

*21 Laws of Leadership by Maxwell*

# *Марат Бакпаев*

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- *Генеральный Директор компании Модный Континент – Казахстан*
- *Открыл магазины: Zara, Bershka, Pull&Bear, Massimo Dutti, Stradivarius, Celio, Sinequanone*
- *Развивал бренды: Tide, Myth, Always, Tampax, Discreet, W&G, Camay, Secret, Max Factor, Red Bull, Kazcom, Mukhtar Aueзов Foundation, AIDS Foundation.*



# *Марат Бакпаев*

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- *Закончил Вашингтонский Университет (MBA/MSW)*
- *Опыт преподавания в КИМЭП с 2005 года: Principles of Marketing, Introduction to Business, Advanced Marketing, Public Relations, Marketing Research, Brand Management, Strategic Brand Management, Advertising Management, Cases in Marketing, Selected Topics in Marketing, Social Marketing, Social Entrepreneurship, Marketing Strategy*



# *1. The Law of Lid*

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- *Leadership Ability Determines a Person's Level of Effectiveness*



## *2. The Law of Influence*

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- *The True Measure of Leadership is Influence –  
Nothing More, Nothing Less*



### *3. The Law of Process*

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- *Leadership Develops Daily, Not in a Day*



## *4. The Law of Navigation*

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- *Anyone Can Steer the Ship, but It Takes a Leader to Chart the Course*



## *5. The Law of Addition*

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- *Leaders Add Value by Serving Others*





## *6. The Law of Solid Ground*

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- *Trust Is the Foundation of Leadership*



## *7. The Law of Respect*

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- *People Naturally Follow Leaders Stronger Than Themselves*



## *8. The Law of Intuition*

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- *Leaders Evaluate Everything with a Leadership Bias*



# *9. The Law of Magnetism*

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- *Who You Are Is Who You Attract*



## *10. The Law of Connection*

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- *Leaders Touch a Heart Before They Ask for a Hand*



# *11. The Law of the Inner Circle*

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- *A Leader's Potential Is Determined by Those Closest to Him*



## *12. The Law of Empowerment*

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- *Only Secure Leaders Give Power to Others*



# *13. The Law of the Picture*

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- *People Do What People See*





# *14. The Law of Buy-In*

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- *People Buy into the Leader, Then the Vision*



# *15. The Law of Victory*

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- *Leaders Find a Way for the Team to Win*



## *16. The Law of the Big Mo*

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- *Momentum Is a Leader's Best Friend*



## *17. The Law of Priorities*

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- *Leaders Understand That Activity Is Not Necessarily Accomplishment*



## *18. The Law of Sacrifice*

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- *A Leader Must Give Up to Go Up*



## *19. The Law of Timing*

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- *When to Lead Is As Important As What to Do and Where to Go*



## *20. The Law of Explosive Growth*

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- *To Add Growth, Lead Followers – To Multiply, Lead Leaders*



## *21. The Law of Legacy*

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- *A Leader's Lasting Value Is Measured by Succession*

