

## The Three Cornerstones of True Leadership

*The best way to lead is to be a leader and act like a leader through and through.*

by **Robert Shemin**

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I've had the great fortune of meeting some of the greatest leaders in the World: Politicians, religious leaders, entertainers and business people.

The greatest world leaders do 3 things differently from others:

**They have a clear and defined goal** for themselves, their business and each individual in their organization. This goal is communicated in word and action. Each person becomes part of that process and is enrolled, engaged and inspired. Leaders know how to align everyone with their goal so it becomes a mission.

**They view success as a progress.**

True leaders know there will be ups and downs, but they don't quit. They keep going and wait for things to come back up with consistent effort. They keep an optimistic focus and keep going until they get there.

### True leaders don't give up!

**FILO** - First one in and first one out.

From the moment you walk in everyone is watching you. Are you leading by example?

If you care they will care.

If you check all the details they will do the same.

The best way to lead is to *be* a leader and act like a leader through and through.

No shortcuts no pretense.

It all comes down to Integrity and example.

Are you a leader?

<http://youtu.be/k9beRpHlk-c>

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**Robert Shemin, JD, MBA**, and *NY Times* bestselling Author of *How Come That Idiot's Rich and I'm Not!*, who was once considered the “least likely to succeed,” is a multi-millionaire who speaks to hundreds of thousands yearly, regularly sharing the podium with such financial luminaries as Donald Trump, Robert Kiyosaki, David Bach, Suze Orman and Tony Robbins. Shemin has worked with

high-net-worth individuals for Goldman Sachs, helped create four companies, and been involved in over 1,000 real-estate transactions. Shemin helped create The Learning Annex Wealth Expo and has been voted the #1 speaker by crowds of over 50,000 people. He has a law degree and an MBA from Emory University.

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The Shemin organization is the sole Real Estate Division for EMS, a \$100 million sales lead organization. Through his relationship with EMS he conducts over 65 seminars a year and manages an ongoing coaching program. Shemin serves on the faculty of The Mentor Financial Group; he enjoys the endorsement of The Mr. Landlord Organization; and is a spokesperson of The National Association of Real Estate Investors and the American Congress of Real Estate Investors.

Robert Shemin is an expert on wealth for CNN as well as a frequent guest on national, regional, and local television and radio programs. He has also been interviewed or quoted in over three hundred newspapers and magazines, including the *Wall Street Journal*, *BusinessWeek*, the *Los Angeles Times*, the *New York Post*, and the *Miami Herald*.

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