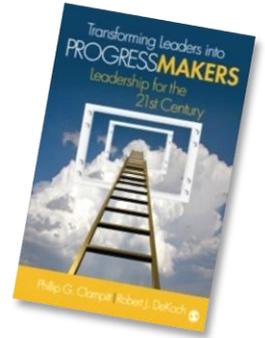


Story Behind the Video Clip

Objective

Provide an attention-getting and educational introduction to the *Progress Makers* book. Instructors teaching from the book can use the clip to launch a discussion. Students sharing a book report with a class may use the clip in a similar way.



Rationale for Images

Part 1: Leadership is NOT about Power, Position, and Personality

- North Korean Dictator, Kim Jong-Il, has all the power in North Korea but his leadership has resulted in economic ruin. The South Korean economy is booming by comparison. To be specific, based on the most recent estimates the North Korean GDP/person is \$555/person (ranked 207th in the world), while the South Korean GDP/person is \$19,300 (ranked 60th in the world).¹
- The Duchess of York holds a title associated with some degree of esteem. It is supposed to be a position that others respect. Her recent troubles regarding alleged bribery indicate that conferring a title on someone does not guarantee he or she will become a progress-making leader.²
- Former Presidential Candidate, John Edwards, had a winning personality that endeared him to jurors and voters alike. However, his fall from grace emerged after lying about an affair.³

Part 2: Leadership and Progress

- When Winston Churchill came to power during World War II, most of Europe was dominated by the Nazis. When he left office, the world was almost free of Nazi tyranny.⁴
- *Progress Makers* recounts the remarkable story of Mary Kay Ash on page 156. It all began when she was passed over for a promotion. That became the impetus for her founding Mary Kay Cosmetics.
- Steve Jobs revitalized Apple.⁵ Various stories about him appear in the book (see pages 140 -141, 169).

Part 3: Leadership Principles Highlighted in the Book

- The images of exploring and refining reflect the central forces that guide effective leaders' approach to progress making.
- The images of spacecraft highlight the notion that progress makers create platforms--and then must destroy them--to keep moving forward. NASA learned many valuable lessons from the Mercury and Gemini programs. Yet neither spacecraft (e.g. platform) could have put a man on the moon. This is the story reflected in the pictures and

discussed in greater detail in chapters 4 and 6. Likewise, Jeff Bezos is hastening the demise of books (which he loves) by replacing them with his Kindle product.

- The other images of uncertainty, circle of engagement and error management highlight three key strategies discussed at length in the second section of the book.
- The statistic about well-led companies emerged from a study discussed in Appendix B.
- Alfred North Whitehead (1861 – 1947) worked with the philosopher Bertrand Russell to co-author the work *Principia Mathematica*. And like Russell he went beyond his roots as a logician and mathematician to become an influential philosopher.⁶

Part 4: Images of Progress Makers

- Slower Images – These are pictures of people who are featured in the book as progress makers or will be in future editions. The authors interviewed all of these people about leadership.
- Faster Images – This is a collection of various historical figures, along with other leaders the authors interviewed. Their thoughts provided the intellectual backdrop for many key ideas.

Video and Concept Developers

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Endnotes

¹ Based on data computed by WolframAlpha (iPad App)

² See <http://www.telegraph.co.uk/news/newsttopics/theroyalfamily/7884031/Duchess-of-York-makes-all-her-staff-redundant-to-help-her-finances.html>

³ A. Young, *The Politician: An Insider's Account of John Edwards's Pursuit of the Presidency and the Scandal That Brought Him Down*. New York: Thomas Dunne Books, 2010.

⁴ C. D'Este, *A Life of Winston Churchill at War, 1874 – 1945*. New York: Harper, 2008.

⁵ L. Kahney, *Inside Steve's Brain*. Portfolio: New York, 2008

⁶ See <http://plato.stanford.edu/entries/whitehead/>