

The Most Important Thing a Leader Must Forget

Effective leaders have a keen sense about what should be remembered and what needs to be forgotten. It's wise not to get this backwards.

I read a story about Israel Putnam who in 1775 left his plow in the field and joined the fight for freedom. Historians credit Putnam with the command "don't fire until you see the whites of their eyes."

A monument was built to Putnam in Brooklyn, Connecticut, and a portion of the inscription reads "remember the heritage of our forefathers ... protect and perpetuate them for future generations of your countrymen."

I was reminded of Joshua's instructions to assemble memorial stones after the crossing of the river Jordan.

"When your children ask, 'What do these stones mean to you?' you will answer them that the waters of the Jordan were cut off before the ark of the covenant of the Lord. When it crossed the Jordan, the waters of the Jordan were cut off. These stones will be a memorial for the children of Israel continually" (Josh. 4:6-7, MEV).

Don't you like the word "continually?"

Leaders, like Joshua, know what needs to be remembered. Memories of successful projects and events serve as powerful reminders and teaching points. Excellence leaves a trail.

Most of us don't need to be reminded of what went wrong in a failed project. We need the hope that is provided by the success of winning ideas and ventures.

Leaders point to successes.

Continually.

Today's Scripture

"In pouring this ointment on My body, she did it for My burial. Truly I say to you, wherever this gospel shall be preached in the whole world, what this woman has done will be told in memory of her" (Matt. 26:12-13).

NOODLING

Here's something I'm trying or thinking about today ...

The Consumer Electronics Show (CES) is starring virtual reality products. The Oculus Rift VR system has more pre-orders than they can fill. It probably won't surprise you to know that Facebook bought Oculus in 2014.

VR will impact consumer goods and marketing in a big way. Hardware and software is already developed and drawing boards are deep in projects.

It's time to think about how VR will affect your business.

Platform Tip No. 36

One of the keys to showing up on platform every day is to like it.

I'm often amazed at how many people don't like doing what they do. They have a powerful message but don't like to deliver it.

They don't like to write.

They don't like to speak.

They don't like social media.

They don't like making videos.

Fall in love with your message and the people who need to hear it. Then, learn to like a couple of platforms.

It will be easier to show up every day.

Do you want to learn more about developing your personal platform?

Send for my free series of lessons titled, "The Fundamentals of Creating, Curating and Developing Content for Multiple Platforms." Send your request to: platform@.

We will not share your email address with anyone.

