



# Winning followers - The third way

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# Speaker Profile



- Sangeeth Varghese is a columnist in Forbes, a leadership thinker, and the founder of LeadCap.
- Is the author of the bestseller 'Decide to Lead'. Columnist in Economic Times and Businessworld. He has appeared in BBC and CNBC. Varghese guest edited the 2008 New Year edition of the TOI as a "young star making a difference".
- Feb 2008, Bombay Stock Exchange Journal rated Varghese as one of the most influential leadership thinkers.
- Did his masters and research London School of Economics with a scholarship.

Catch my new weekly column in Forbes:  
**'The Leading Edge'**.  
***www.Forbes.com***

# Building a Nation of Leaders

- LeadCap is nurtured by thinkers from the Ivy League with a vision to build the first leadership democracy in the world; to build India as a nation of leaders.
  - Teaching to fish is better than providing fish
  - Leadership is a decision, not a position or set of skills
  - Leaders breed leaders, not followers

*“Is there an Indian equivalent of the American Dream? LeadCap is striving to identify it:” Forbes Magazine*



# Who is a leader?

# A leader is one..




Who drives  
change



Who has  
influence



Who has  
power



Who has a  
vision and  
aligns people  
to it



**A leader is someone  
who has followers.**

**People who follow you,  
your vision or your  
ideals.**



**So, the easiest way to know  
whether you are a leader or  
not is to look behind you.**

**If you see people following  
you, then you are one. Else, as  
John Maxwell says, you are  
just going for an evening walk!**



# How do you get followers?

# Two traditional ways to gaining followers

Coerce them with threats - stick method

Induce them with payments - carrot method

# Its great to be a king

- These traditional ways evolved through our centuries old perception of leadership - shaped by monarchy
- Monarchy has had a huge impact on how we see the world of leadership
- We think of one leader - our corporations think of one leader.
- Where leadership is built around threats and incentives

But a lot of us would love to be leaders! We are stuck because we do not have the authority or resources

# Story of Seth Godin

At 24 he joined a tiny software company as their junior most employee

He should turn science fiction stories to adventure games

He needed people, if he were to make it

But he had no secretary, no staff, no programmers

So, he started a newsletter. Highlighted the work of every person who worked on the project.

Twice a week the newsletter went out with exciting happenings in Seth's department

People started getting excited and joined Seth's team in dozens!

# Why did they follow him?

Did they decide to follow Seth for the newsletter??

**DEFINITELY NOT!**

They decided to follow Seth for the journey he was offering!

They wanted to be part of something exciting and mattered. Seth gave it to them. And they followed

- A 24 year old who had no experience and no staff had a ride of a lifetime.

# What Seth discovered

- Gaining followers is not difficult, if we are willing to take a plunge
- It is engaging, thrilling, profitable and FUN!
- There is a community of friends, fellow employees, or believers or hobbyists waiting for you to connect and lead them.

THEY WANT TO FOLLOW!  
ARE YOU WILLING TO  
LEAD?

# So, a third way - a soft and mushy way

**Not by the stick, nor by the carrot.  
But by attracting others to you.**

**Not by pushing your authority  
down their throat, but they wanting  
to pull you towards them and gulp  
you down!**

# Lessons from Seth's story

- If you want to lead, create a community of like minded people who would follow you
- Shower them with excitement
- Give out what you have. Slowly build momentum
- Show them constantly how they mattered
- Have a channel to communicate