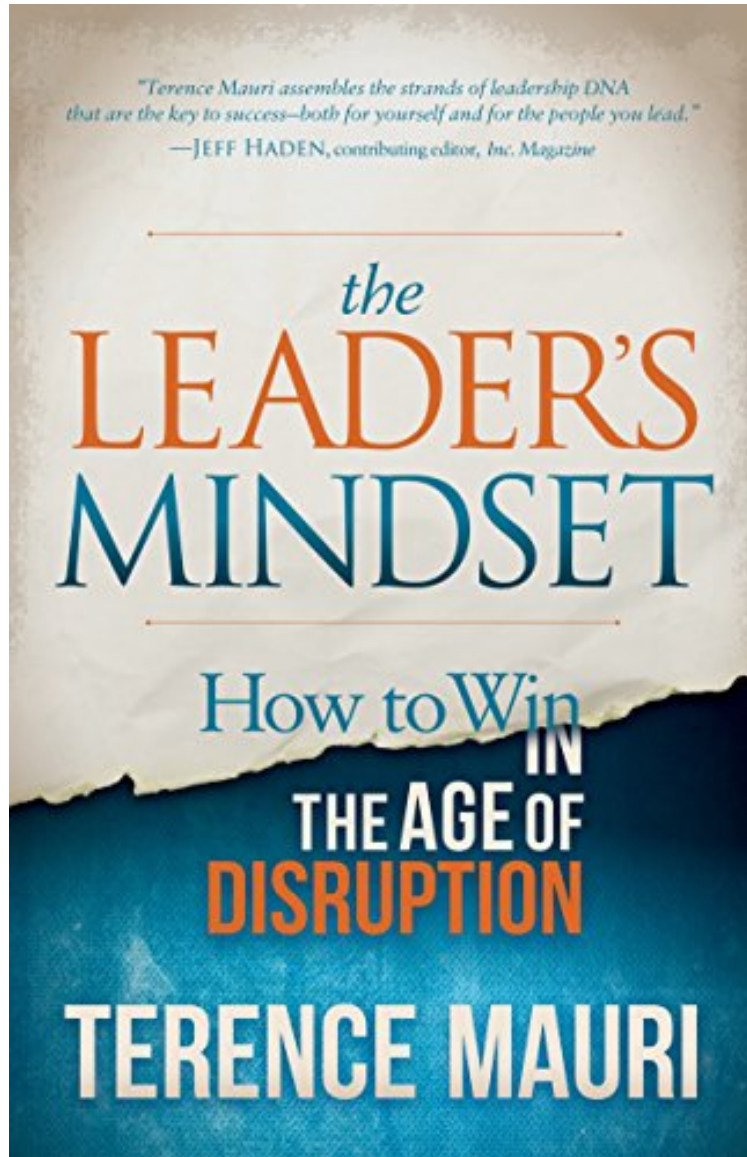


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## The Leader's Mindset: How to Win in the Age of Disruption

Terence Mauri

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Want to be a better leader? Read "The Leader's Mindset" and then DO WHAT IT TELLS YOU TO DO! You won't regret it. --- Chester Elton, New York Times bestselling author of "All In" "Terence assembles the strands of leadership DNA that are the key to success--both for yourself and for the people you lead." --- Jeff Haden, contributing editor, Inc. magazine "Insightful leadership wisdom for aspiring leaders distilled into practical, actionable advice." --- Doug Conant, chairman, Kellogg Executive Leadership Institute, and former CEO, Campbell Soup, Inc. "Extraordinary leaders are not born, they're made. This book offers a deep-dive into some of the most practical advice on how to become one." --- Emilia Lahti, Aalto University School of Science and Technology, and founder of the Sisu Lab "The difference between the best leaders and the rest is not who they know or even what they know but how they think. This book goes with the practical precision to the cerebellum of leadership." --- Octavius Black, CEO, Mind Gym "A game changer." --- Joel Brown, CEO and founder of Addicted to Success "The Leader's Mindset' unlocks the gates to exponentially better leadership. Packed with enlightening stories and grounded in research, Terence Mauri has written a book for anyone who wants to up their game." --- Kevin Kruse, New York Times bestselling author of "Employee Engagement 2.0" "As a leader, it takes courage and boldness to change the world, and it's not always easy--but it's the most fulfilling of any choices you can make. With Terence Mauri's expert advice, you now know how." --- Hans Balmaekers, CEO and founder of Sa.am "Terence unfolds masterfully the core aspects of leadership in our current times." --- Jesus Blanco, co-founder and CEO of Linktia "The Leader's Mindset' tells you clearly what to do harness the mindset of a disruptive leader." --- Gordon Tredgold, CEO and founder of Leadership Principles and Visiting Professor, Staffordshire University "Before reading 'The Leader's Mindset,' I thought I was stretching myself. But Terence Mauri showed me how I was holding myself back and what to do to really go big, to truly open up the possibilities for success. The Leader's Mindset shows you why some leaders are able to be true visionaries, how to identify the needs of the future before they exist, and what to do to lead your company there. In 'The Leader's Mindset,' Mauri outlines a path that's easy to follow and inspiring to think about, with great examples of success." --- Josh Davis, PhD, author of "Two Awesome Hours: Science-Based Strategies to Harness Your Best Time and Get Your Most Important Work Done" About the Author Terence Mauri is an author, keynote speaker, mentor and advisor to some of the world's most successful companies. He has been recognized as an Inc. magazine Top 100 Leadership Expert and Top 100 Leadership Thinker to follow on Twitter (@terencemauri). Terence serves as a mentor for Future Ideas (www.futureideas.org), an international panel of experts that includes some of the world's biggest thinkers, such as Dan Pink (Drive), Richard Florida (Rotman School, University of Toronto), and Rita McGrath (associate professor at the Columbia University Graduate School of Business). He is also a lead host for 9others.com, a thriving forum for connecting entrepreneurs around the world. You can reach Terence Mauri at www.terencemauri.com. Excerpt. copy; Reprinted by permission. All rights reserved. Mindset in Motion Jan Koum and Brian Acton are the founders of WhatsApp, the world's most famous messaging app. Its mission is to empower people through technology and communication, no matter who they

are, or where they live.” Their remarkable journey is a hallmark of courage, willpower, and relentless determination. In a Guardian newspaper interview, Acton describes the relationship as “yin and yang.” He says, “I’m the naïve optimist, he’s more paranoid. I pay attention to bills and taxes, he [Koum] pays attention to our product.” Koum was born in a rural village outside of Kiev, Ukraine. At the age of sixteen, during much political strife and instability, his family made the agonizing decision to flee their country and move to Mountain View, California. Koum’s father could not join them and was left behind. Koum told one interviewer, “I grew up in a society where everything you did was eavesdropped on, recorded, snitched on.” Koum’s difficult childhood experience under Soviet surveillance inspired the WhatsApp messaging service. Koum and Acton are no strangers to failure and rejection. In summer 2009, Acton was looking for a job. For more than eleven years, the Stanford computer science graduate had been working at Yahoo, the social networking business, in various engineering roles. He used Twitter to share his news. 7:06 PM, 20 MAY 2009 Networking with recruiters, venture capitalists, playing ultimate Frisbee. 8:39 PM, 23 May 2009 Got denied by Twitter HQ. That’s OK. Would have been a long commute. 8:14 PM, 3 Aug 2009 Facebook turned me down. It was a great opportunity to connect with some fantastic people. Looking forward to life’s next adventure. Whatever you choose to believe, life is anything but predictable. Just five years later, in a miraculous twist of fate, Facebook bought WhatsApp for \$19 billion. To put the deal in perspective, at the time of purchase, the hotel chain Marriott International had over 120,000 staff, a twenty-two-year history, and a market cap of over \$15.4 billion. WhatsApp has only fifty-five employees, although I hear they are hiring. How did this unlikely pair become two of the most successful entrepreneurs on the planet? The answer: They had harnessed the leader’s mindset. 10X Thinking Astro Teller is a British entrepreneur, scientist, and thinker who is widely credited as one of the pioneers of 10X thinking (10X). He heads up Google X, a futuristic lab responsible for hyper-ambitious projects such as Google Glass, balloon-powered Wi-Fi networks, and the infamous Google self-driving car. According to legend, his business card describes him as “Captain of Moon Shots.” His story inspired me to embark on a journey to unlock the anatomy of a leader’s mindset at many of the world’s most exciting organizations, from young startups to global giants. Along the way, I uncovered some surprising insights about how the smartest leaders, teams, and entrepreneurs think and what they do to inspire change and move forward. In an interview with Wired magazine, Teller explains the power of 10X thinking: “There are tests that you can apply to see if you’re thinking big enough. The easiest one, the mantra that we use at Google X, is ten times rather than ten percent better, you tend to work from where you are: if I ask you to make a car that goes 50 miles a gallon, you can just retool the engine you already have. But if I tell you it has to run on a gallon of gas for 500 miles, you’re going to have to start over. That causes you to approach the problem so differently that weirdly, counter-intuitively, it’s often easier to make something ten times better—because perspective-shifting is just that much more powerful than hard work and resources being thrown at problems via traditional, well-tried paths.” Imagine leading your organization up to ten times better than you do today or increasing your team’s success tenfold. 10X thinking is the golden thread that links all great leaders and is at the core of the leader’s mindset. My challenge had been set. I wanted to answer the question, “What if anyone could apply the principles of 10X to their mindset, their team and their leadership?”