



To be a leader, you need to know where you are going and have a plan for getting there. Set goals - and be relentless. You can practice leadership even when you are the only person in the room. Thinking like a leader - dreaming like the proverbial rockstar - is not just fun, but it's also beneficial.

George Clooney is this generation's perfect movie star - do I hear the murmur of a group consensus? Like a leading man from eras gone past, this boy's brand represents talent, good looks, and wealth - all deliciously unattainable.

George is aspirational: men want to be him, and women want to date him. And speaking of aspirations: *Vogue* magazine makes a daring decision to extend their brand, and launches an issue targeted to men. Who do they use for the cover? George. Who are they going to follow up with? I would suggest they do as Oprah has done. Oprah is on the cover of her O Magazine every month. If the market can embrace continuous covers of Oprah, I'm sure both female and male audiences would be more than willing to embrace a continuous George.

George's style is one of ease and contentment, and I suspect with a charm that sneaks up and smoothers you from head-to-toe. But that ain't no smoke screen. There are some serious fires burning on this boy's lands. George is getting around, from the lots of Warner Brothers to the casinos of Vegas to the shores of Italy. Sound like familiar stomping grounds?

