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BY KEN BLANCHARD

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- Putting the One Minute Manager® to Work** (with Robert Lorber), 1984
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BY MARC MUCHNICK

- Naked Management: Bare Essentials for Motivating the
X-Generation at Work**, 1996

The Leadership Pill

*The Missing Ingredient in
Motivating People Today*

Ken Blanchard
Marc Muchnick

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*We dedicate this book to the
Blanchard and Muchnick family leaders,
past and present.*

*To our inspirational wives,
Margie Blanchard and Kim Muchnick.*

*To our posterity,
Scott Blanchard and Debbie Blanchard Medina,
Kurtis and Kyle Blanchard,
Jessica and Blake Muchnick.*

*To our extended family members,
Humberto Medina, Tom McKee, Mark Manning,
Adam and Cynthia Muchnick, William Moreland,
Nicole and Matt Benak.*

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INTRODUCTION

Today's workforce is more sophisticated, diverse, and informed than ever before. As a result, the "my way or the highway" command-and-control approach to management doesn't cut it anymore. Ultimately, people are looking for something different—and better—in organizational leadership. They demand leaders who not only get results, but who win the trust and respect of their teams.

The Leadership Pill is a fun parable that underscores the need for leaders to show integrity, build a culture of partnership, and affirm people's sense of self-worth by letting them know that what they do is important. Our belief is that when you tune in to what people really want, you can outperform anyone—even someone who thinks they have found the perfect Leadership Pill.

We hope you will read this book to discover what it really takes to become an Effective Leader, and then perhaps share it with others who will

INTRODUCTION

benefit from the powerful message and learning points it contains. Remember, leadership is not something you do *to* people, it's something you do *with* them.

Our very best,
Ken and Marc
San Diego, California

The Leadership Pill

THE DISCOVERY

One sunny day in Corporate America, Leadership Pill Industries (LPI) opened their first production facility with an announcement that received immediate national media coverage: “We can compress all of the attributes of effective leadership into a single pill.”

Years of research and pilot studies had finally paid off. The company appropriately named their groundbreaking product the Leadership Pill and made plans to mass-market it across the land.

THE LEADERSHIP PILL

The Leadership Pill was viewed by the press as an especially stunning innovation. After lamenting the shortage of talented leaders in business, politics, and other organizational circles, the media clamored for more information.

“Industry survey data readily supports the launch of the Leadership Pill,” the LPI spokesperson reported.

In an effort to further define the market for their new product, Leadership Pill Industries hired an independent agency to conduct a series of focus groups to explore various important questions. One question in particular evoked the liveliest response from most participants: **“Of all the leaders you have met, how many of them do you consider to be truly *great* leaders?”**

THE DISCOVERY

“The focus group data is compelling,” LPI reported to the media upon receiving and analyzing the results. “CEOs and vice presidents across the board are concerned with the lack of leadership depth within their ranks, especially at the middle management level. Only a few front-line supervisors and employees recall feeling like they have ever worked for a truly great leader.”

Case studies conducted by industrial psychologists at a national leadership think tank also substantiated these findings.

“The majority of business, government, and nonprofit organizations are stuck in a perpetual leadership crisis,” the agency’s white paper revealed. “On top of this, stress and job insecurity continue to pervade the business landscape. There are no signs that the situation is likely to change going forward.”

THE LEADERSHIP PILL

Mounting anticipation of the Leadership Pill's arrival set off a wave of excitement. Company boardrooms bustled with anticipation. Employees speculated at the watercooler. No one could believe it—leadership in a pill!

“But can the Leadership Pill rid the world of micromanagers and overbearing executives?” many asked. “Is there truly hope that leaders might actually do what they say?”

It was a delightfully tempting proposition, they reasoned.

While support for the Leadership Pill was tremendous, one prominent and well-regarded figure in organizational leadership—aptly known as the Effective Leader based on his proven abilities over the years—raised a strong note of caution.

“If they don't have the right blend of leadership ingredients, the Leadership Pill will do more damage than good,” the Effective Leader stated in a talk-show interview.

THE PRESS CONFERENCE

In response to the attention that the Leadership Pill was receiving, the director of public relations at Leadership Pill Industries called an official press conference. The event was simulcast live on national television and the Internet.

Questions and comments were fielded from a broad panel of curious experts, management gurus, and survivors of failed organizations.

“Can you guarantee that the Leadership Pill really works?” asked an analyst from the International Leadership Consortium.

THE LEADERSHIP PILL

“Of course,” replied LPI’s director of PR, who had earned her stripes in corporate communications. “Pre-trials with the Leadership Pill have been convincing enough for us to offer a money-back return policy,” she said, smiling.

The CEO of the Workplace Affairs Bureau spoke up. “What is actually *in* this Leadership Pill?”

“What I can tell you is that the Leadership Pill contains extracts from the lessons of results-oriented leaders like Patton, Napoleon, and Attila the Hun,” revealed the director of PR. “It’s a powerful combination of ingredients.”

THE PRESS CONFERENCE

Steve Cheney from the Association of Managers asked, “What is the recommended dosage for newly promoted supervisors? Are there any health risks, and is the Leadership Pill FDA approved?”

“Steve, the Leadership Pill is completely safe,” replied the director of PR reassuringly. “It will be available over the counter or direct through LPI’s website at leadership-pill.com.”

Motioning to hold all questions for a moment, the director of PR pulled out a container of Leadership Pills from her briefcase.

“Now, if the cameras can zoom in for a close-up on the back of this pill bottle, our viewing audience will be able to see the dosage instructions. For those of you here today, please have a look at the flat-screen monitor to my left.”

DOSAGE INSTRUCTIONS:

Take two Leadership Pills every six hours. Newly promoted leaders should double their dosage for the first 90 days.

If leadership ability is not improved, seek the advice of a human resources professional.

Taking the Leadership Pill with more than three caffeinated beverages per day may result in workaholism.

If recently laid off or have accepted an early retirement package, refrain from using this product to prevent passive-aggressive leadership behavior.

For more info, contact LPI at www.leadership-pill.com