

CONTENTS

INTRODUCTION

Leading and Winning	11
Leadership and Organizational Success	13
The SMART Leader and The “Skinny” Principles	15

THE SKINNY PRINCIPLES

Chapter 1	It Does Matter	21
Chapter 2	What You Do Become Who You Are	35
Chapter 3	Where You Spend Your Time is Not Your Choice	51
Chapter 4	The Cards You Play Will Determine Who Wins	63
Chapter 5	Attention and Presence Can Optimize and Elevate	71
Chapter 6	Having Empathy Reaps Hidden Insights and Direction	83
Chapter 7	Success Happens When You Leave the Room	95
Chapter 8	Winning the Battles Doesn’t Always Win the War	109
Chapter 9	Trust is Earned and Lost Prior to Becoming Visible	119
Chapter 10	Ignorance is the Enemy of Good Decisions	131
	The SMART Leader <i>Archetype Overview</i>	143
	The “Skinny” Principles <i>Synopsis Table</i>	145
	Mastering The “Skinny” Principles <i>Starter Journal</i>	151

ABOUT THE AUTHORS

163