

THE LAW OF MAGNETISM

Who You Are Is Who You Attract

Effective leaders are always on the lookout for good people. I think each of us carries around a mental list of what kind of people we would like to have in our organization. Think about it. Do you know who you're looking for right now? What is your profile of perfect employees? What qualities would they possess?

Take a look at the following characteristics. If you have recruited and hired a staff, you will probably find that you and the people who follow you share common ground in several of these key areas:

ATTITUDE – Rarely have I seen positive and negative people attracted to one another. People who view life as a series of opportunities and exciting challenges don't want to hear others talk about how bad things are all the time. Attitude is one of the most contagious qualities a human being possesses. People with good attitudes tend to make people around them feel more positive. Those with a terrible attitude tend to bring others down.

VALUES – People are attracted to leaders whose values are similar to their own. Think about the people who flocked to President John F. Kennedy after he was elected in 1960. He was a young idealist who wanted to change the world, and he attracted people with a similar profile. It doesn't matter whether the shared values are positive or negative. Either way, the attraction is equally strong. The Law of Magnetism is powerful. Whatever character you possess is what you will likely find in the people who follow you.

GIFTEDNESS – People do not go out looking for mediocre leaders to follow. People are attracted to talent and excellence. They are most likely to respect and follow someone who possesses their kind of talent. Creative people want to follow leaders who are willing to think outside the box.

LEADERSHIP ABILITY – Finally, the people you attract will have leadership ability similar to your own. As I said in discussing the Law of Respect, people naturally follow leaders stronger than themselves.

Who you attract is not determined by what you want. It's determined by who you are.

"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires."

William Arthur Ward

"The meaning of life is to find your gift. The purpose of life is to give it away."

Pablo Picasso

"No one has ever become poor by giving."

Anne Frank