

JOHN MATTONE'S 50 LAWS OF
INTELLIGENT LEADERSHIP





Thank you for downloading my 50 Laws of Intelligent Leadership and becoming a member of our IL Family!

Each of these 50 laws came from deep within my inner core and are based on my own experiences, reflection, and the lessons I've learned from others. They are designed to nourish your soul, to make you think, to touch your heart, and hopefully to incite you to take positive action in your business and your life.

I encourage you to read and reflect on them, internalize their meaning for you, and if they resonate, share them with anyone you think would benefit from reading them.

My sincere hope is that these quotes serve to ignite your inner core, grow your leadership, enrich your life and the lives of others, and help you to create and leave a lasting legacy.

Yours Truly, *John Mattone*



LAW #1

Align yourself with people of extraordinary character and competence.

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LAW #2

The disciplined
pursuit of less
gives us more.



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LAW #3

Have the guts to look inside and admit that while you may be good, you are not the best you can be.



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LAW #4

Go forward everyday committed to worthy achievement, being altruistic, and building rewarding relationships with the people in your life.



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LAW #5

The key to unlocking your massive potential is making the decision to be vulnerable.



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LAW #6

You have the choice to either accept or reject feedback; however, if you reject feedback you also reject the choice of acting in a way that may very well bring you abundant success and happiness.



LAW #7

Great leaders commit to becoming more capable, committed, and connected today than they were yesterday.

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A close-up photograph of a person's hand raised in a meeting. The hand is wearing a watch and a ring. The background is blurred, showing other people and a presentation screen. The lighting is warm and focused on the hand.

LAW #8

Success has nothing to do with money, titles, and possessions; success is only about committing—every day—to becoming the absolute best you can be.



LAW #9

The most powerful leadership truth is that failure almost always precedes success, yet the most powerful leadership irony is that success is often the first step to failure.

A person with glasses and a ponytail is shown in silhouette, sitting on a rock and meditating. The background is a soft, hazy sunset or sunrise sky. The overall mood is contemplative and serene.

LAW #10

Great leaders engage in quiet, daily reflection.

“Did I bring extraordinary value to my family,
my team, and my organization?”

...and then make the commitment to bring
even more value tomorrow.

A woman with blonde hair, wearing a grey sweater, is smiling broadly and raising her right hand in a meeting. She is looking towards the right side of the frame. The background is slightly blurred, showing what appears to be a conference room with a whiteboard and some equipment. The overall tone is positive and professional.

LAW #11

If you want others to be happy be courteous, compassionate and altruistic; if you want to be happy, be courteous, compassionate and altruistic.

A woman with blonde hair, wearing a blue patterned top and a necklace, is looking down at her smartphone. The background is blurred, suggesting an outdoor setting. The image has a blue tint.

LAW #12

Your presence is determined by your reputation; your reputation can spiral up or down based on your wow factor—do you fall short or just meet people's expectations? Or, do you wow the people in your life?

A woman with long dark hair is seen from the side, looking out of a car window. The view outside is a vast, hazy landscape under a warm, golden light, suggesting a sunset or sunrise. The car's interior, including the window frame and a side mirror, is visible in the foreground.

LAW #13

Nobody sees your inner-core except you, if you choose to see it. If you do choose to see it, this becomes the key to unlocking your true greatness.

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LAW #14

The health and vibrancy of your **inner-core** predicts the health and vibrancy of your **outer-core**, which is what the world sees.

LAW #15

Character won't determine your destiny; it will determine your ultimate destiny.



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LAW #16

The best predictor of your future is not past performance;

it is the combination of your past, *your willingness* to accept your gifts and deficiencies, your willingness to commit to a plan in which you leverage your gifts and address your deficiencies, *your willingness* to execute your plan, *your willingness* to be vigilant to the results you achieve, and most importantly *your willingness* to course correct, continuously.”

LAW #17

**It's not about the organization you want to create;
It's about the organization you must create.**

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LAW #18

Disruptive innovation in your personal life isn't so much about wanting to trash your comfortable life as it is wanting to find new measuring sticks by which to measure success.

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LAW #19

Results transform when culture transforms.

Culture transforms when behavior transforms.

Behavior transforms when mindsets transform.

LAW #20

As in medicine, in a world of corporate reinvention and renewal, prescription before diagnosis is malpractice.

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LAW #21

The road to reinvention and renewal for any organization is based on having a workforce— from top to bottom, who are centered, happy, and passionate about making themselves better but also their organization better.



LAW #22

A positive, hopeful mindset predicts positive, hopeful behavior.

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LAW #23

Keep your customers at the focal point of your plans and actions.

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LAW #24

The strongest corporate cultures are built on principles of *trust* and *responsibility*, and those concepts are repeatedly highlighted by an *empowered* team.

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A photograph of two hikers from behind, looking out over a dense forest of evergreen trees. The hiker on the left has long blonde hair and is wearing a dark jacket with a large backpack. The hiker on the right is wearing a wide-brimmed hat and a dark long-sleeved shirt, pointing their right index finger towards the sky. The background shows a rocky mountain slope with more trees.

LAW #25

Standards and expectations are contagious, in that when people see someone set and achieve high standards for themselves, they tend to want to imitate the behavior.

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LAW #26

Critical and strategic thinking, problem solving, and communicating are competencies in demand in every profession.

A woman with short dark hair, wearing a dark sweater and a leopard-print skirt, is sitting on a staircase. She is looking back over her right shoulder towards the camera. The background shows a window with horizontal blinds and the metal railings of the stairs.

LAW #27

It is *character* rather than *charisma* that is a necessary leadership attribute.

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A photograph of two antelope heads with long, spiraling horns, positioned in a grassy field. The image is overlaid with a semi-transparent dark grey filter. The text is centered over the image.

LAW #28

You can't make conflict go away by ignoring it.

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LAW #29

Harness your biggest failures to power your greatest successes.

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LAW #30

Both power and influence can change behavior and get results, but power is coercive, while influence is not.



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LAW #31

To know how to get to your

destination

you have to know where you are now.

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LAW #32

**Leaders *LEAD*,
while Bosses *PUSH***

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The background of the slide features silhouettes of four business professionals walking from left to right against a solid green background. From left to right, there is a man in a suit, a woman in a light-colored top, a woman in a dark top with a ponytail, and a man in a light-colored shirt and tie. The text is overlaid on this background.

LAW #33

**Strong Leadership + Strong Culture
= Strong Performance.**

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LAW #34

Successful coaching of any kind depends on the *readiness* of the person being coached.

LAW #35

True leaders are driven by a sense of service to a greater community—
a sense of duty to something more significant than themselves.

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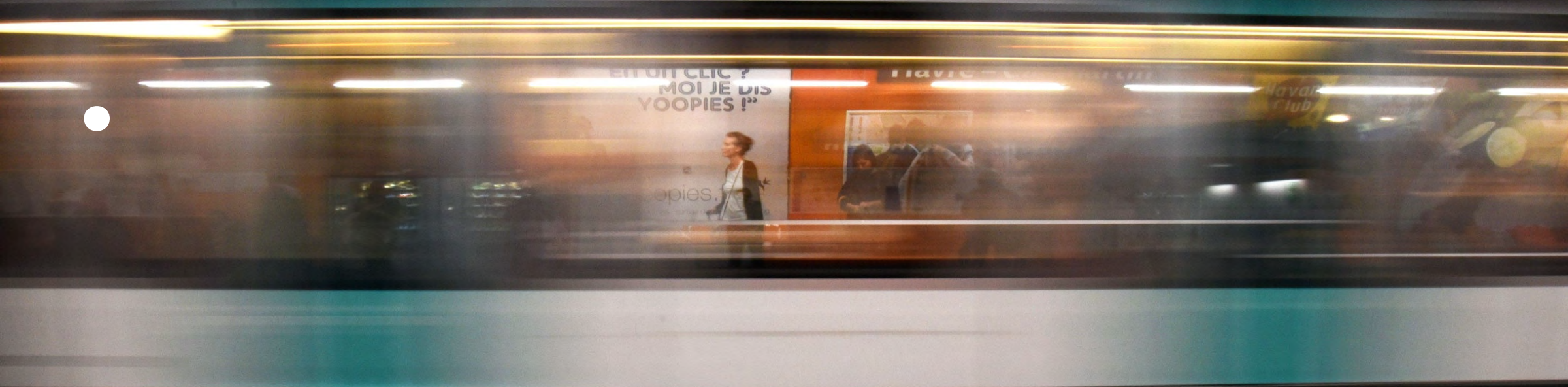
LAW #36

A comfort zone is a disease.

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LAW #37

LEADERSHIP ISN'T STATIC



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A person in a dark hoodie is silhouetted against a bright blue sky. They are holding a flaming torch high, with bright orange and yellow flames and sparks emanating from it. The person's face is obscured by the hood and shadow.

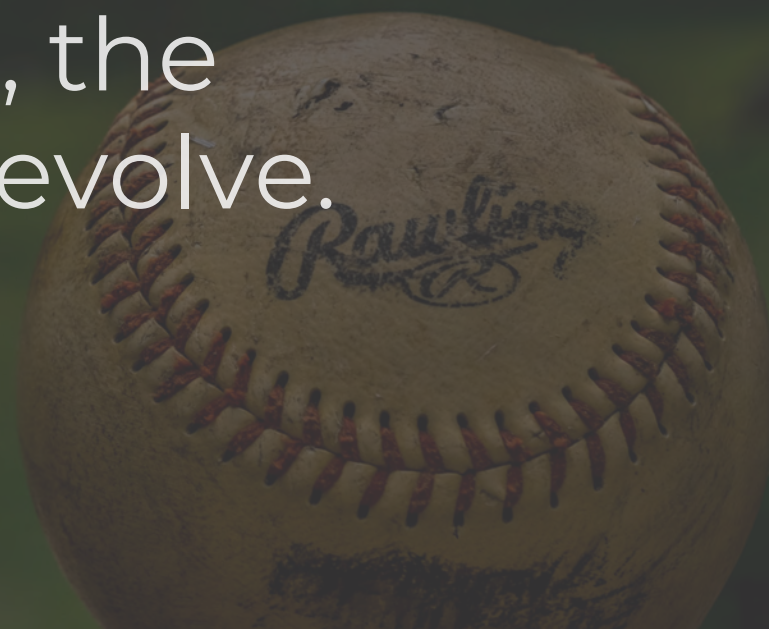
LAW #38

The leader of a tribe that holds the torch higher, shedding less light on themselves, simultaneously creates more light for the tribe—of the benefit of everyone.

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LAW #39

While the game of success remains largely the same, the tools to produce success evolve.



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LAW #40

Executive coaching is one of the most powerful and effective ways to unleash leadership potential and improve performance.



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A top-down view of two people sitting at a round, grey, textured table. They are both holding white coffee cups filled with dark coffee. The person on the left is wearing a blue denim shirt, and the person on the right is wearing a white and grey striped shirt. The background is slightly blurred, showing what appears to be a doorway or window.

LAW #41

Words matter, but how they're presented can make or break their effectiveness.

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LAW #42

Management is not a matter of controlling people or processes to accomplish a goal. Leadership is about **influencing, motivating, and enabling** people.

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LAW #43

Without culture, a business is nothing more than a place people go to work.

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LAW #44

Corporate culture is more than a slogan or a mission statement.

It's something that must be practiced until it is second nature.

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A smiling man with short brown hair and a light beard, wearing a light blue button-down shirt over a grey t-shirt, is the central focus. He is in an office environment with blurred desks, computers, and other people in the background. The text is overlaid on the image.

LAW #45

Frontline employees need and deserve competent, well-trained leaders.

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A man and a woman are sitting at a table in a meeting. The man is on the left, looking down at a laptop. The woman is on the right, looking towards the man. There is a coffee cup and a smartphone on the table. The background shows a window with a grid pattern and some sticky notes.

LAW #46

When we learn to judge others by the content of their character and what they actually bring to the table, rather than what we assume they bring to the table, we make our own world—and the world at large—a richer, brighter place.

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LAW #47

Listening to others' viewpoints may reveal the one thing needed to complete your goals.

A photograph of two men sitting at a table, looking at a laptop. The man on the right is pointing at the screen and has his hand to his chin, appearing thoughtful. The man on the left is looking at the laptop. The image is overlaid with a semi-transparent blue filter.

LAW #48

You will never achieve anything worthwhile in life unless you have also brought abundant value to others—in your personal life and in business.

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A hand holding a pair of glasses in a library setting. The background is a blurred bookshelf filled with books. The glasses are held in front of the camera, and the hand is visible on the right side of the frame.

LAW #49

Psychological blind spots may soothe the ego, but they are detrimental in the long term.

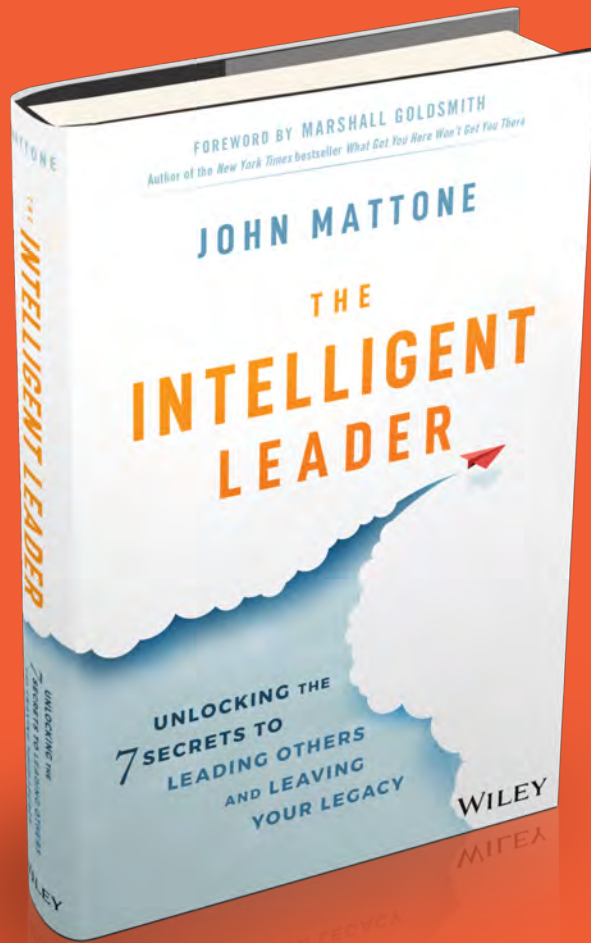
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A close-up photograph of a person's hand wearing a watch, with a dark overlay and text. The watch has a dark face and a metal link bracelet. The background is a blurred, light-colored surface.

LAW #50

Time will move forward, whether or not we (and our organizations) do.

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Take Your Leadership to the Next Level....

If you've found my 50 Laws inspiring, then I highly recommend that you take a look at my new book, *The Intelligent Leader: Unlocking the 7 Secrets to Leading Others and Leading Your Legacy*.

Learn more at www.intelligentleaderbook.com