

a brief word from
Kirt Jacobs of **Leadership Landscape TV**

Over the past ten years, I've conducted nearly 200 interviews with leaders of every stripe you could imagine. One of the most important questions I ask is phrased more or less like this: "If you had to pick one word—only one word from the great, expansive English lexicon—to define leadership, what would it be?" Pushing them to choose only one word has caused some interviewees to distill definitions of leadership as pure and stiff as Kentucky bourbon.

If one leader's answer to that question tells us something about that leader, the answers taken together tell us something about leadership. The three terms that came up most consistently were *passion*, *vision*, and most frequently of them all, *integrity*.

These are all well-worn words, but they mean something more to the leaders who use them. *Passion* means that leaders deeply love something about what they do, and this love can drive them to do incredible things. *Vision* means that leaders see a bigger picture, not just a particular picture—and combined with their passionate drive, leaders are more willing to see their visions realized. *Integrity* is the definition of leadership that seems most essential for bolstering the others, as integrity is not simply about knowing right from wrong, but knowing oneself, and remaining on the higher path by holding to personal principles.

Even with almost 200 interviewed, there's no doubt each of the leaders I've interviewed has been different—in the same way that each author in this book is different. They come from their own places, go their own ways, and make up their own minds—and though they may use some words you've heard before, what's most important is *how* they choose to use them.

After all this time, the view from Leadership Landscape is spectacular. One of its aims—to create an intimate setting where an audience can learn directly from leaders—will only grow more important in the coming years. This is a mission that we all share: to educate others on leadership and success through our words, our gestures, and our acts. The *Lessons in Leadership* which follow are magnificent steps towards that mission.

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