

THE 21 IRREFUTABLE LAWS OF LEADERSHIP



The Maxwell Philosophy

"Only the right action at the right time will bring success."

LAW #19 – The Law of TIMING

Learning the Law of Timing:

When to lead is as important as what to do and where to go.

Timing is often the difference between success and failure in an endeavor.

Living the Law of Timing:

Every time a leader makes a move there are only four outcomes:

1. The wrong action at the wrong time leads to disaster.
2. The right action at the wrong time brings resistance.

Proper timing requires:

- Understanding
- Maturity
- Confidence
- Decisiveness
- Experience
- Preparation

3. The wrong action at the right time is a mistake.
4. The right action at the right time results in success.

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5. Winston Churchill described it this way – “There comes a special moment in everyone’s life, a moment for which that person was born. That special moment when he seizes it, will fulfill his mission – a mission for which he is uniquely qualified. In that moment he finds greatness. It is his finest hour.”
6. This is what we call being in the right place at at the right time with the right awareness.
7. This law is easy to see in sports. This timing issue is about when to pass, jump, stop, go, swing, punch, block, or duck – **Timing Matters!**
8. In business it’s when to buy, sell, grow, hold, bid, decline, invest, spend or save – **Timing Matters!**
9. In horticulture it’s when to plant. Water, feed, prune. spray, graft, clip, or harvest – **Timing Matters!**
10. In relationships it’s when to meet, greet, love, discipline, give, take applaud, challenge, or praise– **Timing Matters!**
11. In leadership it’s when to hire, fire, promote, demote, forge ahead, slow down, reign in, empower, hold accountable, give reward, buckle down or celebrate – **Timing Matters!**

Leading others to the Law of Timing:

Reading a situation and knowing what to do are not enough to make you succeed in leadership. If you want your organization, department, or team to move forward, you must pay attention to **timing**. Only the right action at the right time will bring success. No Leader can escape the Law of Timing.

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Some additional thoughts from the book:

1. Review major actions you've initiated in the past and discern how much attention you've given to timing.
2. Spend some time analyzing recent failed initiatives for your organization, department, or team to determine whether they were caused by the wrong action or the wrong timing.
3. As you prepare to engage in future plans, use the list of factors from the chapter to prepare for the timing of your actions.

Teaching statements for the Law of Timing

- *My organization is always lagging behind!*
- *It takes my followers a long time to warm up to an idea.*
- *My team complains that they just get used to one idea, program or initiative and I'm on to something else. They say I'm wearing them out!*