

The Results

11 Simple Concepts to Become a Better Leader

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2,750,958

27,231

7,471



Being likeable will help you in your job, business, relationships, and life. I interviewed dozens of successful business leaders in my last book, [Likeable Business](#), to determine what made them so likeable and their companies so successful. All of the concepts are simple, and yet, perhaps in the name of revenues or the bottom line, we often lose sight of the simple things - things that not only make us human, but can actually help us become more successful. Below are the eleven most important principles to integrate to become a better leader:

1. Listening

"When people talk, listen completely. Most people never listen." - Ernest Hemingway

Listening is the foundation of any good relationship. Great leaders listen to what their customers and prospects want and need, and they listen to the challenges those customers face. They listen to colleagues and are open to new ideas. They listen to shareholders, investors, and competitors. [Here's why](#) the best CEO's listen more.

2. Storytelling

"Storytelling is the most powerful way to put ideas into the world today." -Robert McAfee Brown