

**140**

**SIMPLE**

**MESSAGES**

**TO**

**GUIDE**

**EMERGING LEADERS**

**EDDIE TURNER JR.**

**An Actionable Leadership Journal**



Anyone embarking on a new leadership opportunity is an emerging leader. Contact Eddie Turner Jr. via email at [eddie@eddieturnerllc.com](mailto:eddie@eddieturnerllc.com). Mention: "Emerging Leaders" in the email subject line to receive a free twenty-minute, no-obligation consultation.

# **140 Simple Messages to Guide Emerging Leaders (Book Excerpt)**

140 Actionable Leadership Messages for  
Emerging Leaders and Leaders in Transition

**Eddie Turner Jr.**

**THiNKaha<sup>®</sup>**

**An Actionable Business Journal**

E-mail: [info@thinkaha.com](mailto:info@thinkaha.com)  
20660 Stevens Creek Blvd., Suite 210  
Cupertino, CA 95014

**Copyright © 2018, Eddie Turner Jr.**

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means other than through the AHAtat platform or with the same attribution shown in AHAtat without written permission from the publisher.

⇒ Please go to  
<http://aha.pub/EmergingLeaders> to read this AHAbok and to share the individual AHAMessages that resonate with you.

Published by THiNKaha®  
20660 Stevens Creek Blvd., Suite 210, Cupertino, CA 95014  
<http://thinkaha.com>  
E-mail: [info@thinkaha.com](mailto:info@thinkaha.com)

First Printing: September 2018  
Hardcover ISBN: 978-1-61699-269-9 1-61699-269-7  
Paperback ISBN: 978-1-61699-268-2 1-61699-268-9  
eBook ISBN: 978-1-61699-270-5 1-61699-270-0  
Place of Publication: Silicon Valley, California, USA  
Paperback Library of Congress Number: 2018947689

**Trademarks**

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Neither THiNKaha, nor any of its imprints, can attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

**Warning and Disclaimer**

Every effort has been made to make this book as complete and as accurate as possible. The information provided is on an “as is” basis. The author(s), publisher, and their agents assume no responsibility for errors or omissions. Nor do they assume liability or responsibility to any person or entity with respect to any loss or damages arising from the use of information contained herein.

## Acknowledgments

I am incredibly grateful to my amazing wife, Ashlea Turner, who is my best friend and confidant. Her love and encouragement help me to accomplish my goals and thrive.

I am appreciative of my father for teaching me discipline and independence. I want to acknowledge my sister, Monica Turner, a woman who has always been precocious and shown tremendous leadership.

Thank you to my numerous uncles, aunts, cousins and my brother, Brian Turner. All of you have played a role in my success through your examples and support.

To my nephew, Braylon Burns, an emerging leader, I hope these short messages guide you to become the best leader you can be.

Special thanks to Sylvie di Giusto, Phil M. Jones, Mitchell Levy, Anna Liotta, Jenilee Maniti, Cathi Jo McGee, J. R. Phillips, Dr. Laura Sicola, Greg Williams, and Carl Winchester for your insights and inspiration through this process.

There are many people who formed the core building blocks of my life and spirituality from an early age. You taught me a way of life and truth that made me who I am. I may not see you as often anymore, but your examples of leadership and the life lessons you taught me as an emerging leader are indelibly etched in my mind and heart.

There are countless mentors, professors, teachers, friends, and colleagues to whom I owe a debt of gratitude for helping craft my view of leadership. Some of these people I have known all my life, others I've only come to know the last couple of years. I dare not start a list for fear of leaving someone out. I have tremendous love and appreciation for you all.

I must say a special thank you to the members of the National Speakers Association (NSA). The National Speakers Association has had the biggest impact on me as a professional and is the reason writing a book became a goal for me. I have learned so much about entrepreneurship, marketing, speaking, and running a business from this incredible organization.

I am also deeply appreciative for the Association for Talent Development (ATD). In the Association for Talent Development, I have had a chance to develop and grow as a leader. I have had the chance to work with chapters around the country and speak and teach internationally. I value my membership and relationships in the ATD community.

Thank you to my fellow Board members at the International Institute for Facilitation (INIFAC). I value the role you have allowed me to serve in on the Board as we spread the power of facilitation across the globe.

## **Dedication**

This book is dedicated to my mother, Barbara Turner. I owe my mother the world. She is my rock and has always been there for me and supported me no matter what. There is truly nothing like a mother's love, and Barbara Turner is the epitome of all that a loving mother should be.

# How to Read a THiNKaha® Book

## A Note from the Publisher

The AHAtat/THiNKaha series is the CliffsNotes of the twenty-first century. These books are contextual in nature. Although the actual words won't change, their meaning will every time you read one, as your context will change. Be ready: you will experience your own AHA moments as you read the AHA messages™ in this book. They are designed to be standalone actionable messages that will help you think about a project you're working on—an event, a sales deal, a personal issue, etc.—differently. As you read this book, please think about the following:

1. It should only take fifteen to twenty minutes to read this book the first time. When you're reading, write in the underlined area one to three action items that resonate with you.
2. Mark your calendar to re-read this book again in thirty days.
3. Repeat step one, and mark one to three more AHA messages™ that resonate. They will most likely be different than the first time. By the way, this is also a great time to reflect on the AHA messages™ that resonated with you during your last reading.

After reading a THiNKaha book, marking your AHA messages™, re-reading it, and marking more AHA messages™, you'll begin to see how these books contextually apply to you. AHAtat/THiNKaha books advocate for continuous, lifelong learning. They will help you transform your AHAs into actionable items with tangible results, until you no longer have to say AHA to these moments—they'll become part of your daily practice as you continue to grow and learn.

Mitchell Levy, The AHA Guy at AHAtat  
[publisher@thinkaha.com](mailto:publisher@thinkaha.com)

The logo for THiNKaha features the word "THiNKaha" in a blue, sans-serif font. The letter "i" in "THiNKaha" is lowercase and colored green. A green underline is positioned beneath the letters "aha". A registered trademark symbol (®) is located to the upper right of the word.

## **BOOK EXCERPT Table of Contents**

Introduction

Section I. Leadership Begins in Youth

Section II. Early Career Leadership

About the Author



## Contents

***This is the Table of Contents (TOC) from the book for your reference.***

Introduction	10
Section I Leadership Begins in Youth	13
Section II Early Career Leadership	31
Section III Leadership Development of Self	53
Section IV Leadership Development of Others	73
Section V Living as a Leader	89
Conclusion	111
Appendix A: What Is an Emerging Leader?	113
Appendix B: What Coaching Is and Why It Matters for Emerging Leaders	117
About the Author	121

## Introduction

When I decided to complete my undergraduate degree as an adult, I was in my early thirties. I matriculated at Northwestern University to formally study leadership and organization behavior. Having already worked for Quaker Oats (now Pepsi), Xerox, and General Electric, corporations *Forbes* magazine calls the “most admired companies,” I felt I already understood leadership. I had seen the best of the best leading the world’s best. At Northwestern University, I learned more about leadership than I ever imagined.

I was immersed in a level of empirical research and academic rigor I had not anticipated. I was introduced to new leadership theories and the latest scholarly research available at the time. With this new knowledge, I began to look at what I thought I knew about leadership through a different lens. I began to analyze leadership successes and failures in my own life and those around me. I worked hard to learn from those lessons and I recalibrated my own leadership style.

After leaving Northwestern University, I continued my growth and development as a leader. I have gained a level of expertise in the exercise of leadership and the development of leadership capacity in oneself and others. I am now an International Certified Coach™ and an Emotional Intelligence (EQ-i 2.0 and EQ-i 360) practitioner. I have also completed the “Art and Practice of Leadership Development” executive education program at the John F. Kennedy School of Government at Harvard University.

Leadership is one of the world’s oldest professions. There are countless resources for one to learn about leadership and do in-depth study. In this book, my goal is not to provide a scholarly tome, but rather to provide emerging leaders short messages for guidance and success. I do this through 140 short messages that have helped me navigate life.

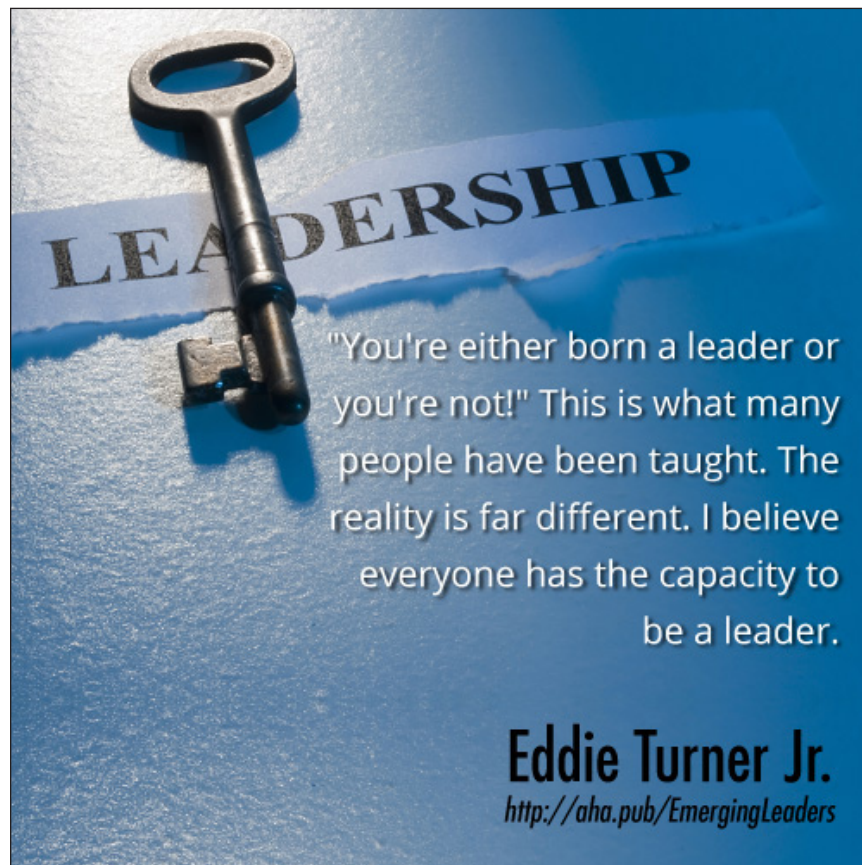
Why am I providing 140 messages, some have asked? Why not use traditional numbers, like five, ten, or 100? We are living at a time when Twitter and its 140-character limitation (now 280) is being used by leaders in all areas of life and at all levels of organizations. Some leaders are exemplary in their use of Twitter and others less so. My goal is to leverage the zeitgeist we are living in to show how by using the

---

limited characters allowed by Twitter, leaders can communicate strong messages that make a positive impact on people's lives. For that reason, this actionable leadership journal contains 140 Twitter-length, easy-to-share messages written as a guide for emerging leaders on living, learning, and developing themselves and others on their journey to success.

Additionally, I have become convinced of the power of well-crafted short messages for another reason. I was a *Forbes* contributor for a year. As a member of the Forbes Coaches Council during that year, I contributed to thirty question-and-answer columns. The answers to the Q&As I submitted to *Forbes* were required to be 400 characters or fewer. This is slightly longer than Twitter's new 280-character limit. Some of the columns I appeared in were read by as few as 2,000 people. The most popular columns I contributed to were read by more than 30,000 people. This clearly shows that people found value in our succinct messages and shared them with others. Hence, I believe there is value in the messages contained in this book designed to be an actionable leadership journal.

As I sat down and began to write, it was enlightening to me to see just how many stories, phrases, and quotes I use in my coaching practice, professional speeches, and in simple everyday conversations that have become part of me but originated with people in my life. From my perspective, this shows the impact of these messages. I share these simple messages as a guide for emerging leaders on their journey to success, as well as for those emerging leaders who have already achieved success but refuse to get complacent and therefore, continue looking for new ways to emerge as a leader!



Share the AHA messages from this book socially by going to  
<http://aha.pub/EmergingLeaders>.

## Section I

### Leadership Begins in Youth

Children are great imitators. They learn how to talk not by reading books or sitting in a training course but by watching their parents and family members. Similar to learning a language and speaking their first words, life's earliest lessons are learned by children from their parents. Later, other adult influences play a role in how young people define and begin to express leadership.

As you read this section, consider your own leadership lessons. Who were your first role models and leadership influences? How have they changed over time? How have they stayed the same?

Leadership lessons and experience begin in youth. Experienced leaders should never underestimate the power they can have on an emerging leader's life by teaching and modeling leadership lessons for them at an early age and by taking specific actions to develop their leadership capacity.

# 1

Please read and share these "140 Simple Messages to Guide Emerging Leaders."

<http://aha.pub/EmergingLeaders>

---

---

---

# 2

This book of simple messages is a guide for emerging leaders on their journey to success. These messages have worked for me, and I believe they can work for you!

---

---

---

---

# 3

"I work with leaders to accelerate performance and drive impact!"™  
—Eddie Turner

---

---

---

# 4

You're either born a leader or you're not!  
This is what many people have been taught.  
The reality is far different.  
I believe everyone has the capacity to be a leader.

---

---

---

# 5

Some people are natural-born leaders. Was it nature or nurtured? This is the subject of much research. Leadership is an art and a skill, and it CAN be learned.

---

---

---

# 6

My dad always taught me to be a leader, not a follower. Many years later, I learned a leader can, in fact, be both!

---

---

---



---

# 7

My mother played the first role in my leadership development. She read to me every night as a child because she believed readers become leaders.

What are you reading?

---

---

---

# 8

My dad taught me to always be twice as good as my competition. He said it was never acceptable to be "good enough" or "just as good."

---

---

---

# 9

My uncles and aunts had strong work ethics. They learned the value of hard work from my grandparents and reinforced those messages in the next generation of our family. They always said: "Work hard! Don't take it easy. Hard work pays off!"

---

---

---

# 10

Nothing will work unless you do. —Maya Angelou

---

---

---



## Section II

### Early Career Leadership

An emerging leader's first jobs significantly influence their view of leadership. The first jobs in teenage years, during the college years, and the first few post-collegiate professional jobs create a lasting impression of what leadership is and how it should be exercised. Many emerging leaders imitate what they experienced in these contexts, assuming this is the way leadership works and what it takes to be successful. This underscores the importance of experienced leaders setting a good example of leadership and modeling excellence. Where good examples are not readily available, emerging leaders should look outside their workplace and immediate sphere of influence to find role models who demonstrate leadership excellence.

Emerging leaders do well to find a mentor early in their career to help guide them properly instead of leaving their leadership development to chance. Having a strong mentor will also assist in taking ownership of one's career and work to control the navigation and trajectory on their own, rather than wait for someone else—which may never happen or may push them in a direction less than optimal for them.

Many things in life are impacted by an early start or an early diagnosis. Start your career off right! Take inventory of where you are today. If your career has gotten off to a slow start or one that is less than ideal, change it now. It is never too late to become the emerging leader you are destined to be!

# 27

There is a difference between your VOCATION and your AVOCATION. One is your job, the other is your hobby. There is great joy when your avocation can be your vocation!

---

---

---

# 28

I've been fortunate to always do what I love: work in technology and help people through the power of communication, coaching, teaching, and facilitation.  
Find your passion as a leader.

---

---

---

# 29

I have been a teacher as early as I can remember and a speaker since I was 12. One of my biggest epiphanies was when my manager told me:  
"You TRAIN dogs, you TEACH people."

---

---

---

# 30

Facilitation is the leadership skill of the future.  
Become a facilitative leader!

---

---

---



# 31

The most effective teachers and trainers facilitate to educate! Are you effective?

---

---

---

# 32

Sitting is the new smoking!—Harvard Business Review  
Healthy leaders are active. Are you?

---

---

---

---

# 33

Look for stretch assignments early in your career. Challenge yourself rather than get comfortable or complacent. You must actively grow your skills, or without even realizing it, they will atrophy.

---

---

---

# 34

One point is a datum. Two points define a line.  
Three points are a trend.

—J. R. Phillips

Facts and stats matter! Effective leaders analyze trends when making decisions.

---

---

---

# 35

Are you watching the trends of your profession? When is the last time you studied the data for your industry? Technology is the great disrupter. Are you keeping up?

---

---

---

# 36

Learn how to handle conflict early in your career, and it will hold you in good stead. Poor conflict resolution skills can permanently derail leaders.

---

---

---

## Conclusion



The world is starving for good leadership. As an emerging leader, it is my sincere hope you will consider the ideas in this short, actionable leadership journal to develop your leadership capacity and answer the call to provide the leadership our world needs.

As I learned from Dr. Ronald Heitfetz, leadership is an art and is about action. It is not a science that is prescriptive. One must learn the different nuances of leadership as it applies in various circumstances.

There are numerous theories to select as an operating guide. I encourage you to explore the different leadership theories available. Select one or two and make them your own. Whatever leadership theory you choose to live by, it is important to realize it is an art form that must be practiced to gain competency. Once competent, more practice is needed to maintain that competency. In the same manner physicians refer to their work as a practice, so should leadership practitioners. We will never master leadership fully, but we can certainly continue to learn, apply, and develop as much as we possibly can.

True leadership is not like a garment we put on and take off. Leadership must be exercised in every aspect of our lives and in all our actions. May others benefit as you continue your emergence and development as a leader! I wish you success on your journey.

Eddie Turner Jr.

## **Appendix B**

## **What Coaching Is and Why It Matters for Emerging Leaders**

I recently had lunch with a colleague I worked with ten years ago at a major Fortune 50 corporation. After exchanging pleasantries, my colleague quickly got to the point of the lunch meeting. I thought we were simply having a lunch to catch up after not having seen each other for many years. We did catch up, but my colleague revealed that along with the new job that brought him and his wife to Houston were new challenges that revealed gaps in his ability to be an effective leader. His wife suggested he get the help of an executive coach, so he reached out to me.

With that explanation, I posed a question to my colleague. I asked him to tell me how he defined coaching and to share his experience with it. My colleague reluctantly admitted that he really did not know what coaching was in the sense of executive coaching versus sports coaching. I explained what it was and what it was not to my colleague. I concluded by giving examples of why it matters and the benefits of proper coaching.

### **What Coaching Is Not**

Before I explain what coaching is, I would like to explain what coaching is not. The word coach, for many people, conjures up images of sports. From their youth, many people have played sports or attended sporting events at school. Many remember all too well the image of a shouting coach trying to motivate players or persuade an official to make calls favorable for their team.

For others, coach has a different connotation. Some think of a minister, a therapist, or a senior business leader. There are others who may think of a consultant, as they conflate coaching with consulting. As an example, for many years, I ran an independent computer consulting practice where I was paid for my expertise in providing the right answers and solutions for my clients.

Coaching, however, is very different. As a certified coach, I am not paid to provide answers or solutions for my clients. This is different from sports coaching or consulting, where the

coach or consultant has more experience and expertise and they are paid to transfer this to the client. In fact, when taking the practical portion of the coaching certification exam, a coach who gives answers to a client fails the exam. As a certified coach, my job is to “teach clients how to fish rather than give them a fish,” as the old saying goes.

During the certification process, our trainer would often tell us, “the coach owns the process, the client owns the content.” Put another way, “coaching is a PROCESS expertise, not a CONTENT expertise.” This was said by master-certified coach and bestselling author Laura Berman Fortgang in a workshop I attended.

### **What Is Coaching?**

So, what is coaching? In his *New York Times* bestselling book, *You Already Know How to Be Great*, Alan Fine defines coaching simply as, “helping others improve their performance.” The International Coach Federation, the most recognized certification body in the coaching industry, defines it as “partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

Early in my corporate career, during my time providing IT support for the financial services arm of General Electric, years before I envisioned myself as a professional coach, I remember the first time I heard the term coaching used in a professional setting. In those days, a coach was only hired as a last resort for someone who was not performing well. It was a secret whispered in the halls of the office. Hence, receiving coaching was considered an act of shame.

Years ago, when I first began working as an IT professional, we used to joke that anyone could call themselves an IT professional. All you had to do is show up and say, “I know how to fix computers!” and you were hired. Then the industry realized experience was not enough. There was a need for formal measurement of qualifications through certification. Now most IT professionals hold some sort of certification to validate their competency.



The same was true for many years in the coaching profession. Anyone who worked in human resources or as a business leader could call themselves a coach. As I experienced in the IT world, that led to various degrees of quality.

Today, things are very different. Organizations such as the International Coach Federation, the International Coaching Community, and the European Mentoring and Coaching Council have raised the bar of the coaching profession by creating global ethics, standards, and certification assessments. As a result, the global awareness of the power of coaching has increased. Effective coaching is recognized as an art and a science. It's now considered a badge of honor! People are proud to say they have a coach! That means their company values them and wants to invest in their development because they view them as part of the company's strategic plans and ultimate success.

### **Why Coaching Matters for Emerging Leaders**

Top professional athletes recognize the need for a coach to stay on top of their game and maintain their edge throughout various stages of their career. "Corporate athletes" also need coaches. Consequently, many senior business leaders, including those in the C-Suite, now use a professional coach to help maintain their competitive edge. A growing body of research shows there is value in not waiting until later in one's career to invest in coaching. Emerging leaders can accelerate their growth and performance by investing early.

Engaging a professional coach facilitates continued investment in oneself and provides an opportunity to having learning brought to a leader in the comfort of their location. Having a coach also provides the leader a sounding board, a confidant, and an advisor to deal with the demands of their career.

Certified professional coaches specialize in life, career, business, leadership, and executive coaching. Professional coaching is different than giving instruction, advice, or sharing expert insights. It's a very rewarding process that transforms individuals and organizations by helping them unlock their own rich potential to create new options and value, leading to improved performance and satisfaction. This powerful tool is important for emerging leaders to know about and use.

## About the Author



**Eddie Turner, Jr.**, The Leadership Excelerator™, has been described as “The Consummate Friendly Professional” and has worked for several of the world's “most admired companies” such as Accenture, Apple, Dell, Deloitte, ExxonMobil and GE. He is passionate about working with leaders to “Accelerate Performance and Drive Impact!”™ through the power of coaching, facilitation and speaking.

Eddie is a professional speaker and a national media commentator who holds international certifications as a trainer, facilitator, and coach. He is an alumnus of Northwestern University, where he studied leadership and organization behavior, and of the John F. Kennedy School of Government at Harvard University, where he completed the “Art and Practice of Leadership Development” executive education program. Eddie is now an Adaptive Leadership practitioner and a member of the Adaptive Leadership Network.



AHAtat makes it easy to share, author, and promote content. There are over 40,000 AHA messages™ by thought leaders from around the world that you can share in seconds for free on Twitter, Facebook, LinkedIn, and Google+.

For those who want to author their own book, we have time-tested proven processes that allow you to write your AHAbok™ of 140 digestible, bite-sized morsels in eight hours or less. Once your content is on AHAtat, you have a customized link that you can use to have your fans/advocates share your content and help you grow your network.

- Start sharing: <https://AHAtat.com>
- Start authoring: <https://AHAtat.com/Author>



Please go directly to this book in AHAtat and share each AHAMessage™ socially at <http://aha.pub/EmergingLeaders>.

# 140 SIMPLE MESSAGES TO GUIDE EMERGING LEADERS

Leadership is one of the world's oldest professions. There are countless resources for one to learn about leadership and do in-depth study. In this book, my goal is not to provide a scholarly tome, but rather to provide emerging leaders simple messages for guidance and success. I do this through 140 simple messages that have helped me navigate life.

Why am I providing 140 messages, some have asked? Why not use traditional numbers, like five, ten, or 100? We are living at a time when Twitter and its 140-character limitation (now 280) is being used by leaders in all areas of life and at all levels of organizations. Some leaders are exemplary in their use of Twitter, and others less than exemplary. My goal is to leverage the zeitgeist we are living in to show how by using the limited characters allowed by Twitter, leaders can communicate strong messages that make a positive impact on people's lives. For that reason, this actionable leadership journal contains 140 Twitter-length messages written as a guide for emerging leaders on living, learning, and developing themselves and others on their journey to success.



**Eddie Turner Jr.**, The Leadership Excelsior™, has been described as "The Consummate Friendly Professional" and has worked for several of the world's "most admired companies" such as Accenture, Apple, Dell, Deloitte, ExxonMobil and GE. He is passionate about working with leaders to "Accelerate Performance and Drive Impact!"™ through the power of coaching, facilitation and professional speaking. He is also a national media commentator.

BUSINESS & ECONOMICS : LEADERSHIP

\$ 14.95 US

**THINKaha**

<http://thinkaha.com>

