



SHOW YOUR BRAND LEADERSHIP BY BUILDING A GREAT BRAND

BY DR KKJOHAN

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“SHOW YOUR BRAND LEADERSHIP BY BUILDING A GREAT BRAND”

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**BRAND
DEFINES SUCCESS**

**SUCCESS
DEFINES LEADERSHIP**

**LEADERSHIP
DEFINES YOU.**

DR KKJOHAN



FORWARD

LEADERSHIP IS A SUBJECT MATTER THAT AROUSES GREAT INTEREST? WHAT IS THE BEST STYLE OF LEADERSHIP? YOU WILL GET DIFFERENT ANSWERS TO THE QUESTION.

ONE THING THAT I AM VERY CERTAIN IS THAT IF YOU WANT TO BUILD A SUCCESSFUL BRAND, YOU MUST HAVE STRONG AND EFFECTIVE BRAND LEADERSHIP. BEHIND EVERY SUCCESSFUL BRAND IS THE LEADER AND IF HIS LEADERSHIP IS NOT STRONG, THE BRAND WILL DEFINITELY FAIL. CONSUMERS NOWADAYS ARE NOT ONLY ATTRACTED TO STRONG BRANDS BUT THE LEADERSHIP BEHIND THE BRAND.

TO ME, LEADERSHIP IS A JOURNEY. GREAT LEADERS ARE NOT BORN OVERNIGHT. THEY GO THROUGH VARIOUS PHASES OF GROWTH AND TRANSFORMATION. THEY STUMBLE, FALL AND RISE MANY TIMES OVER IN THEIR QUEST FOR LEADERSHIP.

THE QUOTES IN THIS BOOK ARE EXPERIENCES THAT I HAVE LEARNED IN MY LEADERSHIP. THESE QUOTES REFLECT MY PRACTICE , BELIEFS AND CONVICTION. THESE ARE THE PRINCIPLES THAT WORK BEST FOR ME AND I HOPE THAT THESE QUOTES WILL INSPIRE AND IMPART IDEAS TO YOU IN YOUR PURSUIT TO BE A BETTER LEADER.

BRAND LEADERSHIP IS NOT A WALK IN THE PARK BUT IF WE HAVE THE RIGHT PHILOSOPHY AND PERSPECTIVE, WE WILL DEFINITELY SUCCEED. STAY TRUE TO YOUR BRAND AND BUILD YOUR BRAND LEADERSHIP THAT WILL STAND THE TEST OF TIME.

“BE A LEADER WORTHY OF REMEMBRANCE.”

**DR. KKJOHAN
PRESIDENT**



**YOUR LEADERSHIP WILL
CHART YOUR SUCCESS
AND
CREATE HISTORY
TO BE REMEMBERED.**

DR KKJOHAN



BRAND LEADERSHIP & YOU

WHAT IS LEADERSHIP?

ANYONE CAN TAKE IN THE POSITION OF A BRAND LEADER BUT HOW MANY CAN WALK THE TALK? HOW MANY LEADERS CAN GAIN THE RESPECT OF THEIR SUBORDINATES AND FOES ALIKE?

DON'T BE JUST A LEADER, BE A BRAND LEADER.
TAKE IT. MAKE IT. LIVE IT.



**BRAND LEADERSHIP
BEGINS WITH YOU
YOU ARE THE BRAND
AND
THE BRAND IS YOU**

**BE STRONG
BE GREAT
BE THE ONE
THAT'S YOU.**

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**IF YOU DON'T LEAD
YOUR BRAND
SOMEDAY, SOMEONE WILL.**

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**DEFINE YOUR
BRAND LEADERSHIP
OR YOUR
BRAND LEADERSHIP
WILL DEFINE YOU.**

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**THERE ARE
TWO TYPES OF LEADERS
BRAND LEADER
OR
BRANDED LEADER**

WHICH LEADER ARE YOU?

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**AS A LEADER
YOUR STATEMENT
IS
A PROOF
OF YOUR INTEGRITY.**

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THE THREE Ls OF LEADERSHIP LIKE, LOVE AND LIVE THE LEADERSHIP

I'M LOVIN' IT
I'M LIKIN' IT
I'M LIVIN' IT.

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**TRUST IN YOUR LEADERSHIP
WITHOUT THAT
THERE IS NOTHING
TO EXPECT AND HOPE FOR.**

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YOUR ATTITUDE SAYS IT ALL

**DO YOU HAVE TO
OR DO YOU WANT TO
IF YOU HAVE TO
IT MEANS DUTY CALLS
IF YOU WANT TO
IT MEANS BEYOND
THE CALL OF DUTY.**

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**WHAT YOU WANT IN
YOUR LEADERSHIP
WILL DETERMINE
WHAT YOU ARE GOING
TO HAVE
AND
WHERE YOU ARE GOING
TO BE.**

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**LITTLE BECOMES MUCH
IN THE HANDS OF THE LEADER**

**A LEADER SEES THE VALUE
AND
MAXIMISES THE POTENTIAL.**

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**IT IS EASY
TO COME TO LEADERSHIP
BUT IT IS NEVER EASY
TO COME THROUGH LEADERSHIP.**

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**THE TRUE SPIRIT
OF LEADERSHIP**

**WHEN EVERYONE SAYS
“CAN’T”
THE LEADER SAYS
“CAN”**

**THE TRUE LEADER KNOWS
WHAT HE HAS
AND
WHAT IT TAKES
TO SUCCEED.**

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**NEVER LIVE
WITH REGRETS
REGRETS WILL BLIND
YOUR FUTURE
THERE IS A BRIGHT FUTURE
AWAITING FOR YOU.**

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**HAVING
A COMPETITIVE SPIRIT
IS THE WAY TO WIN**

**NO CHALLENGE
NO CHAMPION**

BE A CHAMPION.

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CREATE A POSITIVE MENTAL ATTITUDE FOR IMPROVEMENT IN YOUR LEADERSHIP.

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**A LEADER MUST LEAD
AND NOT BE LED
BUT OFTEN TIMES
THE OPPOSITE IS TRUE.**

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**IN THIS TIME AND AGE
LEADERSHIP
IS NOT LIMITED BY AGE
IT IS NOT HOW OLD YOU ARE
IT IS HOW BOLD YOU ARE.**

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CULTIVATE GOOD HABITS AND VALUES AS STEPPING STONE FOR YOUR BRAND LEADERSHIP.

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**KEEP DOING
WHAT YOU ARE DOING BEST
IS THE BEGINNING
OF GREAT LEADERSHIP.**

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**LEADERSHIP
IS THE INSTITUTION
FOR GOOD GOVERNANCE
AND GOOD PRACTICES**

**WORK ON YOUR LEADERSHIP
TO BEFIT THE INSTITUTION.**

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**CHERISH YOUR LEADERSHIP
SEIZE THE MOMENT
BEFORE IT IS CEASED.**

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VISIONARY VICTOR

A GREAT LEADER IS ABOVE THE REST BECAUSE HE IS A VISIONARY.
ACTUALISING HIS VISION WITH HIS LEADERSHIP, DRIVEN BY PASSION
AND POSITIVITY TO BE A RESOUNDING VICTORY .



**YOUR BRAND VISION
MUST BE
CONCEPTUALISED
IN YOUR MIND
ACTUALISED
IN YOUR HEART
AND
MATERIALISED
IN YOUR LIFE.**

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THE VISION IS BEFORE YOU

**STAY TRUE
STAY FOCUSED
STAY COMMITTED
BECAUSE YOUR LEADERSHIP
WILL TAKE YOU
TO YOUR VISION.**

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**DON'T JUST TALK
ABOUT YOUR DREAM
WORK IT
MAKE IT
LIVE IT.**

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**A LOT OF DREAMS
TURN INTO NIGHTMARES
A LEADER IS ABLE
TO TURN
NIGHTMARES TO DREAMS.**

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BE A DRIVEN LEADER OVERDRIVE YOUR LEADERSHIP FOR MAXIMUM PERFORMANCE.

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**PUT MORE THOUGHTS
TO YOUR DREAMS
AND
THINK LESS OF YOUR FEARS
THEN YOU WILL HAVE
THE COURAGE TO MOVE ON.**

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**WHEN EVERYONE SEES
THE DOOM AND GLOOM
A LEADER SEES
THE BOOM AND BLOOM**

**WHEN NO ONE SEES IT
A LEADER SEES IT**

**THAT'S THE
VISION OF LEADERSHIP.**

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**THE GOLDEN WORD
FOR BRAND LEADERSHIP
IS POSITIVITY**

**TAKE LIFE POSITIVELY
TO BE A BETTER LEADER.**

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**EMBRACE POSITIVITY
AVOID NEGATIVITY
TO REACH YOUR
BRAND DESTINY.**

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SMART LEADERSHIP

**THERE ARE
NO DIFFICULT PEOPLE
ONLY DIFFERENT
SITUATIONS AND EXPECTATIONS**

**UNDERSTAND THEM
FOR THEM
TO UNDERSTAND YOU.**

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**A LEADER
MUST BE ABLE TO LOOK
BEYOND THE PAST
TO THE FUTURE
TO SEE THE BIGGER PICTURE
AND
SACRIFICE WHAT IS
FOR WHAT'S NEXT.**

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MASTERMIND MISSION

BRAND LEADERS ARE MASTER STRATEGISTS, CHARTING THE FUTURE OF THEIR BRANDS, NAVIGATING THE UNCHARTERED WATERS OF THE COMPETITION AND ARTFULLY STEERING THEIR ORGANISATIONS TO GREATER HEIGHTS.



**WHEN THERE IS
NO LEADERSHIP
THERE IS
CONFUSION
CONTENTION
AND
CONSPIRATION
THAT WILL KILL THE BRAND.**

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THREE TACTICS IN LEADERSHIP

ATTRACT ATTACH ATTACK.

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THE NEVERLAND OF LEADERSHIP

**NEVER CONFRONT
NEVER CONDEMN
NEVER COMPLICATE.**

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THE RIGHT COMPOSITION

**HAVING THE RIGHT LEADER
DOING THE RIGHT THING
AT THE RIGHT TIME
FOR THE RIGHT REASON.**

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**A LEADER MUST BE ABLE TO
THINK IT THROUGH
MAKE IT THROUGH
SEE IT THROUGH
IN ANY GIVEN SITUATION.**

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**ALWAYS BE IN POSITION
TO REPOSITION**

**TAKE POSITION
FOR LEADERSHIP**

**LEADERSHIP IS ALL ABOUT
POSITIONING.**

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**KNOW YOUR STRENGTH
TO GAIN
COMPETITIVE ADVANTAGE
TO TAKE ADVANTAGE
OF YOUR ENEMY'S
DISADVANTAGE.**

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THE FIVE S's FOR BRAND LEADERSHIP

**SUBSTANCE
STRENGTH
SKILL
STRATEGY
SUSTAINABILITY.**

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**IN LEADERSHIP
DOING MORE IS AN ASSET
DOING LESS IS A LIABILITY
DOING NOTHING IS DOOM.**

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BE MYSELF

BE UNIQUELY ME
TO BE DISTINCTIVE

THIS IS ME.

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**IQ GIVES YOU
THE INTELLIGENCE
EQ GIVES YOU
THE EXPERIENCE**

**INTELLECTUAL KNOWLEDGE
AND
EXPERIENTIAL KNOWLEDGE
WILL GIVE YOU
THE LEADERSHIP ADVANTAGE.**

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**LEADERS WORK BEST
WHEN THEY FIND PLEASURE
IN THEIR WORK.**

**FEEL
THE ADRENALINE
THE EXCITEMENT
AND
THE PLEASURE
IN YOUR LEADERSHIP.**

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**SET A HIGH STANDARD
TO
RAISE YOUR STANDARD
FOR
LEADERSHIP**

**WITHOUT STANDARD
YOU CANNOT CREATE
A FOUNDATION
FOR GREAT LEADERSHIP.**

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COURAGE AND CONFIDENCE

THE TRUTH IS GREAT LEADERS ARE NOT CONFORMERS. THEY LEAD THE PACK BECAUSE THEY DARE TO BE DIFFERENT. COURAGE & CONFIDENCE IS WHAT MAKES THEM DIFFERENT.



**DON'T WORRY
ABOUT CRITICISM
YOU WILL HAVE
THE LAST LAUGH
WHEN YOU
PROVE THEM WRONG.**

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**LEADERSHIP IS NOT
A WALK IN THE PARK
IT IS
A RUN FOR A CAUSE
WITH A HIGHER PURPOSE.**

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**SELF-TRUST
IS THE MARK OF LEADERSHIP**

**SELF RELIANCE
SELF DEPENDANCE
SELF CONFIDENCE
WILL TAKE YOU A LONG WAY.**

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**FEAR IS AN ILLUSION
AN OBSTACLE TO SUCCESS**

**BREAK YOUR FEAR
BE A FEARLESS LEADER.**

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**FEAR NOT
CONQUER YOUR FEAR
OR YOUR FEAR
WILL CONQUER YOU.**

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**THE GREATEST COMMISSION
FOR LEADERSHIP**

**MAKE THE COMMITMENT
TO MAKE THE CHANGE**

**LEADERSHIP IS
ABOUT CHANGE.**

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**WE HAVE HEARD OF
GREAT STORY
GREAT ACHIEVEMENT
GREAT SUCCESS**

NOW BE ONE.

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**THE BIGGEST RISK IN
LEADERSHIP IS NOT
ABOUT FAILING
BUT FALLING**

**SO MANY LEADERS
HAVE FALLEN.**

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**LEADERSHIP
CAN BE AT A STANDSTILL**

**KEEP GOING
KEEP MOVING
KEEP DOING
AND STOP AT NOTHING
DON'T BE STAGNANT.**

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**NEVER BE STUMBLLED
BY ANYONE
IN YOUR QUEST
FOR LEADERSHIP.**

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THREE KEY WORDS OF LEADERSHIP

**MUST DO
CAN DO
WILL DO**

**NO MATTER WHAT
HAVE TO DO.**

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**SOMETIMES
WHEN THERE IS
NO BREAKTHROUGH
IN YOUR LEADERSHIP
IT IS BETTER
TO TAKE A BREAK
THAN TO BREAKDOWN
SO YOU CAN MAKE
A COMEBACK.**

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**THERE ARE LEADERS
WHO ARE COMPETENT
BUT NOT CONFIDENT
AND
THERE ARE LEADERS
WHO ARE CONFIDENT
BUT NOT COMPETENT**

**BE A
CONFIDENTLY COMPETENT
LEADER.**

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**HAVE THE COURAGE
TO DRIVE YOUR LEADERSHIP
FORWARD**

**WITHOUT COURAGE
THERE IS NO LEADERSHIP.**

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**THE PATH TO COURAGE
IS NOT TO DISCOURAGE
BUT TO ENCOURAGE**

DARE TO LIVE COURAGEOUSLY.

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TRUSTING THE TRUTH

THE TRUTH IS, LEADERS WHO WORK MOST EFFECTIVELY, NEVER SAY 'I'. THEY DON'T THINK 'I.' THEY THINK 'WE'; THEY THINK 'TEAM'. THEY BUILD TRUST TO STRENGTHEN CREDIBILITY BY DEMONSTRATING THAT THEY ARE NOT IN IT FOR THEMSELVES; INSTEAD, THEY HAVE THE BEST INTERESTS OF THE TEAM AT HEART.



**BEFORE YOU RESPOND
TO ANY GIVEN SITUATION
ASK YOURSELF
WHATEVER FOR?
WHAT IS THE POINT?**

**SO THAT YOU CAN PROVIDE
POSITIVE SOLUTIONS.**

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**AS A LEADER
YOU ARE EMPOWERED
TO LEAD
SO LEAD WITH AUTHORITY
TO EMPOWER PEOPLE.**

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**LEADERSHIP
IS A DIVINE CALLING
FOR A HIGHER PURPOSE
FOR A GREATER GOOD
AND
FOR THE SAKE OF HUMANITY
A SACRED RESPONSIBILITY.**

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THE FORMULA FOR LEADERSHIP

**SINCERITY+ INTEGRITY+
DIGNITY+ CREDIBILITY
=
SUCCESS.**

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**LEAD BY EXAMPLE
OR NOT AT ALL
BECAUSE
EXAMPLARY LEADERSHIP
IS THE NOBLEST
LOFTIEST
AND HIGHEST LEVEL
OF LEADERSHIP**

**THE WORLD IS WAITING
TO SEE THE LEADER
IN YOU.**

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**LEADERSHIP
IS HERE TO STAY**

**STAY FOR REAL
STAY FOR SUCCESS
STAY FOR GOOD.**

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**TRUST
IS THE SUBSTANCE
THAT BINDS
EVERYONE AND EVERYTHING
TOGETHER BECAUSE
UNITY
IS STRENGTH FOR SUCCESS.**

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**NO TRUST
NO LEADERSHIP
LEADERSHIP IS BUILT
ON TRUST**

**CAN YOU TRUST OTHER
AND CAN OTHER TRUST YOU?**

**THIS IS
THE GREATEST QUESTION.**

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**VALUE TRUST
AT ALL TIMES**

**HOW TO TRUST?
WHO DO I TRUST?
WHAT CAN I TRUST?
WHY MUST I TRUST?
WHEN SHOULD I TRUST?**

**WITHOUT TRUST
THERE IS NOTHING.**

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**GREAT LEADERSHIP
IS A RESULT OF
PATIENCE
PERSISTENCE
AND
PRESEVERANCE.**

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**PEOPLE MAY GIVE UP
ON YOU
BUT YOU MUST NOT GIVE UP
ON YOUR LEADERSHIP**

**THE LEADERSHIP IS YOU
AND YOU ARE THE LEADER.**

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CHAMPIONS BY CHOICE

CHAMPIONS ARE NOT BORN BUT MADE. THEY DECIDE IF THEY WANT TO TAKE THE BULL BY THE HORNS TO BE THE ULTIMATE CHAMPION. WHAT ABOUT YOU? ARE YOU THE LEADER THAT CAN TAKE ADVANTAGE OF SITUATIONS TO EMERGE VICTORIOUS?



**NEVER WAIT FOR THINGS
TO HAPPEN
WORK TO MAKE IT HAPPEN.**

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**LEADERSHIP
IS A CHALLENGE
TAKE UP THE CHALLENGE
BECAUSE THE CHALLENGE
BRINGS OUT THE CHAMPION
IN YOU.**

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**IF YOU WANT TO BE
A LEADER
BE A STAR LEADER
OR NOT AT ALL.**

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CHANGE YOUR MINDSET

**MANY HAVE FAILED
BECAUSE THEY NEVER
THOUGHT THEY COULD**

**UNTIL
THEY HAVE SUCCEEDED
THEY NEVER KNEW
THEY COULD.**

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WHAT IS THE SECRET?

**THERE IS NO SECRET
TO SUCCESS IN LEADERSHIP.**

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THE THREE Es OF EXCELLENCE

EXPLORE
ENGAGE
EXPAND

TO EMPOWER YOUR
BRAND LEADERSHIP.

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**A LEADER LOOKS OUT
FOR OPPORTUNITIES
BECAUSE OPPORTUNITIES
HARDLY COME BY.**

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**CAN YOU SEE THE VALUE
OF YOUR LEADERSHIP?**

**IF YOU DON'T SEE THE VALUE
IN YOUR LEADERSHIP
YOUR LEADERSHIP
HAS NO VALUE.**

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**STOP WAITING
STOP CHASING
STOP HOPING
STOP DREAMING**

**A LEADER
MUST ALWAYS BE LEADING
ALL THE WAY
ALL THE TIME.**

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**LEADERSHIP
IS JUDGED BY
YOUR PERFORMANCE**

**ARE YOU A LEADER WHO
UNDERPERFORM
OVERPERFORM
OUTPERFORM
OR
CANNOT PERFORM?**

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**IN LEADERSHIP
YOU CAN'T BE ALL THINGS
TO ALL PEOPLE**

**HAVE NOTHING TO DO
WITH PEOPLE
WHO HAVE NOTHING TO DO
WITH YOU**

IS A WASTE OF TIME.

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BRANDING AND BEYOND

HOW STRONG IS YOUR BRAND LEADERSHIP? DOES YOUR BRAND LEAVE
AN INDELIBLE IMPRESSION IN THE COMMUNITY? DOES IT TRANSCEND
CLASSIFICATIONS & BOUNDARIES TO BE TRULY EXCEPTIONAL?



**MAKE A MARK
FOR YOUR LEADERSHIP
OR
YOUR LEADERSHIP
WILL BE MARKED**

GET ON YOUR MARK!

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**BUILD A LIFE
FOR YOUR BRAND
SO YOUR BRAND
CAN BUILD
A LIFE FOR YOU**

BUILD A BRAND FOR LIFE.

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**LEADERSHIP STARTS
FROM TODAY
EVERY SINGLE DAY
NOT YESTERDAY
OR SOMEDAY.**

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**MY BRAND
MOTIVATES
MY LEADERSHIP
AND
MY LEADERSHIP
MAGNIFIES
MY BRAND.**

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**ANYTHING AND EVERYTHING
CONCERNING
BRANDS AND BRANDING
SHOULD BE YOUR CONCERN
CONCENTRATE ON IT.**

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**SAY NOT
WHAT YOU CANNOT DO
SAY
WHAT YOU CAN DO
FOR YOUR BRAND
LEADERSHIP
THAT'S IT!**

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THINK OF WAYS
WHEN THERE IS NO WAY
FIND A WAY
CREATE A WAY
NO MATTER WHAT

BE INTELLIGENT
INNOVATIVE
INGENIOUS
IN YOUR LEADERSHIP.

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**IT TAKES GREAT EFFORT
TO BUILD A BRAND
IT IS GREAT LEADERSHIP
THAT BUILDS A BRAND.**

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EARN YOUR LEADERSHIP AND YEARN FOR IT.

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**BE A LIMITED EDITION
FOR YOUR BRAND
BECAUSE
YOUR BRAND KNOWS
NO LIMIT.**

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**LEADERSHIP
IS DISCIPLINE
WITHOUT WHICH
NOTHING IS DONE
OR CAN BE DONE
OR HAS EVER BEEN DONE.**

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THOUGHTS THAT TRANSFORM

GOOD BRAND LEADERS MASTER THEIR THOUGHTS AND USE THESE THOUGHTS TO GUIDE THEM IN THEIR LEADERSHIP. THEY ARE ABLE TO HOLD TWO OPPOSING IDEAS IN MIND AT THE SAME TIME AND STILL RETAIN THE ABILITY TO FUNCTION.



HYPE OR HOPE?

**PEOPLE HAVE HOPE
IN YOUR LEADERSHIP
SO YOU MUST NOT
FAIL AND DISSAPOINT THEM
GIVE HOPE IN YOUR LEADERSHIP
AND NOT HYPE.**

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**WHAT IS THE ENDPOINT
IN YOUR LEADERSHIP?**

**TO ADVANCE AND BUILD
A BETTER GENERATION
FOR A GREATER FUTURE**

BE ALL OR NOTHING.

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**THE TOUCHPOINT
OF LEADERSHIP
IS THE HUMAN TOUCH
DON'T LOSE TOUCH
KEEP IN TOUCH.**

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**IN LEADERSHIP
YOU MUST EMBRACE
THAT WHICH IS GOOD
AND EXPUNGE
THAT WHICH IS NOT
TO BUILD
YOUR REPUTATION.**

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**A LEADER
KNOWS THE IMPORTANCE
OF TEAMWORK**

**IT IS
THE TEAM THAT WORKS
WE, NOT ME**

**TOGETHER
WE ARE STRONGER.**

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**TRUE LEADERSHIP IS NOT
RETALIATING
REACTING
REVENGING**

**IT IS
REAFFIRMING
REASSURING
RESOLVING**

**BE TRUE
TO YOUR LEADERSHIP.**

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**AS A LEADER
YOU MUST HAVE TRUST
IN YOURSELF
AND FAITH IN OTHERS**

**WITHOUT HAVING
THIS VIRTUE
AND VALUE
YOU CANNOT BUILD
A STRONG RELATIONSHIP.**

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**THINK THINK THINK
TILL YOU CAN NO LONGER THINK
STILL YOU MUST
THINK THINK THINK
UNTIL
NOTHING BECOMES SOMETHING.**

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**THINK THOROUGHLY
THROUGH
AND THINK THROUGH
THOROUGHLY.**

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**EVERYTHING
STARTS FROM THINKING
AND NOTHING HAPPENS
WITHOUT THINKING.**

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BREAKTHROUGH IN YOUR THINKING FOR A BREAKTHROUGH IN YOUR LEADERSHIP.

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**A LEADER IS
A DEVELOPER OF IDEAS
A BUILDER OF BRANDS
A CONSTRUCTOR OF SUCCESS**

**TOGETHER THEY BUILD
THE TOWER OF DREAMS.**

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**WHAT IS THE DIFFERENCE
BETWEEN
EXPERIENTIAL KNOWLEDGE
AND
KNOWLEDGABLE EXPERIENCE?**

**ONE GIVES US
THE INSIGHT
AND
THE OTHER GIVES US
THE FORESIGHT.**

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**TO UNDERSTAND
THE DNA
OF YOUR LEADERSHIP**

**FIND
THE WHY
THE WHAT
AND
THE HOW
OF YOUR
LEADERSHIP PHILOSOPHY.**

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**HAVING
THE RIGHT PERSPECTIVE
WILL PUT YOUR LEADERSHIP
IN PERSPECTIVE**

**SET
YOUR PERSPECTIVE RIGHT
AND
YOUR LEADERSHIP
WILL GO FAR.**

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WORDS OF WISDOM

WE ARE OFTEN OVERWHELMED BY THE ENORMITY OF OUR GOALS. WHEN THAT HAPPENS, STEP ASIDE AND SOAK IN SOME WORDS OF WISDOM TO HAVE A BETTER CLARITY OF SITUATION & DIRECTION.



**THE ONE GREAT LESSON
I LEARNT IN LEADERSHIP
IS THAT
YOU DON'T HAVE
TO MAKE MISTAKES
AND
FAIL IN ORDER TO SUCCEED

REBUTT YOUR FAILURE
MENTALITY.**

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**YOU GET WHAT YOU DESERVE
YOU HAVE TO EARN IT TO HAVE IT.**

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**IF YOU WANT MORE
DO MORE
IF YOU WANT TO BE GREAT
DO GREAT THINGS.**

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**AS A LEADER
YOU ARE THE ANSWER
BE THE ANSWER
FOR YOUR LEADERSHIP.**

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**ACCOUNTABILITY
IS THE LEADER'S
RESPONSIBILITY
IF YOU ARE NOT
ACCOUNTABLE
YOU ARE NOT
RESPONSIBLE.**

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**DISCOVER
YOUR LEADERSHIP STRENGTH
TO IMPACT
INFLUENCE
INSPIRE
PEOPLE.**

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**IT IS THE LEADER
WHO CREATES THE BRAND
AND
IT IS THE BRAND
THAT CREATES THE LEADER

TOGETHER THEY CREATE
GREATNESS.**

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**DO SOMETHING
FOR EVERYTHING
AND
DO EVERYTHING
FOR SOMETHING
BUT
DON'T DO ANYTHING
FOR NOTHING.**

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**YOUR BRAND
YOUR DREAM
YOUR LIFE
ARE ALL INTERLINKED**

**LEADERSHIP
BRINGS IT ALIVE.**

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**IN LEADERSHIP
NEVER ALLOW
YOUR FEELINGS
YOUR PREJUDICE
YOUR EMOTIONS
TO DICTATE
YOUR JUDGEMENT**

**ALWAYS BASED IT ON
PRINCIPLES.**

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HOW TO BE GREAT?

**EXPECT GREAT THINGS
ATTEMPT GREAT THINGS
ACHIEVE GREAT THINGS
BE GREAT!**

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**IN LEADERSHIP
THERE ARE ONLY
TWO WISHES**

**WISH TO HAVE
AND
WISH TO BECOME**

**TO HAVE BECOME
IS THE ULTIMATE PURPOSE.**

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THE BEGINNING OF THE END OF LEADERSHIP

**SELF-INDULGENCE
SELF-CENTEREDNESS
SELF-GRATIFICATION
SELF-OBSESSION
SELF-DECEPTION**

**DON'T TAKE THE PATH OF
SELF-DESTRUCTION.**

DR KKJOHAN



**NO PRESSURE
NO PLEASURE
HARDSHIP BRINGS OUT
THE STRENGTH
IN LEADERSHIP.**

DR KKJOHAN



THE “THIS” OF LEADERSHIP

**THIS IS WHY
THIS IS HOW
THIS IS IT.**

DR KKJOHAN



**PUSH BEYOND YOUR LIMIT
FOR
UNLIMITED SUCCESS
AND BEYOND.**

DR KKJOHAN



**A GOOD LEADER
KNOWS HOW TO DIFFERENTIATE
BETWEEN
WHAT IS IMPORTANT
AND
WHAT IS URGENT**

LEARN TO PRIORITISE.

DR KKJOHAN



**EVERYBODY
EXPECTS A LEADER
TO KNOW EVERYTHING**

**DOES A LEADER NEED TO KNOW
EVERYTHING TO LEAD?**

**TO LEAD OR NOT TO LEAD
IS THE QUESTION.**

DR KKJOHAN



**WHAT YOU MAKE
OUT OF YOUR LEADERSHIP
MATTERS**

**IT IS A MATTER
OF LIFE**

**YOUR LEADERSHIP
YOUR LIFE.**

DR KKJOHAN



LEADER OF LEADERS

ARE YOU A LEADER OF LEADERS, ONE WHO STANDS HEADS AND SHOULDERS ABOVE THE REST, ONE WHOSE LEGACY IMPACTS COMMUNITIES AND WILL BE ETCHED IN THE PAGES OF HISTORY.



**YOUR REPUTATION
COMMANDS ADMIRATION
WHICH SOLIDIFIES
YOUR POSITION
THAT IS TO BE EMULATED.**

DR KKJOHAN



**LEADERSHIP IS
RISING BEYOND
ALL EXPECTATIONS**

**IF NOT
THE LEADERSHIP HAS
FAILED.**

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BE A PEOPLE'S LEADER

**IT IS ABOUT PEOPLE
NOT ABOUT YOURSELF
IF YOU CAN'T SERVE
YOU CAN'T LEAD.**

DR KKJOHAN



PRECISION THINKING

**A DECISIVE LEADER
MAKES INCISIVE DECISION
TO CREATE
A PRECISIVE BRAND
TO PERFECTION.**

DR KKJOHAN



**KEEP YOUR WORD
CONCISE
AND YOUR ACTION
PRECISE
TO DYNAMISE
YOUR LEADERSHIP.**

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**IT IS THE STRENGTH
OF OPTIMISM
TO OVERCOME
ALL PESSIMISM
TO STRIVE FOR GREATNESS.**

DR KKJOHAN



**YOU CAN'T BE
IGNORANTLY PESSIMISTIC
AND
NAIVELY OPTIMISTIC
IN LEADERSHIP.**

DR KKJOHAN



THE SECRET OF BUILDING A STRONG BRAND IS A STRONG CLASSIC STORY OF A STRONG LEADERSHIP.

DR KKJOHAN



**HOW YOU PRESENT
AND REPRESENT
YOUR LEADERSHIP
WILL REFLECT
ON YOUR CREDIBILITY**

**IT CAN BE LOST
IN SECONDS.**

DR KKJOHAN



**YOUR BELIEF
DON'T MAKE YOU
WHAT YOU ARE
YOUR CHARACTER DOES
IT MAKES THE LEADER.**

DR KKJOHAN



KNOW THY LEADERSHIP

**THERE IS A DIFFERENCE
BETWEEN KNOWING
AND
KNOWING ABOUT**

**MANY KNOW ABOUT
ONLY FEW KNOWS.**

DR KKJOHAN



**A TRUE LEADER
INSPIRES OTHERS
TO RISE ABOVE THEMSELVES**

**EVERYTHING IS
ABOVE SELF-INTEREST.**

DR KKJOHAN



**DON'T NEED TO TALK MUCH
ONLY NEED TO SHOW MORE**

**LET YOUR LEADERSHIP
SPEAK LOUD AND CLEAR.**

DR KKJOHAN



**LEADERSHIP
IS ABOUT ACHIEVING
A LIFE OF SIGNIFICANCE
BE SIGNIFICANT.**

DR KKJOHAN



**ESTABLISH
YOUR LEADERSHIP
TO CREATE FOOTPRINTS
FOR YOUR BRAND**

**YOUR BRAND
YOUR LEGACY.**

DR KKJOHAN



**A GREAT LEADER
APPRECIATES THE PAST
BELIEVE THE PRESENT
ENVISION THE FUTURE.**

DR KKJOHAN



**DON'T BE AFRAID
TO DIE
BE AFRAID
THAT YOU MAY NEVER LIVED**

**IF YOU HAVE TO DIE
DIE FOR YOUR LEADERSHIP.**

DR KKJOHAN





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**THE BRAND
LAUREATE**
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