

Dreams are for
real!

What gives people
energy?

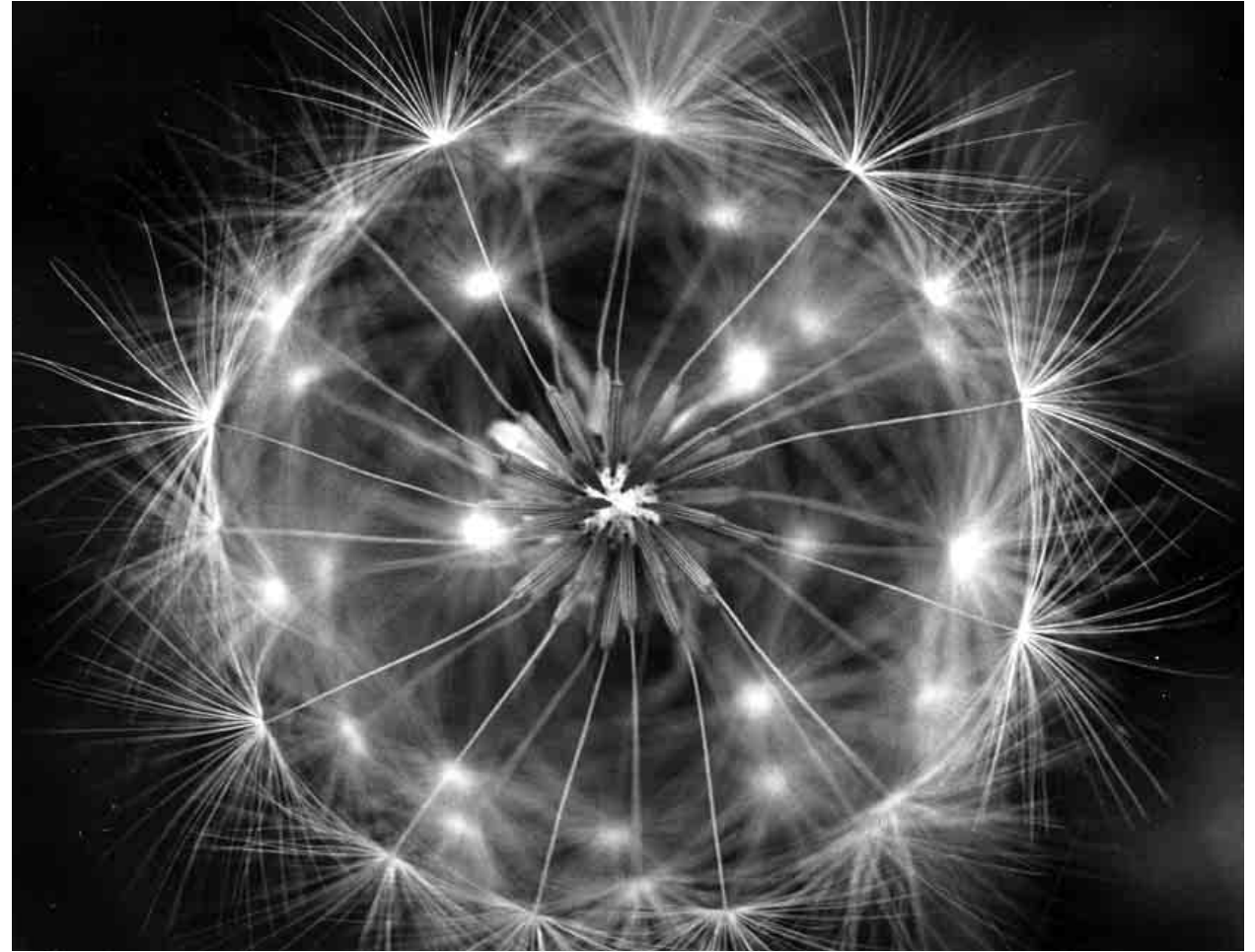
... asked, in despair, a leader in one of
our largest multinational corporations.



In response he got...



Dreams!



We all have dreams and ambitions.



Some dream of changing
the world.



Others about more immediate things.

Perhaps a flower in the garden.



Or love...



Some feel like Ferdinand
the bull, and would rather
smell the flowers.



Others may feel more like
the other bulls.

Longing for glory and
fame.



Dreams give us
hope and energy.



If we lose faith in our dreams,
we become passive and
spiritless.



Dreams can give meaning
to what would otherwise be
difficult and unpleasant tasks.



Without dreams even the simplest task may seem impossible.



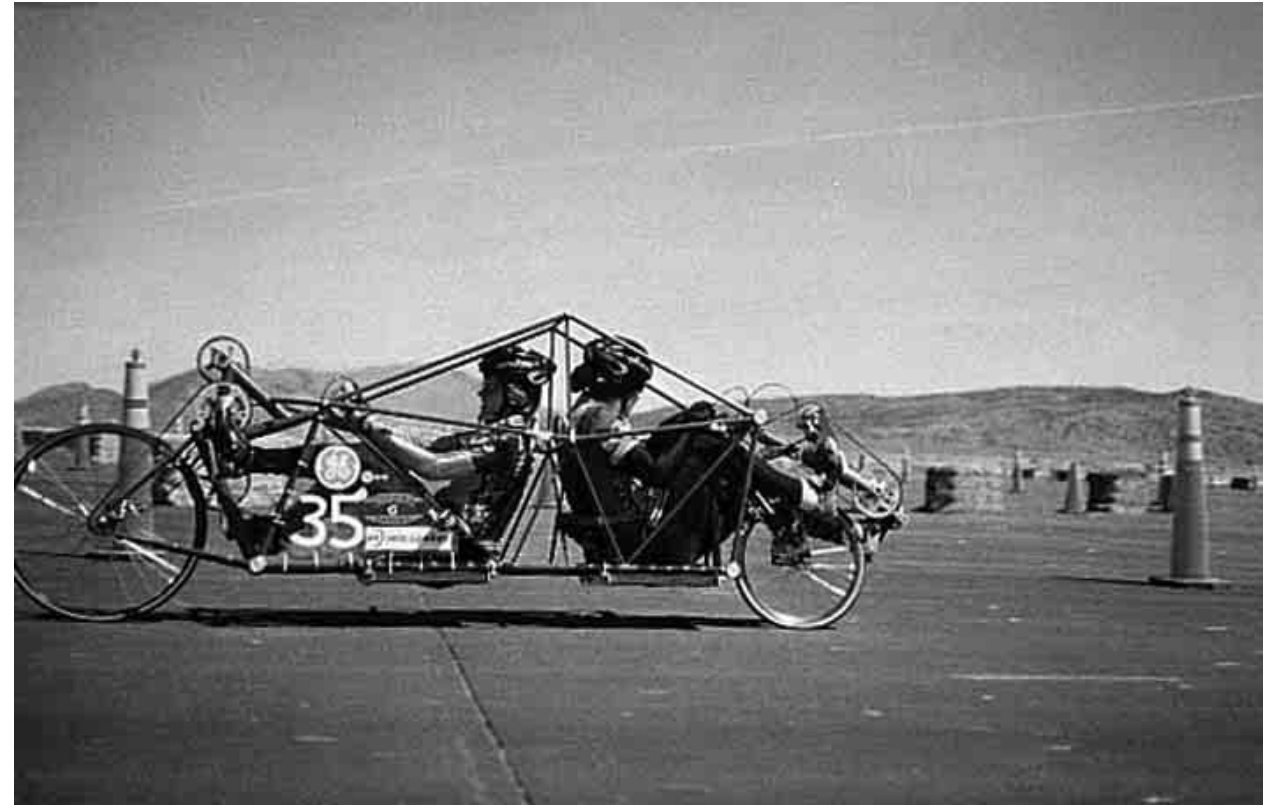
When we share our dreams
with other people, cooperation
comes easy.

We work in the same direction.



When our dreams are in conflict with others, there is a great risk that we work against each other.

Or go in different directions ...





To lead others...

... you have to help people
realize their dreams.

When Europeans discovered America they saw the huge land, endless opportunities.



The American
dream was born!

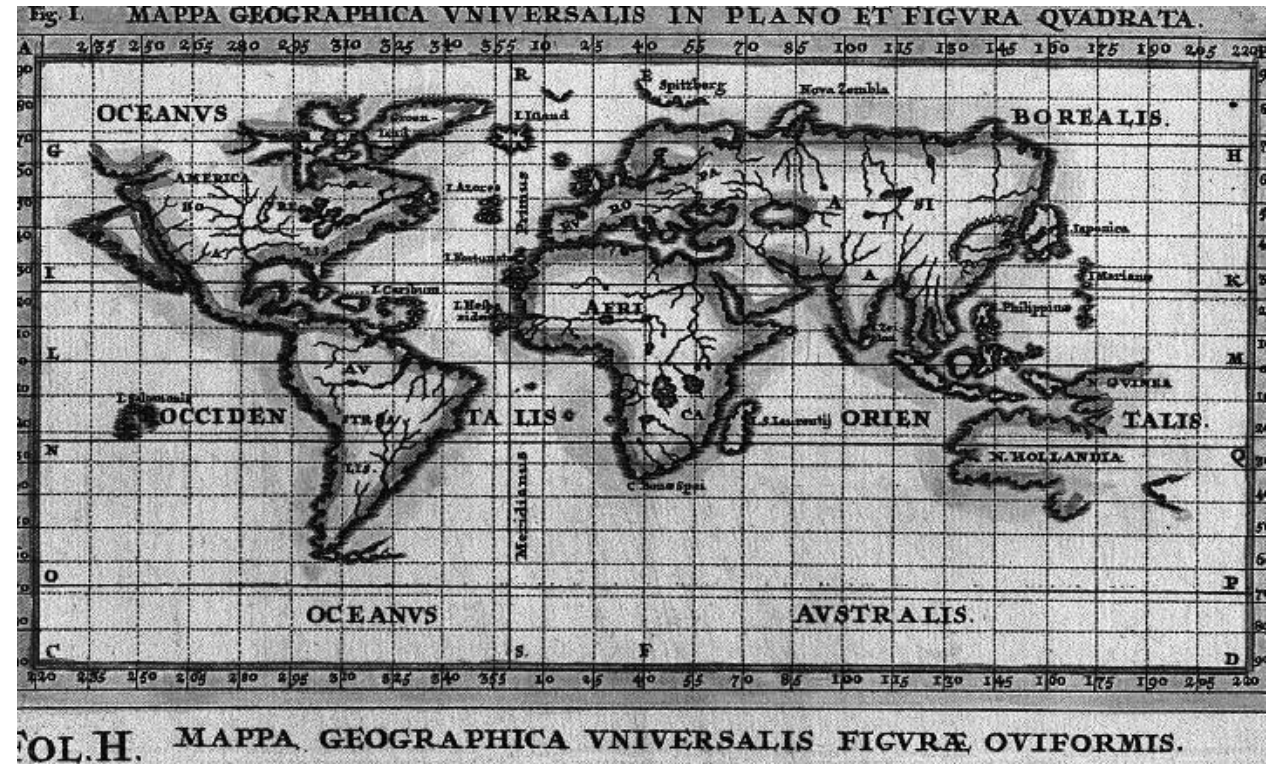


The dream was so strong that more than 30 million Europeans chose to migrate to a continent that they had only have heard of.



Leaders with a comprehensible and credible description of the world ...

... make it possible for people to orient and find new ways.



Leaders who lose their overview,
lose the ability to lead.





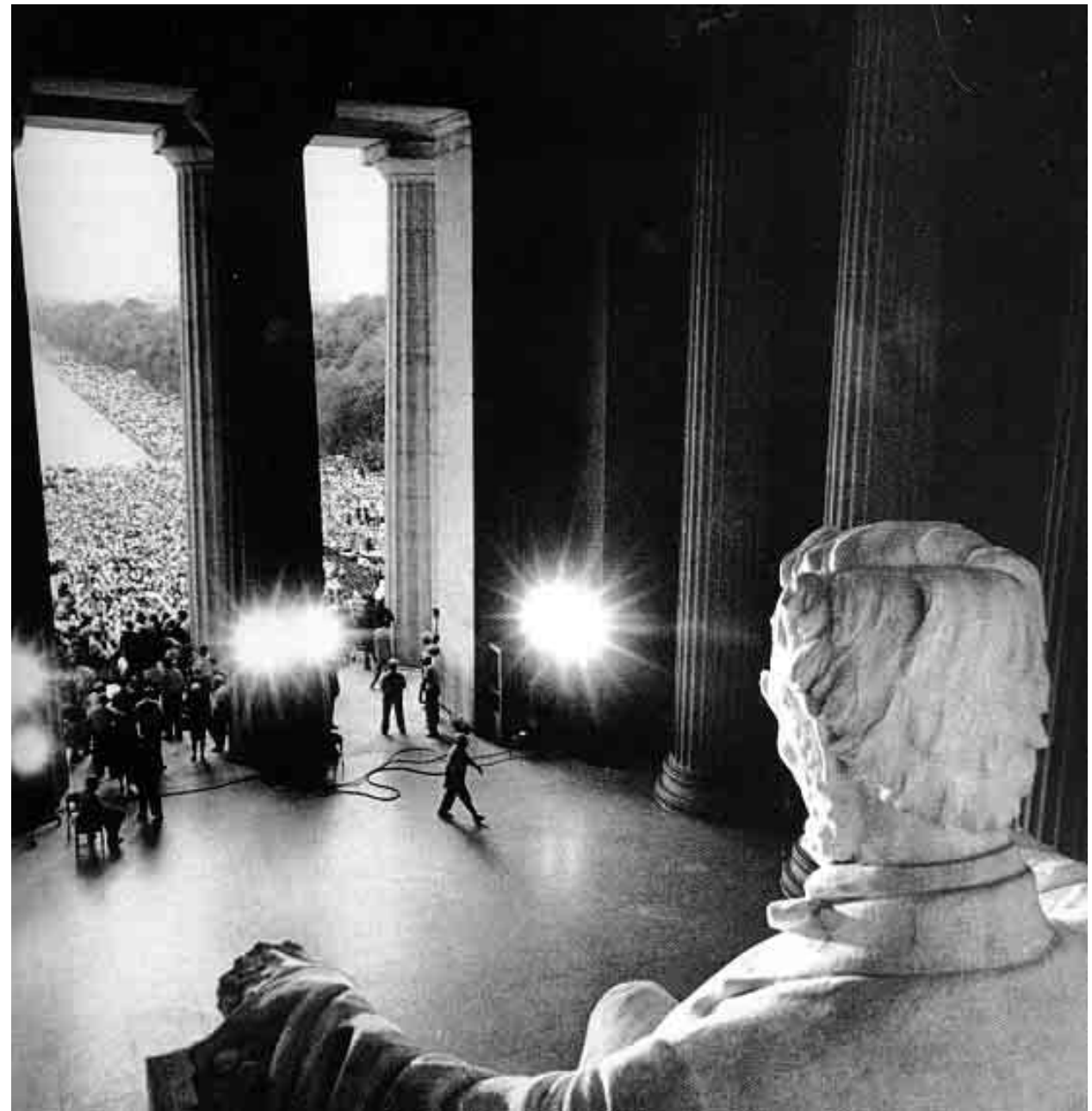
To lead others...

... you have to see
opportunities in the world
we are living in.

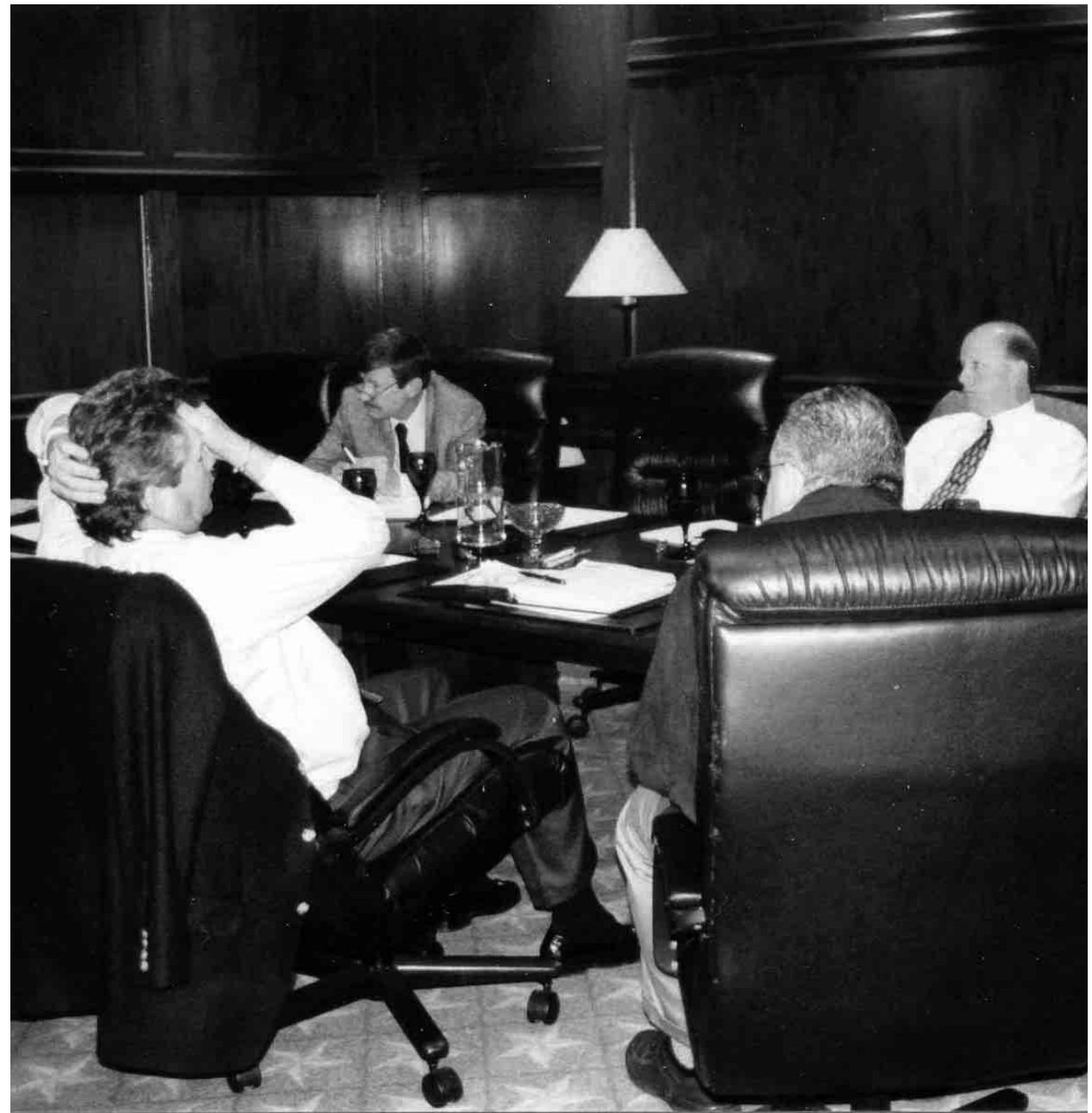
"I have a dream!"



These words articulated and captured what many Americans felt and were willing to fight for.

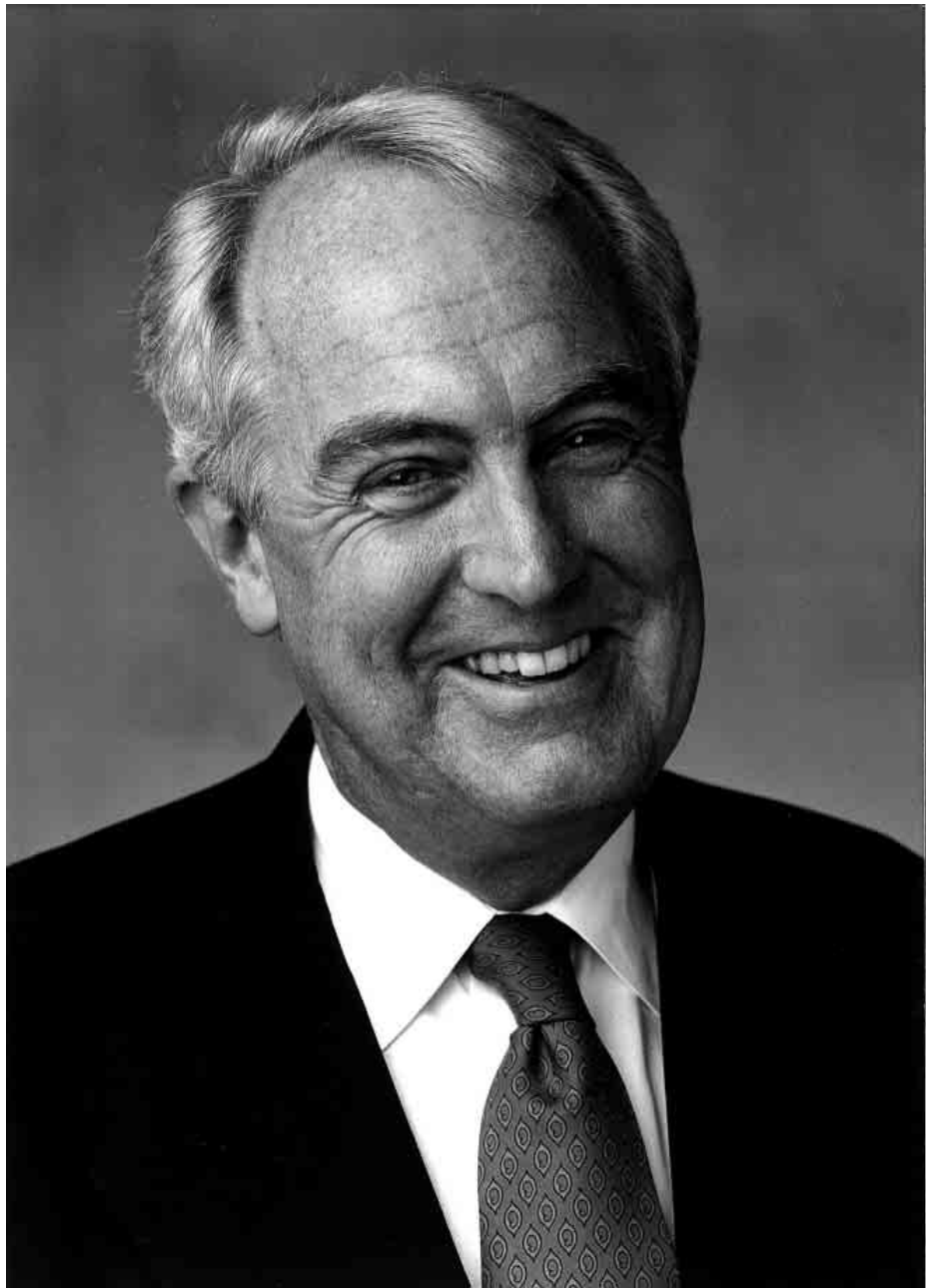


Leaders that cannot connect to other peoples dreams have to rely on force and repression.



Leaders who catch people's dreams have access to all the energy and creativity that exist in them.





To lead others...

... you have to articulate
the dreams that people
are willing to invest their
future in.

"I believe that this nation should commit itself to achieving the goal, before the decade is out, of landing a man on the moon and returning him safely to the Earth."



This vision enabled thousands of employees in the U.S. space industry to focus on a common goal.



Without a focus...
... nothing gets done.



Leaders that give people a focus, will create miracles.





To lead others...

... you have to give people
a role in a context that is
greater than themselves.

To lead others...

... you have to help other people realize their dreams.

... you have to see opportunities in the world we are living in.

... you have to articulate the dreams that people are willing to invest their future in.

... you have to give people a role in a context that is greater than themselves.

To lead others...

... you have to help other people realize their dreams.

... you have to see opportunities in the world we are living in.

... you have to articulate the dreams that people are willing to invest their future in.

... you have to give people a role in a context that is greater than themselves.

Then...

... visions will be dreams shared by many people.

Dreams are for
real!

LTInside
People Spell Success

