

In the beginning there was sex, then there was Rock'n'Roll, followed by leadership ...

Well, I guess that some will say this is an oversimplification and the events were not exactly in this order. Nevertheless, my contention is that some business gurus have become increasingly indigestible and we need some fresh thinking on personal development and leadership. We don't need another spreadsheet, as Tina Turner might have put it. In this part of the book I've set out three simple but compelling analogies that provide a different set of lessons for leaders. Rather than the Master of Business Administration (MBA) this is Management By Attitude (MBA). The three analogies that make or break a business are these.

- **'Sex'** is about making, keeping and ending work relationships, drawing on leading-edge psychology that is easily digestible. We're talking romance, love and friendship under the 'sex' analogy rather than just whips, chains and hardcore, so it's OK to read on ...
- **'Drugs'** is about motivating and leading others. 'Drugging yourself' is about reaching peak personal performance and 'drugging others' about engaging people in a shared ambition, i.e. leadership. Again, we're talking adrenaline and endorphins rather than smack, crack and cocaine here ...
- **'Rock'n'Roll'** is about reaching and sustaining high performance. This includes delivery and execution skills, learning, unlearning and reinvention. No need to throw a TV out of your office window to get in the zone, however enjoyable that might be ...

In other words:

LET'S TALK ABOUT SEX because LOVE IS THE DRUG so ROLL OVER,
BEETHOVEN

So let's get on up ...

**Fed up with indigestible
business gurus?**

Want a fresh take on relationships?

**Read everything on motivation
and leadership?**

**Need to create a high-performance
workplace?**

NEVER MIND THE THEORY

HERE'S

**ROCK'N'
roll // Leadership**