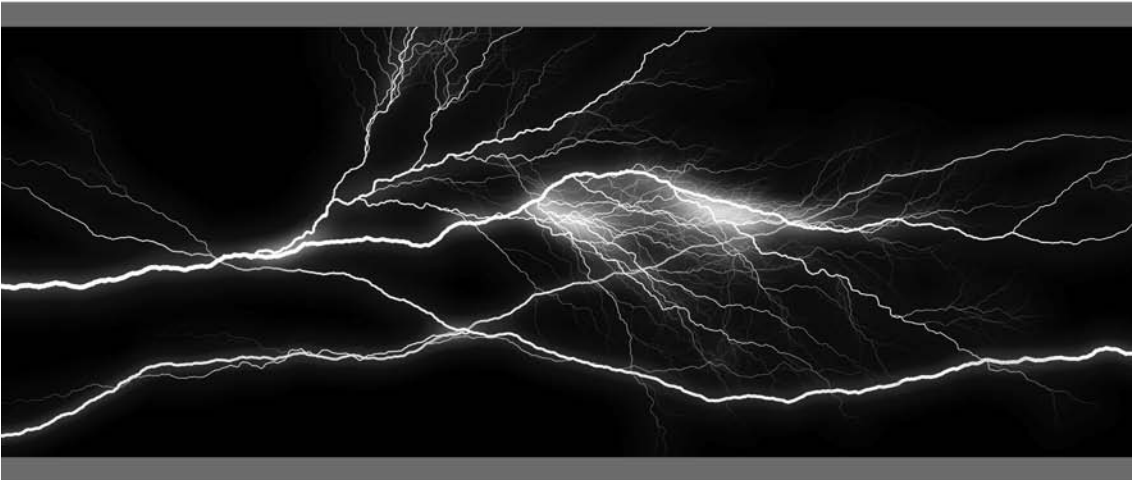


LEADERSHIP ENERGY ($E=mc^2$)



**A High-Velocity Formula to Energize
Your Team, Customers and Profits**

DAVID COTTRELL

LEADERSHIP ENERGY

($E=mc^2$)

A High-Velocity Formula to Energize Your Team, Customers and Profits

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Part One:

The Power of Energy

Introduction

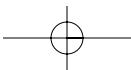
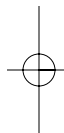
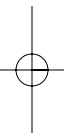
The Formula – $E=mc^2$

Why Energy Leaks Occur

Mass: Building the Right Organization



LEADERSHIP ENERGY: $E=mc^2$





INTRODUCTION

*Not everything that counts can be counted,
and not everything that can be counted counts.*

– Sign hanging in Einstein’s office at Princeton

Albert Einstein’s formula, **$E=mc^2$** , has been called the most celebrated equation of all time. Breathtaking in its simplicity yet revolutionary in its impact, his formula fundamentally transformed scientific thinking about the universe.

Einstein’s equation, which directly evolved from his work on the theory of special relativity, challenged well-established theories about mass and energy. Up until 1905, when Einstein developed his theory, scientists believed that mass and energy were two different things. Einstein was the first to propose the radical idea that mass and energy are two forms of the *same* thing, and that neither appears without the other.

Einstein’s theory was so revolutionary at the time that there was no way to verify it – and in fact, another 25 years would pass

LEADERSHIP ENERGY: $E=mc^2$

before anyone *could* prove it. Years later, his deceptively simple formula laid the groundwork for the development of both nuclear energy and nuclear weapons. In many ways, Einstein's theory changed the course of human history. Talk about a formula that's had a powerful impact!

Leadership Energy... $E=mc^2$ borrows some principles of Einstein's famous theory about mass and energy in the universe, and applies them to help explain the energy found in successful, high-achieving organizations. Like Einstein's formula, the ***Leadership Energy*** formula is based on simple principles. But don't let its simplicity fool you. In combination with the accompanying straightforward techniques, the ***Leadership Energy*** formula has the power to transform your organization.

First, though, let's address the question that's probably on your mind: What is organizational energy, anyway?

Admittedly, organizational energy is one of those concepts that's difficult to define and impossible to measure. But there's no denying that organizational energy is a powerful force that fuels the success of many high-achieving organizations.

In trying to define organizational energy, perhaps it's useful to first define what it's *not*. Organizational energy is *not* just short-term enthusiasm for the latest corporate program-of-the-month, and it is *not* just a week-long buzz that follows an executive weekend retreat. Although emotions like excitement and enthusiasm are often a byproduct, organizational energy itself is grounded in something much deeper – a solid commitment to an organization, its mission and values, and an unshakable desire to propel the organization to achieve bigger and better things.

Introduction

The potential for energy resides in every employee, every team, and every department within an organization. But tapping into and releasing that energy is a task for an organization's leaders. And once the energy has been released, the leaders must then find a way to focus that energy to achieve the organization's goals.

Leadership Energy contains all the practical tools and techniques you need to harness the energy of your organization and move it to higher levels of achievement.

And the best part? You don't have to be an Einstein to learn and apply its principles. This book will provide you with the knowledge required to energize your team, your customers and your profits.

Read, enjoy and apply our leadership version of ***E=mc²***.