



To be a leader, you have to look

like one, talk like one, act like one.

The most important preparation for looking like a leader begins inside your head. Once you cultivate your own vision of yourself as a leader, it becomes second nature to convey it to others.

Then you can work on the fun stuff: packaging yourself – creating your presence. I had my first emotional collision with a Mercedes when I was just a kid. There we were, at a family cookout – grownups hovering around the grill while the kids crowded the yard, throwing Frisbees and footballs at each other. Suddenly, the throaty roar of a diesel engine came over the crowd, and the adults fell into reverent silence. My aunt and uncle pulled up the driveway in their blue Mercedes-Benz. I knew at the time that these were the rockstar relatives – the ones with the money and only two kids to support, as opposed to the eight in our family. Their Benz eased up the driveway, past all the Ford wagons and Chevy sedans. The foursome glided out, and the doors shut behind them with a heavy German-engineered clunk. All Frisbees and footballs fell silent as we observed the car's no-fly zone. We weren't told to behave, but instinctively, we knew: don't mess with the Mercedes.

And today it still speaks.

