

105 AMAZING TIPS FOR SUCCESS IN 2019

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SPECIAL EDITION

LEADERSHIP
PLAYBOOK
INSIDE

22

WAYS TO
BECOME
A LEGEND

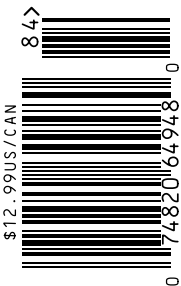
IS IT TIME
TO LEARN
CHINESE?

“The key to realizing a dream is to focus not on success but on significance.”
Oprah Winfrey

WOW! WORDS OF WISDOM

OPRAH WINFREY
ELON MUSK
NELSON MANDELA
MALALA
TONY ROBBINS
SHAUNA COXSEY
DEVAL PATRICK
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SHERYL SANDBERG
PETER DIAMANDIS
MICHAEL BLOOMBERG
GEORGE CLOONEY
LAKEY PETERSON

HOLIDAY GIFTS
FOR GOOD GUIDE





Paul Cummins is a ceramic artist. He lives in Derby, UK, the birthplace of the Industrial Revolution. He is also the creator and mastermind behind the internationally acclaimed 'Seas of Red' installation at the Tower of London, commemorating the 100th anniversary of the beginning of the Great War. Here is his story and why quests are so important as you lead going into The Age of Quests.



By Dean van Leeuwen

10 The Quest For 888,246 Fallen Soldiers to Symbolize Peace

During a sudden downpour in 2012, Paul Cummins sought refuge in a public library. He explored the archives and came across wills written by soldiers fighting in the first world war. One written phonetically, captivated him. Paul is dyslexic and the phonetics made it easier for him to read. He realized that it was the will and last testament of a woman who had disguised herself and gone off to fight and make the ultimate sacrifice in the trenches. A phrase: "Blood swept lands and seas of red where angels fear to tread" shot out. Paul was overwhelmed and it made him think about the war's massive death toll. There were 888,246 British and Commonwealth fatalities during World War One. Fueled with a crazy idea, Paul embarked on an audacious quest to create nearly a million handmade ceramic poppies – a lone ceramics guy who became a real leader with a vision that inspired thousands of volunteers to help make an impossible vision possible.

Quests Are Part of Every Culture's Folklore

Since the dawn of civilization, quests have been a driving force behind humankind's progress. Take JFK's moonshooting quest; or Nelson Mandela's and Martin Luther King's noble quests for all persons to be free regardless of color or creed. But consider too the Polynesian islander in a dug-out canoe who one-day said: "Let's go that way!" No one had ever been that way before. No one even knew what existed that way. Quests are amazing, they overcome the impossible, are open to anyone and they change the world.

THE FOUR QUALITIES OF A LEADERSHIP QUEST:

01

EXPLORE
FOR BETTER
WAYS

02

CREATE AN
INSPIRATIONAL
DESTINATION

03

CHALLENGE
THE IMPOSSIBLE

04

DELIVER
MEANINGFUL
BENEFITS TO
SOCIETY



Dean van Leeuwen is a moonshot-provocateur and futurist. In 2017, cancer disrupted his life – something that has the power to change everything. But, as with any disruptive force, there are steps to be taken that can influence and shape a positive outcome. He believes in challenging people to use the power of business to do remarkable things and believes that the most amazing innovations of the 21st century are yet to be invented. "A remarkable century will not just happen," he says, "We have to create it." He's on a quest to challenge people to unlearn and relearn, mobilizing them to forge innovative solutions for a new "Age of Discovery" – move people to look at a disrupted world differently, embrace change, innovate and do mighty things.

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WHAT WILD IDEA HAVE YOU
FANTASIZED ABOUT THAT
COULD BECOME YOUR QUEST?

**“CONSIDER TOO
THE POLYNESIAN
ISLANDER IN A
DUG-OUT CANOE
WHO ONE-DAY
SAID: “LET’S GO
THAT WAY!” NO
ONE HAD EVER
BEEN THAT WAY
BEFORE.”**



Why Are Quests Important in 2019?

We are living through revolutionary times. Every 150-200 years forces of progress collide. You can see these disruptive periods in history: The Age of Enlightenment, The Renaissance, The Age of Discovery and The Industrial Revolution; when everything changes. The same is happening now.

At Davos, the World Economic Forum called our current age: The Fourth Industrial Revolution. Not to knock them, but they could have been more creative – we are living in the Age of Quests. Never before have so many doors of progress opened up in the fields of science, health, engineering, education, entertainment and space travel. Perhaps the defining quest of our age will be a human colony on Mars. But you do not need to travel to the red planet for your own quest. Explore any of the 17 U.N. Sustainable Development Goals and you will discover a multitude of questing opportunities awaiting real leaders. When leaders get these four qualities right, amazing results happen, as Paul's quest demonstrates:

Above: Catherine, The Duchess of Cambridge, Prince William, Duke of Cambridge and Prince Harry visit The Tower of London's 'Blood Swept Lands and Seas of Red,' a ceramic poppy installation by artist Paul Cummins.

Is There a Better Way?

Paul Cummins left the library asking: Is there a better way? – To commemorate a century since the start of WW1. He devised an inspired solution: A 'sea of red' ceramic poppies, filling the moat around the Tower of London. "Ceramics are transient and fragile, like we are" says Paul in an interview with the *Guardian*. "They feel part of our very humanity. Societies have always been carbon-dated by their ceramics and pottery. I settled on poppies because of their color and links to war remembrance."

An Inspiring Destination

The goal: 888,246 ceramic poppies created and planted before 11 November 2014. There was no ambiguity and his quest was crystal clear.

Challenging The Impossible

Making nearly one million ceramic poppies is an immense undertaking. Paul wanted the poppies to be individual, like every soldier. So, the ceramic flowers were lovingly handcrafted. But Paul operates alone out of a small studio. He needed an army of supporters to craft the 3,500 daily poppies required to meet his quest's target and deadline. Plus, his quest required a poppy planting odyssey. It was calculated that one person working on their own would take three and a half years to plant all the poppies. In the end, 300 artists worked day and night for a year crafting the poppies; and, over 27,000 people volunteered their time planting, and ultimately removing, the scarlet sea of remembrance.

Delivering Meaningful Benefits

Quests require innovations. Paul devised a revolutionary way to fund his quest and the sale of poppies raised over £10m for charities. Perhaps the greatest achievement though was the estimated five million people who came in person to pay homage, and for a time, the installation was the most viewed photograph on Google.

So, what can you take with you as you look towards 2019? Today because of breakthrough technologies, anyone anywhere, with a radical idea, leveraging the power of social can embark on a meaningful quest. It's never been easier to make a real difference in the world. Few leaders think in terms of their business and quests. The great ones like Elon Musk, Richard Branson and Paul Cummins do it intuitively and they achieve remarkable results.



By Erica Keswin



Richard Branson. "You don't learn to walk by following rules. You learn by doing, and by falling over."

Remember the "Marshmallow Test"?

Way back in 1960, scientists at Stanford University placed a marshmallow in front of little kids, and explained to them that if they could wait 15 minutes to eat it, they would be rewarded with two marshmallows. Ultimately, the kids who could delay gratification ended up being generally more successful in their lives, even scoring higher on the SAT.

True sustainability is like the marshmallow test for business. I call it playing the long game, and as important as it is, playing the long game is not easy. In the original marshmallow study, only 30% of the kids held out for their second treat. A truly human, thriving workplace has to do better than that.

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1 NO POVERTY
836 million people still live in extreme poverty and one in five people in developing regions live on less than US\$1.25 per day.



2 NO HUNGER
One in nine people in the world today (795 million) are undernourished. 66 million primary school children attend classes hungry.



3 GOOD HEALTH AND WELL-BEING
17,000 fewer children die each day than in 1990, but more than 6 million children still die before their fifth birthday each year.



4 QUALITY EDUCATION
An estimated 50% of out-of-school children of primary school age live in conflict-affected areas.



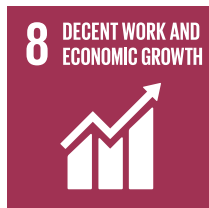
5 GENDER EQUALITY
In 46 countries, women now hold more than 30% of seats in national parliament.



6 CLEAN WATER AND SANITATION
At least 1.8 billion people globally use a source of drinking water that is fecally contaminated.



7 AFFORDABLE AND CLEAN ENERGY
One in five people lack access to electricity. Three billion people rely on wood, coal, charcoal or animal waste for cooking and heating.



8 DECENT WORK AND ECONOMIC GROWTH
470 million jobs are needed globally for new entrants to the labor market between 2016 and 2030.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
In developing countries, 30% of agricultural production undergoes industrial processing. In high-income countries, 98% is processed.



10 REDUCED INEQUALITIES
Income inequality increased by 11% in developing countries between 1990 and 2010. This is a threat to long-term social and economic development.



11 SUSTAINABLE CITIES AND COMMUNITIES
Half of humanity – 3.5 billion people – live in cities today. By 2030, 60% of the world's population will live in urban areas.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Each year, an estimated one-third of all food produced – worth around USD1 trillion – ends up rotting in bins.



13 CLIMATE ACTION
From 1880 to 2012, the average global temperature increased by 33.5°F. For each one degree of temperature increase, grain yields decline by about 5%.



14 LIFE BELOW WATER
Over three billion people depend on marine and coastal biodiversity for their livelihoods. Oceans contain 97% of the Earth's water.



15 LIFE ON LAND
23 hectares of arable land per minute are lost to drought and desertification – 12 million hectares per year – where 20 million tons of grain could have been grown.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS
Among the institutions most affected by corruption are the judiciary and police. Corruption, bribery, theft and tax evasion cost US\$1.26 trillion for developing countries per year.



17 PARTNERSHIPS FOR THE GOALS
Over 4 billion people do not use the Internet, and 90% of them are from the developing world. 30% of the world's youth are digital natives, active online for at least five years.



RealLeaders

Throughout this edition of Real Leaders you'll notice colorful squares – each representing one of the Sustainable Development Goals put forward by the United Nations. We have matched stories to a goal, to demonstrate how these goals can be applied to entrepreneurship.