placed in you before the foundation of the world.* Just suppose Moses of Exodus did not come back. God does not see the dirty water staining the man and woman, their fellow humans sees. God sees you differently! Imagine God did not see a murderer in Moses. God saw in a murderer the Ten Commandment. I thank God, because He is not like us.

God saw in a murderer the author of the Pentateuch; “the first five books of the Bible, Genesis, Exodus, Leviticus Numbers and Deuteronomy. God saw, in a murderer; the leader of a million people. When God saved, Moses while being placed inside the basket by the mother. God was saving the author of the first five books of the Bible. Imagine Paul the Apostle was actually a serial killer. Killed all those people in the name of his disbelief. God did not kill him.

This coming new week, new month and this New Year, God is going to save you. He will not kill you. Your relatives may want you dead, but you burry them first, because God’s purpose prevails always.

Inside of you, there is a Paul, a Moses, a Pastor, a Bishop, a MP, a Governor and a President. Some of you were born Saul. They will turn to be Paul.

You do not know who I am yet. Your parent do not know who you are yet. Stick around for more few weeks, months, and years and I will manifest myself.

You do not know God’s precept about me yet! In addition, I am glad of my enemies and friends. Tell those who are laughing at you, I am coming soon.

I am going to save you, God said to Saul. Why? God was not saving a man. He was saving 13 Epistles or letters of Paul in the New Testament. They include-Romans, 1 Corinthians, 2 Corinthians, Galatians, Ephesians, Philippians, Colossians, 1 Thessalonians, 2 Thessalonians, 1 Timothy, 2 Timothy, Titus and Philemon.

Imagine the 13 books of the New Testament, were written by a murderer Saul. Who is now Paul? He is among the writers of the Bible. God was saving the New Testament when He saved Paul the Apostle. God want to save your destiny For His Name Sake. Oh, common friend, this is your moment.

You are coming soon. Oh, common. Your life begins today. I want you to stop playing games with your life. You have to answer the following questions of life to discover who you are-

1. *Who you are?*
2. *Where you came from?*
3. *Why you are here?*
4. *Where you are going?*

When your time is up and you have died, where are you going? Ask yourself that paramount question.

*To help you answer the questions read the following-*

*1John 3:1*

*1John 4:4*

*Colossians 1:15, 27*

*Hebrews 1:13-14*

*1Corinthians 2:3*

*Mark 11:23*

*Proverb 6:2*

*3John 2*

*Romans 10:8*

*2Corinthians 4:13*

*Philippians 4:19*

*Psalms 15:4, 5*

*Romans 13:7-10*

*1Timothy 5:17-18*

*2Timothy 2:15*

*Ephesians 4:11*

*1Peter 5:4*

*1Peter 2:25*

*Acts 20:28*

*Luke 10:7*

*1Thessalonians 5:12-13*

*1Corinthians 9:7-14*

*Galatians 6:6*

*Acts 23:3-5*

*1Samuel 2:30*

*Romans 13:7*

*Jeremiah 1: 4-5*

*Genesis 1:26-31*

*Genesis 37*

*Exodus 2*

*Acts 9: 1-31.*



# 4

## **Remember You Won 599 Million Others**

**G**OD HAS TO make sure you succeed like before. It is true God had known you and remember you won 599 million others. For the dream that you see is real. God finished your plan like yesterday.

You are already finished. You were born to start it. Your birthday is an anniversary when you started. You were born to start it. Start something this new week, new month and this New Year. God will never begin anything before finishing it. In the beginning was the word, and the word was with God.

Going forward, remember you were born to start your dream. Jesus Christ did not die 2,000 years ago, for your information that is too late.

John 1:2-3: *He was in the beginning with God. All things came into being through him, and without him not one thing came into being.*

Let me give you something never ever to forget in your lifetime. Before God created you, the Bible says He counseled Himself. Genesis 1:26: *Then God said, 'Let us make humankind in our image, according to our likeness; and let them have dominion over.*

Let me prove this. God sat in a meeting with Himself (Father, Son and Holy Ghost). God confirmed his purpose of choosing you by His counsel in Proverbs 19: 21:

The word counsel in Hebrew means meeting. He says it is not your plan that are important, but God purpose for you. His counsel.

This is very important. Of worthy noting, is that God had a meeting about you before you were created. In addition, in the meeting God decided to have you, and not your brother or sister. Your enemies can try to do meeting to frustrate you and kill you. I tell you their counsels and purposes will not prosper.

*God knew what He wanted when He brought you in that family, in that county, country, continent, and in that skin colour. When God placed you here! He wanted you and not anyone else.* God want you and not those destiny killers in your life Therefore, the distastes of people purpose about you will not prevail. You are here by God's purpose.

Actually, God had a destination before you even existed *God had known you.* None of us here knew you in your mother's womb! *It is only God.* Do not be intimidated by the destiny killers. In that, God has had a meeting; they talked about you as part of God's prophetic agenda.

In addition, in the meeting there was a concern. The Son said *if we create them and give them a will, they might be against us and disobey us.* The Father said; *there is a possibility.* Moreover, the Holy Ghost said; *"What should we do?"*

To obey or to disobey us we have to redeem them. The son said: "So what I will do for them is to *pay the prize. I will die now for them, before we create them.* So in the meeting the father agreed. *"Ok Son, die for them.* You are dead." No human on earth under peril would neither redeem another, nor die in place of another. Shockingly enough, if unauthorized human die on behalf of another human that death amount to nothing at the end of the day! *The authorized human worthy to die for humankind was none other than Jesus Christ.*

When your agenda concluded in that holy trinity meeting in Genesis then *Genesis 1: 26* begun, *"So God created humankind in his image, in the image of God he created them; male and female he created them.* That is why; the Bible does not say Jesus died 2,000 years ago. Actually, the Bible record beyond the lamb who was slain *before the foundation of the world.*

That is why when Adam and Eve sinned *God did not panic*. Why? *The son died for them, before the foundation of the earth*. That is why when you failed last week God did not panic because *you cannot fail*.

You will succeed because God has your plan already. You cannot scare God by your actions; *Jesus paid the cost in advance*. You only scare your relatives by offering them a free amusement park and video of your failures, but not God! You cannot scare God. You scare your finances. You scare your health status. God finished you before you manifested.

*This year will be your best year*. God guarantees your success for His namesake. Beat your chest and shout *I am a chosen baby*. In fact, tell your family and friends who could not absorb you in their eyes, *I am already finished*. That is why I am here today. *I am here on my own way to my destination*. God must make sure I get to my land flowing with milk and honey for His namesake.

We do not come to God to join a church. The secret is to get to your destiny. *You will make it to your Canaan*. You have God keeping watch over you, and this *God Predestined You*.



# 5

## Only God Who Knows You

**G**OD KNOWS YOUR *plans* already. *God finished you before you were born.* Isaiah the prophet said, “Remember this. Put it in your mind and do not forget it.” Whenever God says something three times. It is the most *important idea.* Do not forget.

God does not begin with the beginning. *He begins with the end.* So your success is already finished. Never judge your destiny by the location of your birth and the size of your pocket.

As matter of fact, *your parent have no idea of who you are.* Only God who knows you. The parent of Jeremiah had no idea of what their son will be.

Let me explain. Scientist says that when a man and woman comes together in an intercourse and the man releases the sperm. Scientist have proven that, more than 600 million sperm cells dash towards the woman's egg and they fight to see who will get there first. They fight for hours and hours and hours for 72 hours to reach the egg.

Having said that, for 72 hours fight; guess who won. You. You won. I won the fight and in July 12 of 1984, Mũgambi Johnson Njerũ was born. July 12th 1984 is my birthday and my first universally of my winning 599 million others and my first day in office on earth.

I have an announcement to make. *You are not going to be a winner. You are here because you won. You are a winner.* I am a winner that is why I am here. Stop feeling bad about yourself. *Stand up straight.* Straighten up your shoulders. Go to work tomorrow going like *a winner.* You are a winner. *Dress like a winner. Talk like a winner. Walk like a winner. Live like a winner.* Tell everybody I am here because I won.

Going forward you are a winner. So stop telling people that you are one in a million others. You are one in 599 million others. The Bible says in Jeremiah 1:5: *Before I formed you in the womb I knew you...." God saw you in your mother's womb.*

That means God was watching your mother conceiving you. Actually, God was watching your mother wherever she was. Mothers you thought you were alone. No, *God was watching you.* Men you thought you were alone when you unleashed 600 sperm cells on that beauty God was watching you and *God used you* to bring somebody on earth for a purpose.

There are things men and women of earth under peril cares! This cares of men do not scare God. God never cared where your mother was. In wed lock or out of the wed lock. On top of the rock or beside the rock. In the nightclub or in street walking. Wherever she was. In the bush or in the car. God was watching but he never cared the location and the status of the mother.

God saw 600 million sperm cells dashing toward the egg that day or that night! Moreover, which one of the 600 million sperm cells is going to be you now, God said. *Which one.* Which one now!

In addition, He said, *I want that one! I want Johnson Mugambi!* Shockingly enough that one is you listening to me and reading this book. In addition, that one is you, you, you, and me. You are a chosen generation.

You are a chosen generation. My dear reader, God choose you. He chose you up to do His work. He chose you before the foundation of the world. (See: Ephesians: 1ff). This means that *God used your parent to get you here.* God does not care who your parents were then or are now. God never cared whether they are rich or poor. God used them to have you.

God is neither scared by what scares people nor by what you do. *He just used your parent to get you here.* You are here alive today. This is your time now. Never sleep angry, eat, drink, and be happy because you won 599 million others.

# 6

## Protecting Our Memories

**G**OD WANT YOU to live your whole life with good memories, not regrets, not hate, not blaming yourself, and trading blames on others. Therefore, God protects you by giving you laws to protect your memories. Do not kill. Do not steal. Do not commit adultery and many laws of God. These laws protect your memories.

Why do we have many laws? This many laws are to protect your memory. If you obey God, you will never have an evil memory. *God want you to succeed.* God want you to succeed more than what you do.

*God want to protect your nobler motive and save your face.* Why? For His namesake. In addition, *God is faithful to the vision He put in your life.* God want you to succeed for His reputation. Some experts say forming a new habit takes 30 days; therefore, this book use it as a daily guide and lifestyle

changes in 90 days. All I ask is that you inspirationally approach this book and use it as a pattern in your life.

You may want to focus on one principle every day for 30 days and put yourself on a three month “program” of *teaching your brain to think noble motives*. Take action right now with the *Leading Edge Leadership program*, and you will not regret. You are now entering a better way of life!

I wish to direct us to think about the study suggestion and activities below. In your notebook, write down the answers to the following questions and rethink your purpose on earth. Revise down all that you wrote about yourself to restart for life prosperity and purposes:

1. *Your Age*
2. *Your Appearance*
3. *Your Likes and Dislikes*
4. *Your Family*
5. *Your Friends*
6. *Your Hopes and plans*

If each person is important to God, how should this affect your behavior to other people? Give some examples of how you ought to behave to others, such as those who are Very old, poor, rude to you, always asking for help, ill and unhappy.

Your future is God’s past. In other words, God finished you before he started you. God plan for your life is already finished. He is just hoping you keep the laws. God never begins until His plan is finished. “For surely I know the plans I have for you, says the Lord, plans for your welfare and not for harm, to give you a future with hope”(Jeremiah 29:11).

Let us think about the following study suggestions and activities to help us restart toward self-discovery

- Genesis 4:8*
- Genesis 3:9*
- Genesis 2:17*
- John 8:44*
- Hebrews 9:26*
- John 5:2*
- Philippians 4:19*
- Matthew 6:33*
- Luke 6:38*
- Luke 21:2-3*
- 1Samuel 2:30*
- Hebrews 7:8*
- Genesis 12:2, 3;*

*Genesis 13:2*

*1Timothy 6:10*

*Isaiah 1:19*

*Hebrews 11:24-26*

*3John 2*

*Exodus 15:26*

*Proverb 3:10*

*Psalms 1:1-3*

*Hebrews 10:25*

*Proverb 22:6*

*Romans 3:4*

*John 14:30*

*John 10:10*

*John 5:24*

*Ephesians 2:1, 8, 9, 10*

*2Corinthians 5:17*

*Romans 8:14-16*

*1John 3:14*

*Galatians 5:22*

*Colossians 1:13*

*Galatians 3:13, 14, 29*

*Genesis 2:17*

*1Corinthians 15:26*

*Deuteronomy 28:1-14, 16-19, 38-40, 58-61*

*Deuteronomy 5:29*

*Romans 13:8, 9, 10*

*Galatians 5:14*

*2Corinthians 8:*

*Genesis 1:1-26*

*Haggai 2:8*

*Luke 4:5-8*

*Luke 6:38*

*John 15:19*

*Colossians 1:12-15*

*Colossians 2:15*

*2Timothy 2:3*



# 7

## Vision Determine Discipline

If ANYONE WANT, you to do anything that stop you from your life work just leave them. That is not your friend. That is an enemy. That is a destiny killer Decision determines success.

You can be the best, without some people in your life. Change friends' occasionally and true friend is anyone who helps you get to your destiny. Just focus on your functioning!

Therefore, I knew if I start taking drugs with friends, having peer pressure, drinking alcohol in clubs and having pre-marital sex casually. Alcohol will harm my liver pushing me to an early grave. The smoke will destroy my lungs. Pre-marital sex will give me a baby I cannot pay for.

In addition, my vision determines my discipline. The point of information therefore, *Vision determines discipline*. If you do not know where you are going know this in advance, you would do anything with your life.

*Life purpose brings discipline*. Find friends who have *discipline*. If anyone want you to do anything, I repeat, anything that stop you from your

destiny, dreams and in your vision, he or she is a destiny killer. That is not your friend. That is an enemy coming to stab you at the heart. If you allow destiny killers in your life, they sack your blood dry. Majority of relatives and friends are active candidates here.

Would I, suggest something to you? When you discover the laws of God, you do not need to pray. That is why God told Joshua; if you take my laws, read my laws, accept my laws, obey my laws and submit to my laws; you shall have good success.

The manufacturer made the car, the train, the plane that brought us here, and all other cars on our roads. The manufacturer built into the car, the laws for functioning. You do not need to pray about what to put in your gasoline tank. It is the law.

The manufacturer's says; you shall use unleaded petrol only. The manufacturer did not ask your permission. The manufacturer built the laws into the car. Moreover, when the car comes to you it comes with the laws built in. When you decide to use orange juice, the car malfunction. In other words, *you do not bring your laws to God*. You submit to the laws of the manufacturer. He will guarantee you success if you follow the laws.

It is important to note that not every person you meet in your life is a slave. He or She comes loaded with laws, philosophies, psychology, theology, attitudes and ideas. All of this combined and mixed forms either a good life or a bad life. The secret is; *God has designed everything to function by laws*.

God gave the laws to guarantee us success. *The laws were not to restrict you*. When God says, do not fornicate. That is the laws. This means do not have sex until you are married; now it is amazing that, the manufacturer do not explain laws. Manufacturers do not explain laws. They just announce them, for example; says when you buy an iron. He says do not operate under water. *Manufacturers of product do not explains the do not*.

*The manufacturer have no time to explain the laws*. Oh common. They will never say if you operate a hot iron box under water you die from shock. The law is clear: Do not operate under water. *Some of you test the manufacturer's laws. That is why you have lost your teeth*. That is why you have *no hands*. That is why you have *no legs*. That is why you have so many dead electronics.

God designed the fish to be in water. Fish will never leave water. The fish are smarter than human. The manufacturer created birds to fly in the air and birds will never try to become fish. If you put a seed on the ground of your granary and leave it there for 10 years, it will remain seed. Why? You disobey the law of the seed. They seed needs soil and moisture to germinate. Humans are the only creature that this book is targeting.

Humans are the only creature that try and disobeys the manufacturer's law to see what happens! We human are the only creature that will test the laws. Oh, to see whether it is true. That is why death came through our first parents Adam and Eve. That is why we are sick, bloke, defeated, frustrated lots, disappointed, separated, want to go to heaven, heartbroken and divorced. Nevertheless, I declare every one reading this book tonight is going to submit to the laws of God from this hour forward.

Remember we said; God said, you shall have good success. Oh, common. Wake up from you slumber and get to work. Success is a result of decision. Wherever you are right now, you have decided to be there. Therefore, do not blame anyone for your predicament right now. Success is the result of decision. Failure in life is a result of decision.

Whatever you decide determines your destiny. In other word, everyone becomes his or her decision. I decided to be an author. I decided to be a motivational speaker. I decided to accept God's call. I decided to be successful; so I decided neither to smoke nor to drink alcohol. Why? Because when I wrote my vision on paper year 2009. I saw it and begun pursuing it. I want to travel around the world. I want to build buildings. I want to run my own organization.

I want to bring better education system to the world of my generation. I want to own my own private jet. I want to own my own end-to-end publishing house. I want to become a Global Counselor. I want to be advisors to Governments. At age 14, I wrote my vision down. Therefore, I knew if I start taking drugs, having peer pressure, drinking alcohol and having pre-marital sex. Alcohol will harm my liver. The smoke will destroy my lungs. Pre-marital sex will give me a baby I cannot pay for. Therefore, my vision determines my discipline.

The truth above all else is that, vision determines discipline. If you do not know where you are going you do anything with your life. Life purpose brings discipline. Find friends who have discipline.

The following type of friends have no discipline. Number one, the devilish advocate types of friends. Devilish advocates are rarely advocates for anything other than their own egos and points of view. On one instance, they are a voice of a person who tried and failed and therefore thinks no one can--or more likely should--ever succeed.

Keep the type of people who ask smart questions. Keep friends who share lessons learned and ways to do things differently, and offer to help you if a problem does pop up.

Get rid of the people who always forecast doom and gloom based solely on their bad experiences. Your results may vary because you are not their type. Moreover, you do not need them.

In Judaism, Christianity, and Islam the devil is the most powerful evil spirit. A devil is an evil spirit. The idea of angels with wings and devils with horns hoofs.

You can use devil to emphasize the way you feel about someone, for example, if you call someone a poor devil, you are saying that you feel sorry for him or her. You can call someone you are fond of but who sometimes annoys or irritates you an old devil or a little devil. If you say that you are between the devil and the deep blue sea, you mean that you are in a difficult situation where you have to choose between two equally unpleasant courses of action.

A devilish idea or action is cruel or unpleasant. You can use devilish to emphasize how extreme or difficult something is.

If you say that someone has a devil-may-care attitude, you mean that she seem relaxed and do not seem worried about the consequences of their actions. If you play devil's advocates in a discussion or debate, you express an opinion, which you may not agree with but which is very different to what other people have been saying in order to make the agreement more interesting.

The second type of friends you ought to avoid is the raving fans type of People. You use raving to describe someone who you think is completely mad. If you are a fan of someone or something especially a famous great's professional people or a sport man or a woman, you like them very much and very interested in them.

On the other end of the spectrum is the person who thinks your every thought and deed is astounding, amazing, and incredible. Unconditional praise is fun but rarely helpful. None of us is that smart, that insightful, or that talented. Often we do get it wrong. Often we do make mistakes. Some relatives' think they are always right and other people wrong all the time. They are the wise and other people fools. However, often we do not realize it until someone tells us. Such people are taken in deride by their raving fans.

It is easy to tell someone he or she is great. It is much, much harder--it takes a real friend--to tell someone he or she can do better. Hype is the enemy of improvement. Be nice to raving fans, but do not pay much attention to what they say. Let your mom be the only raving fan you need in your entire life.

The third kind of friends you ought to be disinterested is the inside scoopers types of people. It is hard to resist inside information and gossip. Finding out the reasons behind someone's decisions, the motivations behind someone's actions, the inside scoop about someone's hidden agenda--jeez, that stuff is hard to resist.

The problem is, the person who gives you the inside scoop on other people is also giving other people the inside scoop on you. The people you want in your inner circle are willing to share the inside scoop on only their own thoughts or feelings --that is not gossip, that is just truth.

There is danger within your circles of friends, because there is always this next type of people. Try to avoid the forth type of friend called the Backstabbers type of people. Very dangerous lot.

The people in your inside circle should have one another's backs. Backstabbers have no one's back but their own.

Backstabbing consists of unkind and disloyal actions or remarks that are likely to harm someone such as a friend or colleague in the nobler motive of the human person.

The fifth type of people you ought to avoid are the geocentrists type of people. Before Copernicus, most people thought Earth was at the center of the solar system. That is too bad because; there has not been a Copernicus for some relatives who think everything revolves around them.

Self-interest is good. Enlightened self-interest is better. Self-centered just sucks to the only flying flag of some relatives. Therefore, do not be a Galileo and try to change their minds. Just move on. It is easy. They will not even notice you are gone.

The sixth dangerous type of people you disengage with are the roadblock prophets. The seer of all roadblocks has the uncanny ability to foresee a long list of potential barriers and problems that in reality will not appear and sometimes even cannot appear. Granted, none of us wants to make a mistake we could have avoided. Nevertheless, when someone always counters every single idea with a never-ending list of reasons it just will not work. Then he or she needs to go, because unreasonable doubt is the enemy of achievement.

If my idea truly will not work, I definitely want to know. Tell me, tell me why, and then tell me what might work instead. Then you are helping. Then we can go places together. Otherwise, we should just go our separate ways.

The seventh type of people you ought to avoid very much is the schmoozer's type of friends. Be nice, but otherwise keep the schmoozer outside your inner circle. He cares just about making connections. He does not actually want to connect.

Building connections is important. Nevertheless, networking is not a numbers game. Connections are not an end; connections are just a beginning. Too many beginnings mean lots of starts and no finishes. There is no way to build meaningful connections with dozens or hundreds of people.

The eighth type of people to lock outside your nobler circle of friends is the maintenance schedulers. It makes sense: You need to service some equipment regularly so it does not fall apart. What do not make sense is when you need to "service" some personal and professional relationships or they fall apart. They need regular check-ins. They need regular contact so they can feel reassured that you still "care." You do not need to be a fool of such people

You have somehow let them down when you fail to notice their point of views and the benefits they will accrue from such a professional relationships.

The ninth type of people to avoid at all cost is the walking dead. Some people just drift like zombies. They wander aimlessly from task to task, from day to day and year to year with no plan, no purpose, and no goal. Surround yourself with people who have ambitious plans, meaningful purposes, and big goals.

This is the real drive for the *leading edge leadership book*. Even if their goals are different from yours--and they probably will be--you will feed off their energy, and they will feed off yours going forward.

*Leading Edge Leadership* inseminate you with *nobler strength knowledge and more information* to insulate your nobler motives from evil friends and evil relatives. Going forward stay away from the walking dead relatives and friends. Most relatives assumes the walking dead roles in genealogical roots. They will not kill you, but they will definitely kill your motivation and enthusiasm.

# 8

## God Our Manufacturer

**Y**OU ARE VERY important to God. God is more committed to your success than you are. What do you think? *‘Leading Edge Leadership’* means that your success is important to God.

I am writing this book to give you a sense of importance going forward. The manufacturer ‘God’ needs you to succeed. When I discovered that God needs me to succeed. I became more aggressive and bold. I put pressure on God now. The greatest discovery is not the discovery of oil, gold and other minerals. The greatest discovery is the discovery of self. We call it Self Discovery. Your success comes as a surprise to many because success is built-in to creation by every manufacturer. Success is important to every manufacturer who makes a product. Some of you are having a smart phone and a laptop.

That laptop has a little symbol on it. It is an apple for example. That Apple is the image of the company. The company did a lot of testing before they placed it on that laptop. The company tested the laptop before it left the factory. They made sure it was functional. Above all else, they made sure everything necessary for optimal functioning was in-built. This is what the manufacturer does before releasing goods and services to the market.

Then the manufacturer put the functioning product in a box. He covered it up with a book, so you cannot see it. He hides the product under a book for a reason. The manufacturer calls the book, the product manual. The word, 'Manu' means to make and al means to think. Product manual means the maker's mind on paper. When you open the box, you do not see the phone for example. You first see the product manual.

The product manual always says before operating this product please read me completely. My question to you is. Did you read the product manual completely before you operated your new phone? How many of us read the book completely, do not tell lies. You know you did not. We do not read the book.

This means we do not know the maker's mind concerning His product. The secret unleashed is that the product manual is simply a book of promises and laws. Write it down in your notebook: A book of promises and laws. When you take the manual out of the box, the first thing you see is the photograph.

The image embedded on the front cover of the book. Then the next page you will see is the promises. This product will perform like this. The product guarantee is to perform. The book has a long list of promises. But then when you get to the third page. It says; follow these instructions. Obey these laws. Do not operate near open heat. Do not operate under water. Do not try to open it and fix it yourself. This page has a lots of do not. Do not.

Then the next page tells you what to do. The page also tells you how to make sure the product succeed. Then you get to the last two pages and you will see something strange.

First, they give you what we call a warranty or a guarantee. The manufacturer guarantees the product will deliver exactly what he promises, but then he gives you a warranty. The warranty says if you obey the laws that are in this manual then we guarantee you that this product is under warranty. Which means we will peacefully protect it.

Then it says if there is any defect in this product. Do not attempt to fix it yourself. Then it also says, submit it only to an authorized dealer. Why? There are so many unauthorized dealers out there like Bahia, Atheism, Buddha, Confucius, Mohammed, Tik Tok, Whatsapp,

Facebook, X and Instagram just to mention a few of them around the world. All of them are unauthorized dealers.

The secret is this. The only and only authorized dealer in the world. The only one the manufacturer God, has sanctioned and mandates is Jesus Christ. The only authorized dealers in the world are the one the manufacturer sanctioned and mandates. Like Jesus Christ.

Then it says in the product manual book if this product is defective; put it back in the box, seal it. Send it back to us at our own expenses. We will repair it at our own cost. Above all, if it is beyond repair we will replace it with a new one at our own cost and ship it at our expenses. They sound very nice. Are they not? In addition, the secret is. The company does not know you. They do not know you. They are not doing this because they like you. They do not even know you. Which means they are doing all of that not for your sake.

The company will defend, protect, replace, repair, restore and do nice things concerning their products. The secret is; the company is doing the nice things not for your sake; but for their own sake. They are protecting their good name. They are protecting the little symbol attached to their product.

The symbol or the image is important to the manufacturer. It may be the logo of Apple Company, Samsung, Toyota, Nissan or Mercedes Etc. The Company knows if the product does not work their company's reputation is in trouble.

The word reputation is in the Bible. Write the word reputation down in your note and research about it further. Let me give you the secret. The statement in the Bible for reputation mean it is namesake.

That namesake ideology and good reputation is what matters to the manufacturer. Everything a manufacturer does is for his reputation. To protect his name.

Actually, the worst that can happen to a manufacturer is when his product fails. In fact, the company entire reputation is over when the manufacturer's product fails to function. This is why whenever a company sells a product like a car and discovers a defect they send out a massive recall and they says bring it in free.

The company tells you, we will repair it in free. What do you think? Why? If this does not work, it can destroy our reputation. The secret is they are not doing you a favour. They are doing it for their namesake. They do not like you. They like their name. The truth is success is necessary for the manufacturer.

You and I are a product. This product must function as per manufacturer precept. Your manufacturer is God. He created you to function. The first thing the manufacturer placed on you is his image.

The manufacturer says. Let us make a product in our image. Genesis 1:26 “Then God said, *“Let us make humankind in our image, according to our likeness; and let them have dominion over....”* Oh common. If you got the image lift your hands and shout, *I am created in the image of God.”*

*The first thing God put in you is the most important thing to him. His Image.* You are just like the manufacturer. The power of *Leading Edge Leadership* is that *your success is good for God.* That means *your failure is bad for God.* Your failure is good for evil relatives and bad neighbours and friends.

In form of this book, I have come with *good news.* The good news is, from this day forward you cannot fail anymore. God has to guarantee you your good success from this day forward. God has to make sure that the vision he gives you succeed because, *His reputation is on the line.*

Therefore, when you read your Bible you will notice that; God says to His people the following: “*...Even though you are stiff-necked, you murmur, you complain.....I God will prosper you and I will restore you and I will heal you and I will redeem you for My Name Sake”*

God says He will prosper you *for His namesake.* No matter where you are right now in your life, “*I promise you, I guarantee you that you are coming out of your red sea situation.* Not for your name’s sake but for His namesake.

*Thank God, the creator of universe is your manufacturer.* My good reader you have a manufacturer who is the living God. You cannot fail in your business. If the manufacturer told you to go to the university. Do not worry about two vision. If God told you to build a business, do not be troubled in your heart. *You have the ability.* If God told you to build a church. Do not worry. *You have the ability.* If God said, you will be the leader. Do not worry. *You have the ability.* If God told you to go into the politics, *you have the ability.* If God told you to be a lawyer, *you have the ability.* If God told you to be a teacher, *you have the ability.* If God told you to build a school, *you have the ability.*

Remember success is inbuilt. Do not forget it. Many circumstances in life are dominant in your life to blur your mind and forget this important idea.

Remember God will prosper you for His namesake. Do not read this book for my sake. Read it for your namesake. You see the reason why some of you are not healed is that you want to get healed so you can feel good.

As people read my books, Diabetes type B is going away, High blood pressure is coming back to normal, and Aids can be eradicated. Cancer will melt in this family. Not for your namesake, but for God’s namesake.

Wherever you are in life reading this book, shout yes God. For His namesake. Clap your hands. Give God praise. Tell your neighbor. *I have to succeed, to protect His reputation.* That is why my books writing ministry and

speaking Program cannot fail. Whatever God told your pastor, your parents and your children, will have to happen. Oh, Lord. *That is why it is important to announce what God told you.* When you make it public, you put pressure on you. Oh, common my reader, you have to talk about your vision. You have to talk about your dreams. Moreover, tell everybody God will bring men and women to you to help you.

Tell them, God told me this. As matter of fact, God has to protect His reputation. The power of my books, teaches you to conquer fear with courage and believe God.

This is not your dream. *Your success is good for God.* Therefore, God has to make sure you succeed. That is why I am so bold. You have to be bold and pursue your dream. So stop being afraid again. *When you discover who you are. You make announcement to calm people.*

When God tells you. Tell everybody. You tell them. He puts pressure on you. That is why I have no doubt in the next one month, one year and five years; everything you told your friends that they laughed at will happen.

It will happen to protect His reputation. It will be for His namesake. Oh, it shall happen for His namesake. One day I was speaking to this group of women and men in Kenya and they laughed when I told them, one day I will own a private jet. I tell you, they laughed! I dedicate this book to them as well. Therefore, the secret to your success is inbuilt. Therefore, God created birds to fly and so if birds do not fly His name is in trouble.

God created fish to swim. If fish cannot swim, his reputation is in trouble. God created seeds to bring forth trees. Therefore, if the seed do not bring forth a tree His reputation is in trouble. Our manufacturer God is very wise. He built into it laws to guarantees its success



# 9

## Made For My Work

**N**O HUMANBEING WORLDWIDE, you included in over 8 Billion people globally is a mistake. *None of us reading this book is a mistake.* We are here specifically to do something valuable. That means that God had some works for you reading this book today. Actually, it is that work you have never begun, that made you necessary. Made for my own work. Your job is not your work on earth. Know the difference.

God created nothing for entertainment uses. Refuse to be used for entertainment purposes by men and women daytime and at nightlife. The reason why others kill men and women is that they entertain it. Women you heard me well. Some men go to entertainment parlours to use women as items of entertainment. Stop playing games with your beauty. God created nothing for beauty even though, what He created may be beautiful. It was not for beauty. Even the colours of the flowers that you pick and put in your homes is not for beauty.

I discovered in my research certain insect can only have certain colours and God designed certain flowers to attract certain insects. Therefore, colour has a purpose. Most of us do not know our own purpose on earth. I want to give you five questions you must answer for you to be successful on this earth. Do not forget them. Write them down.

These questions are so important that they control the entire world. These questions are so important that they form the backbone of all my teachings and book writing works.

Everything that every human being does on this planet is because of these five questions. The police officer, all politicians, all parents, all young people, all murderers, all religions, the entrepreneurs. The model, the male and female prostitutes, and everyone else is trying to answer these five questions.

The president of a Country is also struggling with these five questions. Every race, every creed, every ethnic group, every culture is fighting over these five questions. *These five questions control the whole world.* It controls you, you, you there, and me here. *These five questions actually creates factories and industries.* These five questions creates the fashion world. This five question develops the entertainment world, the sex industry, the business world and the banking industry.

These five questions forms the body message of every motivational speaker. *These five question forms the foundation of live on earth.*

These five questions produces good leaders. These five questions produces corrupt leaders. These five questions produces people who abuses their own life and abuse other people around us.

These five questions controls the politicians, the presidents of countries and prime ministers. These five questions controls Bishops, pastors and evangelist around the world. *The five questions control young people in the streets of the world.* Young and middle aged people selling their bodies. *It is because of these five questions people are corrupt.* It is because of these five questions people takes drugs and abuse sex outside marriage.

These five questions are so powerful that they cause destructions and war in the world. *What are these five questions?* Who am I? This is a good question to answer. Write it down somewhere.

The second question that control the human race is *where did I come from?* *What is my source?* Some say you came from the Monkey. Some say you came from apes. Others says you came from creatures that crept on the rock six million years ago and evolved and evolved and became a monkey, that became you. It became a man after many years of evolution. This is a good question to answer. Write it down somewhere.

The third question every human being is battling with is *why am I here?* It is a tough question to answer. *The average human being does not know why they are in planet earth and not Mars or the sun.* They wake up every morning going to the job they hate. Working with people, they do not like and being paid less than they are worth. Dying too young from frustration, because they do not know why they exist. This is a good question to answer. Write it down somewhere.

The forth question every human must answer is *what can I do?* Write it down somewhere. The average human on earth have no idea about their ability. In addition to that, *90% of the human population will die and never achieve more than 10% of their true ability.* This is the tragedy of every generation on earth.

The last question every human must answer: *Where is my destination?* The truth is because, *everyone want to know what my future is?* Where am I going in the next five years? Where will I be when I am 40, 75 and 90 years old? *What is my destiny?*

These five questions have changed my life, because these five questions are questions I could not answer before. Therefore, I decided to search for answers for these five questions for myself.

I picked my RSV Bible version at age 14, and I began to read from Genesis through to Malachi and From Matthew to Revelation. I memorized the book of Genesis chapter one and chapter two and my whole life as a teenager changed.

Today I am an Anglican Clergyman because of the Bible I studied. I became like an adult before time. This is because; I learnt principles that the adults did not even know.

These principles resulted to a name change and lifestyle change. At the age 25, I became a church Deacon of the Anglican Church of Kenya in the Diocese of Embu. Indeed 2009 was the year I secured a seat as clergy in the Anglican Communion, because of the Bible I memorized. In addition, in those years I begun to grapple with those five questions we have explored in Leading Edge Leadership book.

1. *Who am I?*
2. *Where am I from?*
3. *Why am I here?*
4. *What am I capable of doing?*
5. *Where am I going?*

I discovered the greatest tragedy in life is not death. *There is something worse than death.* The greatest tragedy in life is life without a purpose.

In fact, being in life and not knowing why is among the worst tragedies. In addition, it is a tragedy to breath oxygen and not knowing why. Above all else, nothing is worse than eating food and you do not know why? Tragedy. What a tragedy? For living for so many years and still did not know why you are here on earth.

*Without a life, purpose life has no meaning.* It has neither sense of destiny nor the sense of precision. In fact, life purpose is the third big question, answered by this literally work titled '*Leading Edge Leadership*'. Why am I here? This is the frustration of all humans. What do you think? *Every human want to be successful.* This is the secret.

*I have not met any person who plans I want to fail tomorrow.* No human want to fail. Am I right? *All want to succeed*, but I have good news for you. Write the following points on your writer's notebook:-

1. *Success is predictable*
2. *Success is not luck*
3. *Success is not an experiment*

You can predict success and therefore success is to be predictable from a face value as designed by God.

To surprise us more failure is also predictable. Failure is also predictable write it down again in your notebook. Now here is the paradox. *Success is predictable so you can literally plan success.*

I am an ordained Clergyman and a founder and CEO of *Ndubax Enterprises*, a public speaker, an entrepreneur and a publisher, because of the decision I made while in class 7 in Itabua Primary School in Embu County. *A decision of what I want to be and do on earth.*

*Success actually is predictable.* Life is at your favour and for your success. *Failure is also predictable* because failure is the same result as success.

*The Manufacturer designed everything He created to be successful.* Why? When you look around, you cannot see a bird that cannot fly naturally. You cannot see a fish that cannot swim naturally. Actually, every seed if you plant it on the ground and give it water you do not need to pray. Why? Every living seed brings forth the tree by design.

Everything that the Manufacturer our God created has built into it, its own success. *If the plant is here today and gone tomorrow, how much more important are you to God the Creator.*

# 10

## Knowledge Of Human Nature

TALK ABOUT CHANGING people. If you and I will *inspire* the people with whom we come in contact to a realization of *the hidden treasures they possess*, we can do far more than change people. We can literally transform them. The needed tonic is the *knowledge of human nature*.

*I help people conquer their fears and develop courage* My Book *writing* Ministry and *Speaking* Engagement strategic vision is to *help people live better lives free of fear on earth as citizen in the Kingdom of God*. People are more likely to do what you would like them to do when you put in your heart the *knowledge of human nature*.

This is because *dealing with people* is probably the *biggest problem you face on earth just as God faced with Adam and Eve*, especially if you are in *business*. That is true if you are a *clergy, a Bishop, a politician, a parent, homemaker, architect or engineer, and all of us on earth*.

1. As early as possible, know this; *about 15% of one's financial success is due to one's technical knowledge and about 85% is due to skill in human engineering, to personality and the ability to lead people.*
2. Did you ever stop to think that a dog is the only animal that does not have to *work for a living*? *A hen has to lay eggs, a cow has to give milk, and a canary has to sing.* Nevertheless, *a dog makes his living by giving you nothing but love.*
3. Always know this fact as long as you breathe! *'I shall pass this way but once; any good, therefore, that I can do or any kindness that I can show to any human being, let me do it now. Let me not defer nor neglect it, for I shall not pass this way again.'*
4. Let us cease thinking of our accomplishments, our wants. Let us try to figure out *the other person's good points*. Then forget flattery. *Give honest, sincere appreciation.* Be *"heartly in your approbation and lavish in your praise,"* and *people will cherish your words* and treasure them and repeat them over a lifetime—repeat them years after you have forgotten them.
5. *Andrew Carnegie*, the poverty-stricken Scotch lad who started to work at two cents an hour and finally gave away \$365 million, learned early in life that the *only way to influence people is to talk in terms of what the other person wants*. He attended school only four years; yet he *learned how to handle people*. Win people to your way of thinking without hurting them.
6. *People are not interested in you.* They are not interested in me either. *They are interested in themselves all the times—morning, noon and after dinner.*
7. Which word is the most frequently used? It is the personal pronoun "I." "I." "I." When you see a group photograph that you are in, whose picture do you look for first? The professional photographer knows the secret that is why you have a photo albums.
8. Harry A. Overstreet in his illuminating book *Influencing Human Behavior* said, *"Action springs out of what we fundamentally desire, and the best piece of advice which can be given to would-be persuaders, whether in business, in the home, in the school, in politics, is: First, arouse in the other person an eager want.* He who can do this has the whole world with him. He who cannot walks a lonely way."
9. Handle complaints, *avoid arguments*, and *keep your human contacts smooth and pleasant.*
10. Become a better speaker, a more *entertaining conversationalist.*
11. *Arouse enthusiasm* among your associates.
12. It is not what you have or who you are or where you are or what you are doing that makes you happy or unhappy. *It is what you think about it.*

13. In whatever you say, make it applicable to the evolving needs of *an ever-growing public*.
14. *Please revise your way of talking*. You had better reflect the changes that have taken place in the world since *Covid-19 Pandemic, the Ukraine-Russia War, and the Israel-Hamas War on October 7 2023*.
15. Many of today's modern readers and listeners no longer recognize many of the names of prominent people in the olden days, well known in your generation. *Go modern. Be in it and embrace it*.
16. Use *modern slang*, the *modern reader and listener*, does not know old days' slang. They are very modern; do not want to go Stone Age.
17. *Have a forceful voice*. You own voice in *speech and in writing*. Write books if you can. Act in films. Sing if you can.
18. If you can *conduct educational courses* for business and professional men and women in your County.
19. *Learn early to think on your feet and express your ideas* with more clarity, with more effectiveness and more poise, both in business interviews and before groups.
20. Get training in the fine art of getting along with people in everyday business and social contacts.
21. The highest-paid personnel in engineering are frequently not those who know the most about engineering. However, *the person who has technical knowledge plus the ability to express ideas, to assume leadership, and to arouse enthusiasm among people—that person is headed for higher earning power*.
22. John D. Rockefeller said, *"The ability to deal with people is as purchasable a commodity as sugar or coffee."* "And I will pay more for that ability," said John D., *"than for any other under the sun."*
23. Indeed, make it your responsibility to conduct courses to *develop the highest-priced ability under the sun the ability to deal with people. How to understand and get along with people; how to make people like you; and how to win others to your way of thinking*.
24. *Be a reader first*. Read the life stories of all great leaders from Julius Caesar to Thomas Edison. Read newspaper columns, magazine articles, records of the family courts, the writings of the old philosophers and the new psychologists. Sign up for various libraries membership. Read over one hundred biographies of Theodore Roosevelt alone.
25. Find time to personally interview scores of *successful people near you and abroad*.
26. Be hungry for *self-improvement* every day.
27. First three words in all your talk to people: *Kindness, words of appreciation and encouragement*.

28. *Admit quickly*, you possesses powers of various sorts, which you habitually fails to use. “Compared to what we ought to be,” said the famous Professor *William James of Harvard*, “compared to what we ought to be, *we are only half awake*. We are making use of only a small part of our physical and mental resources. Stating the thing broadly, *the human individual thus lives far within his limits*.”
29. *Your purpose now is to help people discover themselves!* The sole purpose of this book too is to help us discover, develop and profit by those dormant and unused assets.
30. Education has no limits. “Education,” said Dr. John G. Hibben, former president of Princeton University, “*is the ability to meet life’s situations*.” Be better equipped to meet life’s situations. “*For the great aim of education is not knowledge but action*.”
31. Desire to lead a richer, fuller, happier and more fulfilling life.
32. Every morning and evening, say to yourself repeatedly “*My popularity, my happiness and sense of worth depend to no small extent upon my skill in dealing with people*.”
33. *Know this: Only knowledge that is used sticks in your mind*. Bernard Shaw once remarked, “If you teach a man anything, he will never learn.” Shaw was right. *Learning is an active process. We learn by doing*. Apply these rules at every opportunity. If you do not you will forget them quickly.
34. Mind your comments: *it is much easier to criticize and condemn than it is to try to understand the other person’s viewpoint*. It is frequently easier to find fault than to find praise. *It is more natural to talk about what you want than to talk about what the other person wants* and so on.
35. Please, attempt to form new habits, and *a new way of life*.
36. Devote an hour each Saturday evening for the illuminating process of *self-examination and review and appraisal*. Ask ‘*What mistakes did I make that time?*’ ‘*What did I do that was right, and in what way could I have improved my performance?*’ ‘*What lessons can I learn from that experience?*’
37. *Have your own system of Self-Analysis*: System of self-analysis, *self-education*, continued year after year, *does more for someone than any other one thing you can attempt*. It helps *improve one’s ability to make decisions in life*. Check up each week on the progress you are making. *Ask yourself what mistakes you have made, what improvement, what lessons you have learned for the future*
38. Please, learn early that *it is foolish to scold*.
39. *Accept this fact, that ninety-nine times out of a hundred, people do not criticize themselves for anything, no matter how wrong it may be*.
40. *Criticism is dangerous*, because it wounds a person’s *precious pride*, hurts his *sense of importance*, and *arouses resentment*. *Criticism is futile*. Bitter criticism caused the sensitive *Thomas Hardy*, one of the *finest novelists*

- ever to enrich *English literature*, to give up forever the writing of fiction. Criticism drove Thomas Chatterton, the English poet, to suicide.
41. B. F. Skinner, the world-famous psychologist, proved through his experiments that *an animal rewarded for good behavior would learn much more rapidly and retain what it learns far more effectively than an animal punished for bad behavior*. The same applies to humans.
  42. Realize *homing pigeons* they always return home.
  43. As Lincoln lay dying, Secretary of War Stanton said, “*There lies the most perfect ruler of men that the world has ever seen.*”
  44. “*Judge not, that ye be not judged.*” In addition, when Mrs. Lincoln and others spoke harshly of the southern people, Lincoln replied, “*Don’t criticize them; they are just what we would be under similar circumstances.*”
  45. “*Don’t complain about the snow on your neighbor’s roof,*” said Confucius, “*When your own doorstep is unclean.*”
  46. When dealing with people, let us remember *we are not dealing with creatures of logic*. We are dealing with *creatures of emotion*, creatures bristling with *prejudices and motivated by pride and vanity*.
  47. The secret of Benjamin Franklin success? “I will speak ill of no man,” he said, “and *speak all the good I know of everybody.*”
  48. *Instead of condemning people, let us try to understand them*. Let us *try to figure out why they do what they do*. That is a lot more profitable and intriguing than criticism, and it breeds *sympathy, tolerance and kindness*. “*To know all is to forgive all.*”
  49. As Dr. Johnson said, “God himself, sir, *does not propose to judge man until the end of his days.*” Why should you and I?
  50. There is only one way under *high heaven* to get anybody to do anything. *That is by making the other person want to do it*. Remember, *there is no other way*.
  51. The only way I can get you to do anything is by *giving you what you want*.
  52. Sigmund Freud said that everything you and I do springs from two motives: *the sex urge and the desire to be great*.
  53. Dr. Dewey said that the deepest urge in human nature is “*the desire to be important*”.
  54. William James said, “The deepest principle in human nature is *the craving to be appreciated.*”
  55. There are more patients suffering from *mental diseases* in the United States *than from all other diseases combined*.
  56. About one-half of *all mental diseases* can be attributed to such physical causes as *brain lesions, alcohol, toxins and injuries*.
  57. However, the other half—and this is the appalling part of the story—the other half of the people who go insane apparently they were *unable to achieve the feeling of importance in the world of reality*.

58. "I consider my *ability to arouse enthusiasm* among my people," said Schwab, "*the greatest asset I possess, and the way to develop the best that is in a person is by appreciation and encouragement.*"
59. "There is nothing else that so kills the ambitions of a person as *criticisms from superiors. I never criticize anyone. I believe in giving a person incentive to work.* Therefore, I am anxious to *praise* but *loath* to find fault. If I like anything, I am *heartily in my approbation and lavish in my praise.*"
60. *Andrew Carnegie* praised his associates *publicly as well as privately.*
61. *Sincere appreciation* was one of the secrets of the first *John D. Rockefeller's success in handling men.*
62. A study was done a few years ago on *runaway wives*, what do you think was discovered to be the main reason *wives ran away? It was "lack of appreciation". In addition, I would bet that a similar study made of runaway husbands would come out the same way.*
63. When Alfred Lunt, one of the great actors of his time, played the leading role in Reunion in Vienna, he said, "*There is nothing I need so much as nourishment for my self-esteem.*"
64. In the end, flattery will do you more harm than good. *Flattery is counterfeit, and like counterfeit money, it will eventually get you into trouble if you pass it to someone else.*
65. "*Don't be afraid of enemies who attack you. Be afraid of the friends who flatter you.*"
66. When we are not engaged in thinking about some definite problem, *we usually spend about 95 percent of our time thinking about ourselves.*
67. One of the most neglected virtues of our daily existence is *appreciation.*
68. Nothing pleases children more than this kind of parental interest and approval.
69. In our interpersonal relations we should never forget that *all our associates are human beings and hunger for appreciation. Appreciation is the legal tender that all souls enjoy.*
70. Try leaving a friendly trail of little sparks of gratitude on your daily trips. You will be surprised how they will set small flames of friendship that will be rose beacons on *your next visit.*
71. *Honest appreciation got results where criticism and ridicule failed.*
72. *Hurting people* not only does not change them, *it is never called for.*
73. Emerson said, "*Every man I meet is my superior in some way, in that, I learn of him.*"
74. *Learn to bait the hook to suit the fish.*
75. The only way on earth to influence other people is to *talk about what they want and show them how to get it.*
76. If, for example, you do not want your children to smoke, do not preach at them, and do not talk about what you want; but show them

- that cigarette may keep them from making the basketball team or winning the hundred-yard dash.
77. Every act you have ever performed since the day you were born was *because you wanted something*.
  78. Tomorrow you may want to persuade somebody to do something. *Before you speak, pause and ask yourself "How can I make this person want to do it?"*
  79. "If there is any one secret of success," said Henry Ford, *"it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."* That is so simple, so obvious, that anyone ought to see the truth of it at a glance; yet *90 percent of the people on this earth ignore it 90 percent of the time*.
  80. *The world is full of people who are grabbing and self-seeking*. Therefore, the rare individual who unselfishly tries to *serve others* has an enormous advantage. He *has little competition*.
  81. Owen D. Young, a noted lawyer and one of America's great business leaders, once said, *"People who can put themselves in the place of other people who can understand the workings of their minds, need never worry about what the future has in store for them."*
  82. Most people go through college and *learn to read Virgil and master the mysteries of calculus without ever discovering how their own minds function*.
  83. Always before, you shout to your boy, ask yourself *"What does that boy want? How can I tie up what I want to what he wants?"*
  84. William Winter once remarked, "Self-expression is the dominant necessity of human nature.
  85. When we have, a brilliant idea, instead of making others think it is ours, *why not let them cook and stir the idea themselves*. They will then regard it as their own; they will like it and maybe eat a couple of helpings of it.
  86. Remember: *"First, arouse in the other person an eager want. He who can do this has the whole world with him. He who cannot walks a lonely way."*
  87. You knew by some *divine instinct* that you could make more friends in two months by *becoming genuinely interested in other people* than you can in two years by trying to *get other people interested in you*.
  88. Alfred Adler, the famous *Viennese psychologist*, wrote a book entitled *What Life Should Mean to You*. In that book he says, *"It is the individual who is not interested in his fellow men who has the greatest difficulties in life and provides the greatest injury to others*. It is from among such individuals that all human failures spring."
  89. The editor of a leading magazine said he could pick up any one of the dozens of stories that drifted across his desk every day and after reading a few paragraphs, he could feel whether the author liked

people. *“If the author doesn’t like people,” he said, “people won’t like his or her stories.”*

90. You have to *be interested in people if you want to be a successful writer of stories.*
91. Never forget that to *be genuinely interested in other people is a most important quality for a sales-person to possess—for any person, for that matter.”*
92. All of us, be we *workers in a factory, clerks in an office or even a king upon his throne—all of us like people who admire us.*
93. If we want to make friends, let us greet people with *animation and enthusiasm.*
94. *Take a positive thought.* I have come to ask you to *do me a favor.”* He then told about his debate and said, “I have come to you for help because I can’t think of anyone else who would be more capable of giving me the facts I want. I’m anxious to win this debate, and *I’ll deeply appreciate whatever help you can give me.”*
95. For a long time ago, a hundred years before *Christ* was born a famous old Roman poet, *Publius Syrus*, remarked, *“We are interested in others when they are interested in us.”*
96. *Become genuinely interested in other people.*
97. Realize that the *expression one wears on one’s face* is far more important than *the clothes one wears on one’s back.* Take care of your face too.
98. *Actions speak louder than words*, and a smile says, *“I like you. You make me happy. I am glad to see you.”* That is why dogs make such a hit. They are so glad to see us that they almost jump out of their skins. Therefore, naturally, we are glad to see them. *A baby’s smile has the same effect.*
99. *Smile when talking on the phone.* Your ‘smile’ comes through in your voice.
100. People rarely succeed at anything unless they *have fun doing it.*
101. *Smile as I listen* to them and I find that adjustments are accomplished much easier. I find that *smiles are bringing me dollars, many dollars every day.*
102. *“I have also eliminated criticism from my system.* I give *appreciation* and praise now instead of condemnation. *I have stopped talking about what I want. I am now trying to see the other person’s viewpoint.* In addition, these things have literally revolutionized my life. *I am a totally different man, a happier man, a richer man, richer in friendships and happiness—the only things that matter much after all.”*
103. *Act as if you were already happy*, and that will tend to make you happy.
104. *“Thus the sovereign voluntary path to cheerfulness, if our cheerfulness be lost, is to sit up cheerfully and to act and speak as if cheerfulness were already there...”*
105. *Everybody in the world is seeking happiness*, and there is one sure way to find it. That is by *controlling your thoughts.* *Happiness does not depend on outward conditions. It depends on inner conditions.*

106. “There is nothing either good or bad,” said Shakespeare, “*but thinking makes it so.*”
107. I have seen just as many *happy faces* among the poor *peasants toiling* with their *primitive tools* in the *devastating heat of the tropics* as I have seen in *air-conditioned offices* in New York, Chicago or Los Angeles.
108. *Do not fear being misunderstood and do not waste a minute thinking about your enemies.*
109. Try to *fix firmly in your mind what you would like to do*; and then, without veering off direction, you will move straight to the goal. *Keep your mind on the great and splendid things you would like to do, and then, as the days go gliding away, you will find yourself unconsciously seizing upon the opportunities that are required for the fulfillment of your desire.*
110. Picture in your mind the *able, earnest, useful person you desire to be*, and the thought you hold is hourly *transforming you into that particular individual.*
111. Thought is supreme. *Preserve a right mental attitude—the attitude of courage, frankness, and good cheer. To think rightly is to create. All things come through desire and every sincere prayer is answered. We become like that on which our hearts are fixed. Carry your chin in and the crown of your head high. We are gods in the chrysalis.*
112. The ancient Chinese proverb: “*A man without a smiling face must not open a shop.*”
113. *Your smile* is a messenger of your goodwill.
114. Your *smile brightens* the lives of all who see it.
115. Your smile is like the *sun breaking through the clouds.*
116. *There is joy in the world.*
117. Develop *an uncanny ability for remembering people’s names.*
118. Discover early in life that the *average person is more interested in his or her own name than in all the other names on earth put together.*
119. For many centuries, nobles and magnates supported artists, musicians and authors so that their creative works would be dedicated to them.
120. One of the first lessons a politician learns is this: “*To recall a voter’s name is statesmanship. To forget it is oblivion.*”
121. In addition, the ability to remember names is almost as important in business and social contacts as it is in politics.
122. All this takes time, but “*Good manners,*” said Emerson, “*are made up of petty sacrifices.*”
123. Remember that *a person’s name* is to that person the sweetest and most important sound in any language.
124. According to former Harvard president *Charles W. Eliot*, “There is no mystery about successful business intercourse...*Exclusive attention to the person who is speaking to you is very important.* Nothing else is as flattering as that.”

125. Henry James, one of America's first great novelists, recalled, "*Dr. Eliot's listening was not mere silence, but a form of activity. Sitting very erect on the end of his spine with hands joined in his lap, making no movement except that he revolved his thumbs around each other faster or slower, he faced his interlocutor and seemed to be hearing with his eyes as well as his ears. He listened with his mind and attentively considered what you had to say while you said it. At the end of an interview the person who had talked to him felt that he had had his say.*"
126. *Listening is just as important in one's home life as in the world of business.* Millie Esposito of Croton-on-Hudson, New York, *made it her business to listen carefully* when one of her children wanted to speak with her. One evening she was sitting in the kitchen with her son, Robert, and after a brief discussion of something that *was on his mind*, Robert said, "Mom, I know that you love me very much."
127. Mrs. Esposito was touched and said, "Of course *I love you very much*. Did you doubt it?"
128. Robert responded, "No, but I really know you love me because whenever I want to talk to you about something *you stop whatever you are doing and listen to me.*"
129. *Buy an encyclopedia of American biography*—Read it most often than not to the end.
130. He read the lives of famous people and wrote them asking for additional information about their childhoods. *He was a good listener. He asked famous people to tell him more about themselves.*
131. Isaac F. Marcossou, a journalist who interviewed hundreds of celebrities, declared *that many people fail to make a favorable impression because they do not listen attentively.* "They have been so much concerned with what they are going to say next that they do not keep their ears open. Very important people have told me that they *prefer good listeners to good talkers*, but the *ability to listen* seems rarer than almost any other good trait."
132. As the Reader's Digest once said, "*Many persons call a doctor when all they want is an audience.*"
133. *If you want to know how to make people shun you, laugh at you behind your back, and even despise you, here is the recipe:* Never listen to anyone for long. Talk incessantly about yourself. If you have an idea while the other person is talking, do not wait for him or her to finish: bust right in and interrupt in the middle of a sentence.
134. Do you know people like that? I do, unfortunately; and the astonishing part of it is that some of them are prominent.
135. Bores, that is all they are—*bores intoxicated with their own egos*, drunk with a sense of their own importance.

136. *People who talk only of themselves think only of themselves.* In addition, “those people who think only of themselves,” Dr. Nicholas Murray Butler, longtime president of *Columbia University*, said, “are hopelessly uneducated. They are not educated,” said Dr. Butler, “no matter how instructed they may be.”
137. So if you aspire to be *a good conversationalist*, be *an attentive listener*. *To be interesting, be interested.* Ask questions that other persons will enjoy answering. *Encourage them to talk about themselves and their accomplishments.*
138. Remember that the people you are talking to are *a hundred times more interested in themselves and their wants and problems than they are in you and your problems.*
139. *A person’s toothache means more to that person than a famine in China, which kills a million people.*
140. *A boil on one’s neck interests one more than forty earthquakes in Africa. Think of that the next time you start a conversation.*
141. Be a good listener. Encourage others to talk about themselves.
142. Whenever *Theodore Roosevelt* expected a visitor, he sat up late the night before, reading up on the subject in which he knew his guest was particularly interested.
143. For *Roosevelt knew*, as all leaders know that *the royal road to a person’s heart is to talk about the things he or she treasures most.*
144. *Business maverick*, R. J. Funkhouser, whose rise from poverty to riches intrigued Mr. Edward E. Harriman of Hagerstown, Maryland. However, he was known for being inaccessible to job seekers. Mr. Harriman wrote: “I entered his huge and impressive office determined not to ask directly for a job. He was seated behind a large carved desk and thundered at me, ‘How about it, young man?’ I said, ‘Mr. Funkhouser, I believe I can make money for you.’ He immediately rose and invited me to sit in one of the large upholstered chairs. I enumerated my ideas and the qualifications I had to realize these ideas, as well as how they would contribute to his personal success and that of his businesses.
145. “R. J.’, as he became known to me, hired me at once and for over twenty years I have grown in his enterprises and we both have prospered.”
146. *Talking in terms of the other person’s interests pays off for both parties.*
147. There is one *all-important law of human conduct*. If we obey that law, we shall almost never get into trouble. In fact, that law, if obeyed, *will bring us countless friends and constant happiness.* However, the very instant we break the law, we shall get into endless trouble. *The law is this: Always make the other person feel important.* John Dewey, as we have already noted, said that *the desire to be important is the deepest urge in human nature*; and William James said, “*The deepest principle in human nature is*

*the craving to be appreciated.” As I have already pointed out, this urge differentiates us from the animals. This urge has been responsible for civilization itself.*

148. Philosophers have been speculating on *the rules of human relationships* for thousands of years, and out of all that speculation, *there has evolved only one important precept.* It is not new. It is as old as history. Zoroaster taught it to his followers in *Persia* twenty-five hundred years ago. Confucius preached it in *China* twenty-four centuries ago. Lao-tse, the founder of *Taoism*, taught it to his disciples in the *Valley of the Han*. Buddha preached it on the bank of the *Holy Ganges* five hundred years before Christ. The sacred books of *Hinduism* taught it a thousand years before that. Jesus taught it among the stony hills of Judea nineteen centuries ago. Jesus summed it up in one thought—probably the most important rule in the world: “*Do unto others as you would have others do unto you.*”
149. Little phrases such as “*I’m sorry to trouble you,*” “*Would you be as kind as to...?*” “*Won’t you please?*” “*Would you mind?*” “*Thank you*”—little courtesies like these *oil the cogs of the monotonous grind of everyday life*—and, incidentally, they are the *hallmark of good breeding.*
150. That is not strange, *almost everyone considers himself important, very important.*
151. The life of many a person could probably be changed if only *someone would make him feel important.*
152. *Why prove to a man he is wrong?* Is that going to make him like you? Why not let him save his face? *He did not ask for your opinion. He did not want it. Why argue with him? Always avoid the acute angle.”*
153. *Avoid arguments as you would avoid rattlesnakes and earthquakes.* Refrain from talking and to avoid verbal fights.
154. Lost years of my life in scrapping and arguing. *I keep my mouth shut now. It pays.”*
155. As wise old, Ben Franklin used to say: *If you argue, rankle, and contradict, you may achieve a victory sometimes; but it will be an empty victory because you will never get your opponent’s goodwill.*
156. Buddha said, “*Hatred is never ended by hatred but by love,*” and a misunderstanding is never ended by an argument *but by tact, diplomacy, conciliation and a sympathetic desire to see the other person’s viewpoint.*
157. Lincoln once reprimanded a young army officer for indulging in a violent controversy with an associate. “*No man who is resolved to make the most of himself,*” said Lincoln, “*can spare time for personal contention.* Still less can he afford to take the consequences, *including the vitiation of his temper and the loss of self-control.* Yield larger things to which you show no more than equal rights; and yield lesser ones though clearly your

- own. *Better, give your path to a dog than be bitten by him in contesting for the right. Even killing the dog would not cure the bite.*
158. Welcome the disagreement. Remember the slogan, “When two partners always agree, one of them is not necessary.” If there is some point you have not thought about, be thankful if it is brought to your attention. *Perhaps this disagreement is your opportunity to be corrected before you make a serious mistake.*
159. *Be careful. Keep calm and watch out for your first reaction.* It may be you at your worst, not your best.
160. You can *measure the size of a person by what makes him or her angry.*
161. Give your opponents *a chance to talk.* Let them finish. Do not resist, defend or debate. This only raises barriers. *Try to build bridges of understanding.* Do not build higher barriers of misunderstanding.
162. When you have heard your opponents out, dwell first on the points and areas on which you agree.
163. Look for areas where you can admit error and say so. *Apologize for your mistakes.* It will help disarm your opponents and *reduce defensiveness.*
164. Anyone who takes the time to disagree with you is interested in the same things you are. *Think of them as people who really want to help you, and you may turn your opponents into friends.*
165. Suggest that a new meeting be held later that day or the next day, when all the facts may be brought to bear.
166. In preparation for this meeting, *ask yourself some hard questions:*
167. *Could my opponents be right? Partly right? Is there truth or merit in their position or argument? Is my reaction one that will relieve the problem, or will it just relieve any frustration? Will my reaction drive my opponents further away or draw them closer to me? Will my reaction elevate the estimation good people have of me? Will I win or lose? What price will I have to pay if I win? If I am quiet about it, will the disagreement blow over? Is this difficult situation an opportunity for me?*
168. Opera tenor Jan Peerce, after he was married nearly fifty years, once said, “My wife and I made a pact a long time ago, and we’ve kept it no matter how angry we’ve grown with each other. When one yells, the other should listen, because when two people yell, there is no communication, just noise and bad vibrations.”
169. When Theodore Roosevelt was in the White House, he confessed that if he *could be right 75 percent of the time, he would reach the highest measure of his expectation.*
170. *If you can be, sure of being right only 55 percent of the time, you can go down to Wall Street and make a million dollars a day.* If you cannot be sure of being right even 55 percent of the time, why should you tell other people they are wrong?

171. *You can tell people they are wrong by a look, an intonation, or a gesture just as eloquently as you can in words—and if you tell them they are wrong, do you make them want to agree with you. Never! For you have struck a direct blow at their intelligence, judgment, pride and self-respect. That will make them want to strike back.* However, it will never make them want to change their minds. You may then hurl at them *all the logic of a Plato or an Immanuel Kant, but you will not alter their opinions, for you have hurt their feelings.*
172. *Never begin by announcing, “I am going to prove so-and-so to you.”* That is bad. That is tantamount to saying, “I’m smarter than you are, I’m going to tell you a thing or two and make you change your mind.”
173. That is a challenge. *It arouses opposition and makes the listener want to battle with you before you even start.*
174. It is difficult, under even the most benign conditions, to change people’s minds. *So why make it harder? Why handicap yourself?*
175. *If you are going to prove anything, do not let anybody know it. Do it so subtly, so adroitly, that no one will feel that you are doing it.* Alexander Pope expressed this succinctly: *Men must be taught as if you taught them not, and things unknown proposed as things forgot.*
176. Over three hundred years ago Galileo said, *“You cannot teach a man anything; you can only help him to find it within himself.”*
177. As Lord Chesterfield said to his son, *“Be wiser than other people if you can, but do not tell them so.”*
178. Socrates said repeatedly to his followers in Athens, *“One thing only I know, and that is that I know nothing.”*
179. If a person makes a statement that you think is wrong—yes, even that you know is wrong—isn’t it better to begin by saying, *“Well, now, look, I thought otherwise, but I may be wrong. I frequently am. In addition, if I am wrong, I want to be put right. Let’s examine the facts.”*
180. Nobody in the *heavens above or on earth beneath or in the waters under the earth* will ever object to your saying, *“I may be wrong. Let’s examine the facts.”*
181. You will never get into trouble by admitting that you may be wrong. *That will stop all argument and inspire your opponent to be just as fair, open, and broad-minded as you are.* It will make him want to admit that he, too, may be wrong.
182. *Never make the enormous blunder of telling a very learned and famous man that he was wrong.”*
183. *Few people are logical. Most of us are prejudiced and biased. Most of us are blighted with preconceived notions, with jealousy, suspicion, fear, envy and pride.*
184. *Most citizens do not want to change their minds about their religion or their haircut or communism or their favorite movie star.*

185. The little word ‘my’ is the *most important one in human affairs*, and properly *to reckon with it is the beginning of wisdom*. It has the same force whether it is ‘my’ dinner, ‘my’ dog, and ‘my’ house, or ‘my’ father, ‘my’ country, and ‘my’ God.
186. *Ridicule and abuse never do*
187. Martin Luther King was asked how, as a pacifist, he could be an admirer of Air Force General Daniel “Chappie” James, then the nation’s highest-ranking black officer. Dr. King replied, *“I judge people by their own principles—not by my own.”*
188. Two thousand years ago, Jesus said: *“Agree with thine adversary quickly.”*
189. In addition, 2,200 years before Christ was born, King Akhtoi of Egypt gave his son some shrewd advice - advice that is sorely needed today. *“Be diplomatic,” counseled the King. “It will help you gain your point.”*
190. In other words, *do not argue with your customer or your spouse or your adversary. Do not tell them they are wrong; do not get them stirred up. Use a little diplomacy.*
191. I walked into his office, told him that *I had made a mistake* and then informed him of the complete facts.
192. Finally, he looked at me and said, *‘Okay, it was your fault. Now straighten it out.’* The error was corrected and nobody got into trouble.
193. I felt great because I was able to handle a tense situation and had the courage *not to seek alibis*. My boss has had more respect for me ever since.”
194. Any fool can try to defend his or her mistakes—and most fools do—but it raises one above the herd and gives one *a feeling of nobility and exultation to admit one’s mistakes*. For example, one of the most beautiful things that history records about Robert E. Lee is the way he blamed himself and only himself for *the failure of Pickett’s charge at Gettysburg*.
195. *Pickett’s charge was undoubtedly the most brilliant and picturesque attack that ever occurred in the Western world. General George E. Pickett himself was picturesque. He wore his hair so long that his auburn locks almost touched his shoulders; and, like Napoleon in his Italian campaigns, he wrote ardent love letters almost daily while on the battlefield. His devoted troops cheered him that tragic July afternoon as he rode off jauntily toward the Union lines, his cap set at a rakish angle over his right ear. They cheered and they followed him, man touching man, rank pressing rank, with banners flying and bayonets gleaming in the sun. It was a gallant sight. Daring. Magnificent. A murmur of admiration ran through the Union lines as they beheld it.*
196. *Pickett’s troops swept forward at any easy trot, through orchard and cornfield, across a meadow and over a ravine. All the time, the enemy’s cannon was tearing ghastly holes in their ranks, But on they pressed, grim, irresistible.*

197. Suddenly the Union infantry rose from behind the stonewall on Cemetery Ridge where they had been hiding and fired volley after volley into Pickett's onrushing troops. The crest of the hill was a sheet of flame, a slaughterhouse, a blazing volcano. *In a few minutes, all of Pickett's brigade commanders except one were down, and four-fifths of his five thousand men had fallen.*
198. General Lewis A. Armistead, leading the troops in *the final plunge*, ran forward, vaulted over the stone wall, and, waving his cap on the top of his sword, shouted: "Give 'em the steel, boys!"
199. They did. They leaped over the wall, bayoneted their enemies, smashed skulls with clubbed muskets, *and planted the battle flags of the South on Cemetery Ridge.* The banners waved there only for a moment. However, that moment, *brief as it was, recorded the high-water mark of the Confederacy.*
200. Pickett's charge—*brilliant, heroic*—was nevertheless the end. *Lee had failed. He could not penetrate the North.* In addition, *he knew it.* The South was doomed.
201. *Lee was so saddened, so shocked, that he sent in his resignation* and asked Jefferson Davis, the president of the Confederacy, to appoint "a younger and abler man". If Lee had wanted to blame the disastrous failure of Pickett's charge on someone else, he could have found a score of alibis. *Some of his division commanders had failed him.* The cavalry had not arrived in time to support the *infantry attack.* This had gone wrong and that had gone awry. However, Lee was far too noble to blame others. As Pickett's beaten and bloody troops struggled back to the Confederate lines, Robert E. Lee rode out to meet them all alone and greeted them with a self-condemnation that was little short of sublime. "*All this has been my fault,*" he confessed. "*I and I alone have lost this battle.*"
202. *Few generals in all history have had the courage and character to admit that.*
203. "Dale Carnegie says, *If you are wrong, admit it quickly and emphatically.*
204. When we are right, *let us try to win people gently and tactfully to our way of thinking,* and when we are wrong—and that will be surprisingly often, if we are honest with ourselves—*let us admit our mistakes quickly and with enthusiasm.*
205. Remember the old proverb: "*By fighting you never get enough, but by yielding you get more than you expected.*"
206. "*If you come at me with your fists doubled,*" said Woodrow Wilson, "*I think I can promise you that mine will double as fast as yours.* Above all else if you come to me and say, *Let us sit down and take counsel together, and, if we differ from each other, understand one why it is that we differ* Second understand just what the points at issue are. And third we will

presently find that *we are not so far apart after all, that the points on which we differ are few and the points on which we agree are many*, and that if we only have *the patience and the candor and the desire* to get together, we will *get together*.”

207. Nobody appreciated the truth of Woodrow Wilson’s statement more than John D. Rockefeller, Jr. did back in 1915. His speech was radiant with such phrases as “*I am proud to be here*”, “*having visited in your homes*”, “*met many of your wives and children*,” “*we meet here not as strangers, but as friends*”, “*spirit of mutual friendship*”, “*our common interests*”, “*it is only by your courtesy that I am here*”, etc.
208. “This is a red-letter day in my life,” Rockefeller began. “*It is the first time I have ever had the good fortune to meet the representatives of the employees of this great company, its officers and superintendents, together, and I can assure you that I am proud to be here, and that I shall remember this gathering as long as I live*. Had this meeting been held two weeks ago, I should have stood here a stranger to most of you, recognizing a few faces. Having had the opportunity last week of visiting all the camps in the southern coal field and of talking individually with practically all of the representatives, except those who were away; having visited in your homes, met many of your wives and children, we meet here not as strangers, but as friends, and it is in that spirit of mutual friendship that I am glad to have this *opportunity to discuss with you our common interests*. Is that not a superb example of the fine art of making friends out of enemies?
209. Suppose Rockefeller had taken a different tack. Suppose he had argued with those miners and hurled devastating facts in their faces. Suppose he had told them by his tones and insinuations that, they were wrong. Suppose that, by *all the rules of logic*, he had proved that they were wrong. What would have happened? *More anger would have been stirred up, more hatred, more revolt*.
210. If a man's heart is rankling with *discord and ill feeling* toward you, you cannot win him to your way of thinking with *all the logic in Christendom*.
211. *Scolding parents, domineering bosses, husbands, and nagging wives* ought to realize that *people do not want to change their minds*. They cannot be forced or driven to agree with you or me. Nevertheless, they may possibly be led to, if we are *gentle and friendly*, ever so gentle and ever so friendly.
212. Lincoln said that, in effect, over a hundred years ago. Here are his words: “It is an old and true maxim that ‘*a drop of honey catches more flies than a gallon of gall*’. So with men, if you would win a man to your cause, first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart; which, say what you will, is the great high road to

his reason.” *Business executives have learned that it pays to be friendly to strikers.*

213. *Daniel Webster*, who looked like a god and talked like Jehovah, was one of the most successful advocates who ever pleaded a case. Yet he ushered in his most powerful arguments with such friendly remarks as: “*It will be for the jury to consider,*” “This may perhaps be worth thinking of,” “Here are some facts that I trust you will not lose sight of,” or “You, with your *knowledge of human nature*, will easily see the significance of these facts.” *No bulldozing. No high-pressure methods. No attempt to force his opinions on others.* Webster used the *soft-spoken, quiet, friendly approach, and it helped to make him famous.* ‘I am studying a course in how to deal with people, so I’ll try it on him—and see how it works.’ Believe me, *I was ‘hearty in my approbation and lavish in my praise.’* I complimented him on the way he ran the building and told him I should like so much to stay for another year but I could not afford it.
214. *Begin all conversations in a friendly way.* In talking with people, *do not begin by discussing the things on which you differ.* Begin by emphasizing—and keep on emphasizing—the *things on which you agree.* Keep emphasizing, if possible, that *you are both striving for the same end and that your only difference is one of method and not of purpose.*
215. *Get the other person saying, “Yes, yes” at the outset.* Keep your opponent, if possible, from saying “No.” A “No” response, according to Professor Overstreet,\* is a most difficult handicap to overcome. When you have said “No,” all your pride of personality demands that you remain consistent with yourself. Hence, it is of the very greatest importance that a person be started in the *affirmative direction.*
216. The skillful speaker gets, at the outset, a number of “Yes” responses.
217. *When a person says “No” and really means it, the entire organism—glandular, nervous, and muscular—gathers itself together into a condition of rejection.* There is, usually in minute but sometimes in observable degree, a physical withdrawal or readiness for withdrawal.
218. The organism is in a forward—moving, accepting, open attitude. Hence, the more “Yeses” we can, at the very outset, induce, the more likely we are to succeed in capturing the attention for our ultimate proposal.
219. *Get a student to say “No” at the beginning, or a customer, child, husband, or wife, and it takes the wisdom and the patience of angels to transform that bristling negative into an affirmative.* The use of this “yes, yes” technique enabled *James Eberson*, who was a teller in the Greenwich Savings Bank, in New York City, to secure a prospective customer who might otherwise have been lost.

220. “This man came in to open an account,” said Mr. Eberson, “and I gave him our usual form to fill out. Some of the questions he answered willingly, but there were others he flatly refused to answer.
221. “Before I began the study of human relations, I would have told this prospective depositor that if he refused to give the bank this information, we should have to refuse to accept this account. I am ashamed that I have been guilty of doing that very thing in the past. Naturally, an ultimatum like that made me feel good. I had shown who was boss, that the bank’s rules and regulations couldn’t be flouted. But that sort of attitude certainly didn’t give a feeling of welcome and importance to the man who had walked in to give us his patronage.
222. *“I resolved this morning to use a little horse sense. I resolved not to talk about what the bank wanted but about what the customer wanted. Above all else, I was determined to get him saying ‘yes, yes’ from the very start. So I agreed with him. I told him the information he refused to give was not necessary. ‘However,’ I said, ‘suppose you have money in this bank at your death. Would you not like to have the bank transfer it to your next of kin, who is entitled to it according to law?’ “Yes, of course,’ he replied. “Don’t you think,” I continued, ‘that it would be a good idea to give us the name of your next of kin so that, in the event of your death, we could carry out your wishes without error or delay?’ “Again he said, ‘Yes.*
223. *“The young man’s attitude softened and changed when he realized that we weren’t asking for this information for our sake but for his sake. Before leaving the bank, this young man not only gave me complete information about himself but he opened, at my suggestion, a trust account, naming his mother as the beneficiary for his account, and he had gladly answered all the questions concerning his mother also.*
224. “I found that by getting him to say ‘yes, yes’ from the outset, he forgot the issue at stake and was happy to do all the things I suggested.”
225. *“It took me years and cost me countless thousands of dollars in lost business before I finally learned that it does not pay to argue, that it is much more profitable and much more interesting to look at things from the other person’s viewpoint and try to get that person saying ‘yes, yes.’”*
226. Socrates, *“the gadfly of Athens,”* was one of the greatest philosophers the world has ever known.
227. He did something that only a handful of men in all history have been able to do: he sharply changed the whole course of human thought; and now, twenty-four centuries after his death, *he is honored as one of the wisest persuaders who ever influenced this wrangling world.*

228. His method? Did he tell people they were wrong? *Oh, no, not Socrates.* He was far too adroit for that. His whole technique, now called the ‘*Socratic method*’, was based upon getting a “yes, yes” response.
229. He asked questions with which his opponent would have to agree. He kept on winning one admission after another until he had an armful of yeses. He kept on asking questions until finally, almost without realizing it, his opponents found themselves embracing a conclusion they would have bitterly denied a few minutes previously.
230. The Chinese have a proverb pregnant with the age-old wisdom of the Orient: “*He who treads softly goes far.*”
231. *Listen patiently and with an open mind.* Be sincere about it. Encourage them to express their ideas fully. *It pays to let the other person do the talking.* ‘*Letting the other person do the talking helps in family situations as well as in business.*
232. Charles T. Cubellis: He spent hours in Wall Street finding out everything possible about the person who had founded the business. During the interview, he remarked, “I should be mighty proud to be associated with an organization with a record like yours. I understand you started twenty-eight years ago with nothing but desk room and one stenographer. Is that true?”
233. This man was no exception. He talked for a long time about how he had started with \$450 in cash and *an original idea*. He told how he had *fought against discouragement and battled against ridicule, working Sundays and holidays, twelve to sixteen hours a day*; how he had finally won against all odds until now the most important executives on Wall Street were coming to him for information and guidance. He was proud of such a record. *He had a right to be, and he had a splendid time telling about it.* Finally, he questioned Mr. Cubellis briefly about his experience, then called in one of his vice presidents and said, “*I think this is the person we are looking for.*”
234. Mr. Cubellis had taken the trouble to find out about the accomplishments of his prospective employer. He showed an *interest in the other person and his problems*. He encouraged the other person to do most of the *talking*—and made a favorable impression.
235. La Rochefoucauld, the French philosopher, said, “If you want enemies excel your friends; but *if you want friends, let your friends excel you.*” Why is that true? *Because when our friends excel us, they feel important, but when we excel them, they—or at least some of them—will feel inferior and envious.*
236. When we have some time to chat, *I ask people to share their joys with me, and I only mention my achievements when they ask.*”

# 11

## Conclusion

I HELP PEOPLE *conquer their fears and develop courage* My Book writing Ministry and Speaking Engagement strategic vision is to *help people live better lives on earth as citizen in the Kingdom of God*. Let us cease thinking of our accomplishments, our wants.

Let us try to figure out the other person's good points. Then forget flattery. Give honest, sincere appreciation. Be "heartily in your approbation and lavish in your praise," and people will cherish your words and treasure them and repeat them over a lifetime—repeat them years after you have forgotten them.

We need history more than money. We need more leaders who are more excellent people than in their private ambition. I wonder if you are an excellent leader in your family. If you are going to transform something, you have to engage in. You cannot change what you avoid. Go out and engage.

My Books Writing mission and vision statement is *to build leaders and training people to become an agent of change and builders of society*. The ingredients I use is the principles and leadership philosophy of Jesus Christ.

The vision of this book is to *appreciate, inspire and encourage leaders to become better influencers of society*. In addition, for you to become a leader, of course is very important for you to know a few basic principles.

First, you must believe that you were born with the capacity to influence other people and the world around you.

Secondly, you must believe that you possess the *potential* and the ability to influence the world with your *gift*. You have a gift of importance within you.

Thirdly, you must believe that whatever you have, people in your generation need it to seek solutions to the general menacing turns of events of life. That means you are significant to the world.

It has taken me many years, not one not two to develop this materials and I hope that you have benefited from every topic. So, let us get out and become excellent leaders in our generation. We have the ability. Go out and turn your good to best. Your success is good for your manufacturer God. Finally, keep your mind and heart open to God and his Word.

# 12

## About Rev. Mũgambi Johnson Njerũ

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I AM A KENYAN African, born in *July 1984* My training is in *Business Administration, Theology and Development*. My purpose now is to *help people discover themselves, develop and profit by those dormant, unused treasures inside us*. My main life purpose therefore, is to help people conquer their fears and develop courage My Book writing Ministry and Speaking Engagement strategic vision is to help people live better lives on earth as citizen in the Kingdom of God.

I take my training in Theology and in Business administration essentially as an interpreter in my generation. History, entrepreneurship and development for me is something to be taught but to be lived as well.

The only thing to do is to translate essential reality into a language our desperate humankind can truly grasp. According to me, this basic tragedy of man is something more than a sense of frustration. *I help people conquer their fears and develop courage.* Nevertheless, like the beast in the cage, finite man and woman can have some contact with the outside.

My Book writing Ministry and Speaking Engagement strategic vision is to help *people live better lives on earth as citizen in the Kingdom of God.* After completing my theological studies at St. Andrew's College of Theology and Development and being ordained Anglican Clergy in 2009, I exercised an over a decade pastorate in Anglican Church of Kenya Diocese of Embu

I merely support the position that the period of our kindergarten training is over. God manufactured humankind as a product completely. This humankind has become adult and they have forgotten that. We do not need the marvelous to support our tottering faith in God. What we need is my teaching in this book. This book is one important book my generation needs. I have shown myself as a highly sophisticated exponent of philosophical theology.

I grew up in a Christian family, I went through infant baptism and I became a citizen in God's kingdom as early as three years. I have been a kingdom citizen leader since my formative school days and today I am an author of books and an Ordained Anglican Clergyman. I help people know King Jesus Christ, help people talk about Jesus, and gain knowledge to keep pushing with life journey with and in God here on earth.

I have a mission to *inspire, mentor, train, and empower my generation* in different fields in becoming highly successful leaders through their gifts.

I married Nancy Karimi on February 5 2011 and between us, we have two children namely Blessing Mwende and Gift Gitonga.

I have published books over the years but God has been good to me! God has poured out his love on me uncountable times. God my manufacturer has opened my eyes to the life-giving truth in His Word.

God continues to heal my many hurts and fears as keep on the life of rediscovery. Therefore, from the experiences *I help people conquer fears of life and develop courage to move on with their life.*

God my manufacturer has freed me from guilt and given me the wisdom to make tough choices!

God has kept surprising me with many gifts and opportunities. God has shown me glimpses of Himself as my sole manufacturer.

God will do anything for me to be successful. He finished my work before I was born and therefore, I just came here to start what God finished.

The reality of a *transforming life* is my goal and the opportunity to change the world one person at a time through my gift of graceful writing and speaking engagements around the world!

*To book me in your next conference, seminar, or to help you in your book-publishing project, please contact us @ +254740892082 / +254706318612*



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