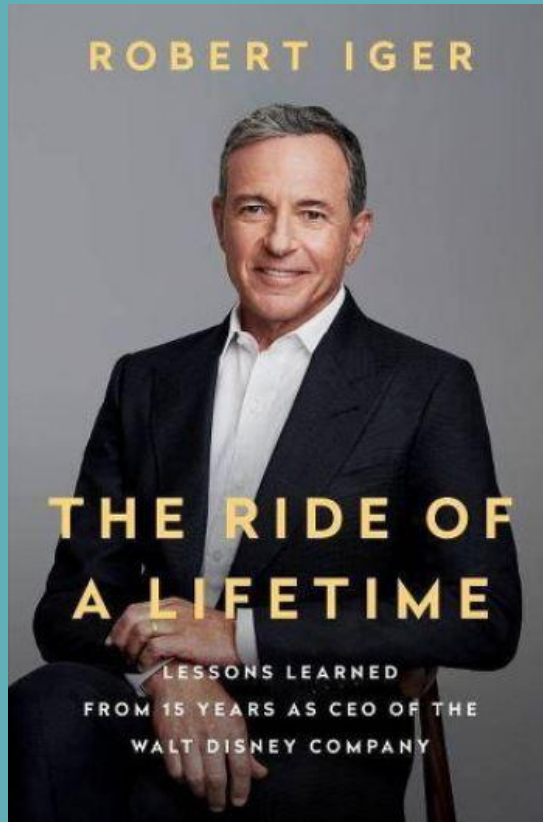


ZACK'S FIVE FAVORITE QUOTES AND LESSONS

The Ride of a Lifetime

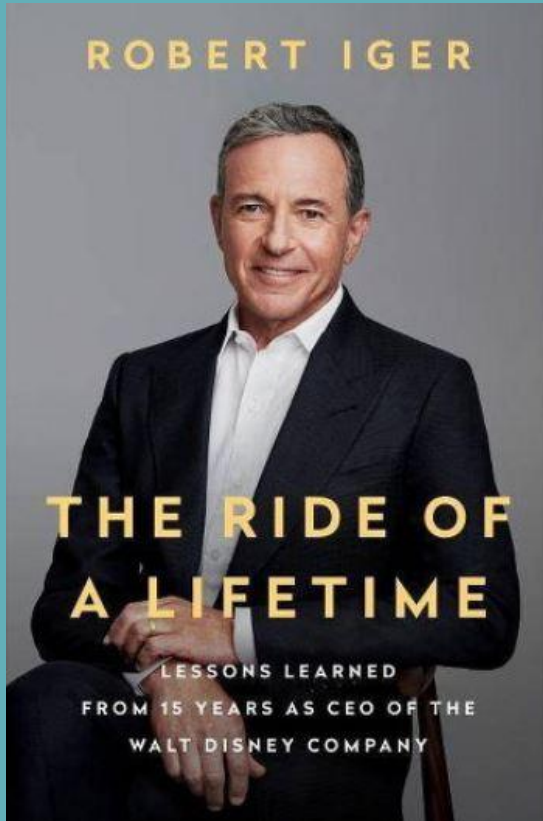
Robert Iger

(CEO of The Walt Disney Company)



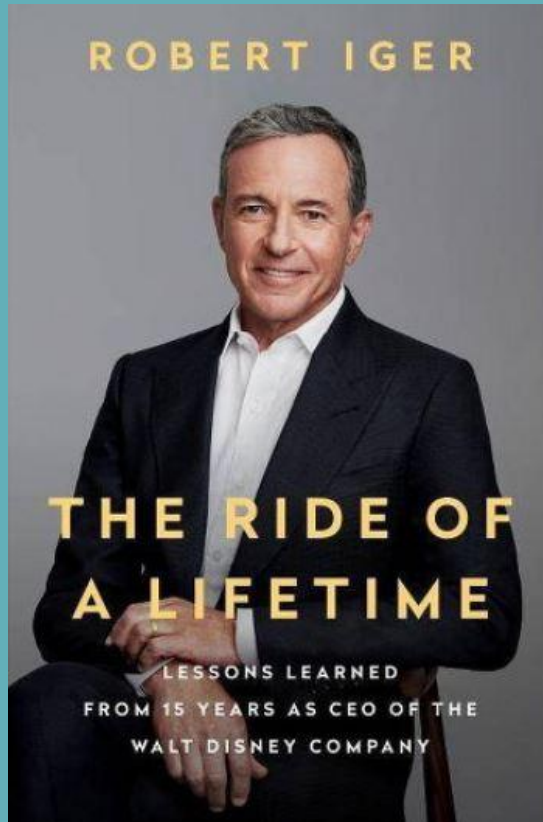
True essence of good leadership:

*We all want to believe we're irreplaceable. The trick is to be self-aware enough that you don't cling to the notion that you are the only person who can do this job. At its essence, good leadership...[is] about **helping others be prepared** to possibly step into your shoes.*



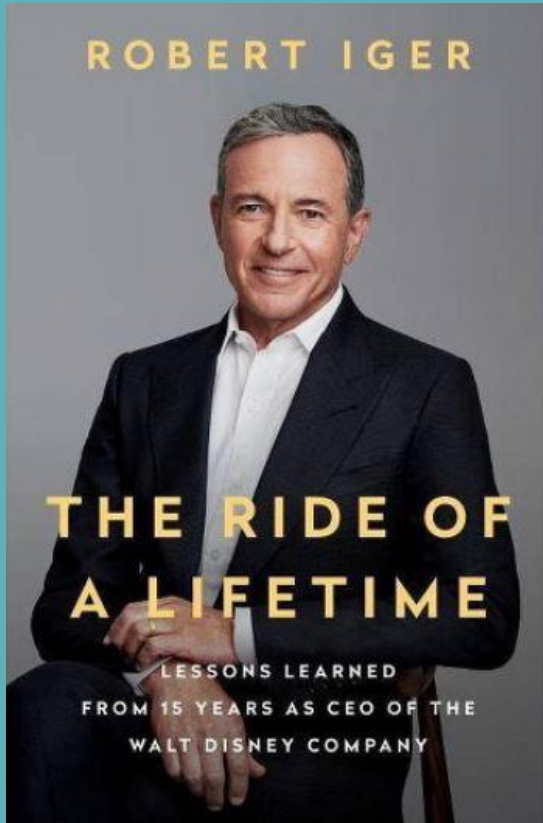
An important key of company culture:

*A company's culture is shaped by a lot of things, but this is one of the most important – you have to **convey your priorities clearly and repeatedly**. ... If leaders don't articulate their priorities clearly, then the people around them don't know what their own priorities should be.*



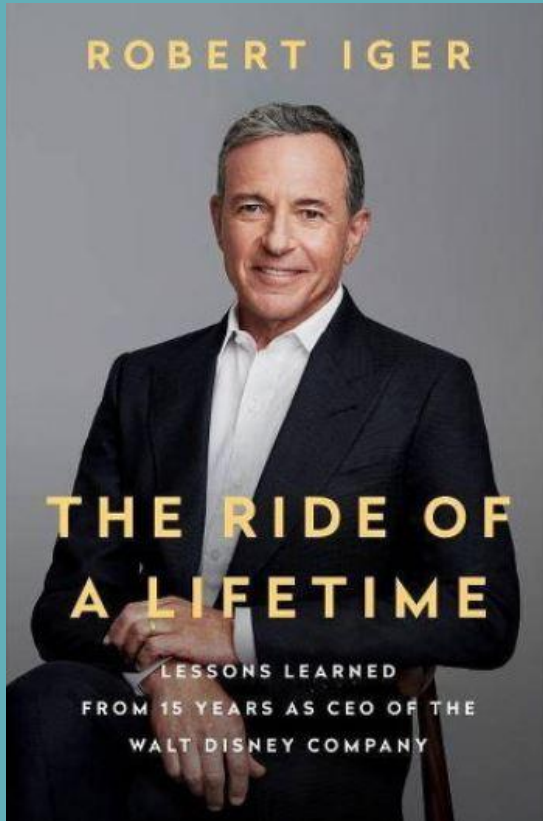
An important idea that gets forgotten too often:

*If you approach and engage people with respect and empathy, **the seemingly impossible can become real.***



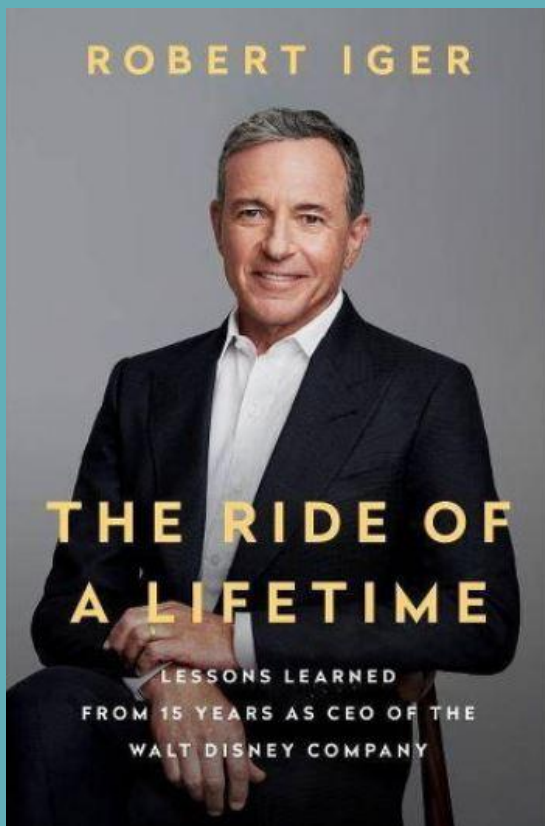
Don't be afraid to take a long shot:

*People sometimes shy away from taking big swings because they assess the odds and build a case against trying something before they even take the first step. One of the things I've always instinctively felt...is that **long shots aren't usually as long as they seem.***



Never lose sight of the kid in you:

*No matter who we become or what we accomplish, we still feel that we're essentially the kid that we were at some simpler time long ago. Somehow **that's the trick of leadership**, too, to hold on to that awareness of yourself even as the world tells you how powerful and important you are.*



In the comments below, tag a friend or colleague who should check out this book.



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Zack Raab (zackraab.com)**