

# 10 PRINCIPLES OF PERSONAL LEADERSHIP

Excerpted from:  
**It's Not About the Coffee**  
*Leadership Lessons from a Life at Starbucks*  
Howard Behar with Janet Goldstein  
[www.howardbehar.com](http://www.howardbehar.com)  
Portfolio 

- 1 Know Who You Are: Wear One Hat**  
Our success is directly related to our clarity and honesty about who we are, who we're not, where we want to go, and how we're going to get there. When organizations are clear about their values, purpose, and goals, they find the energy and passion to do great things.
- 2 Know Why You're Here: Do It Because It's Right, Not Because It's Right for Your Resume**  
The path to success comes from doing things for the right reasons. You can't succeed if you don't know what you're trying to accomplish and without everyone being aligned with the goal. Look for purpose and passion in yourself and the people you lead. If they're not there, do something.
- 3 Think Independently: The Person Who Sweeps the Floor Should Choose the Broom**  
People are not "assets," they are human beings who have the capacity to achieve results beyond what is thought possible. We need to get rid of rules—real and imagined—and encourage independent thinking in others and ourselves.
- 4 Build Trust: Care, like You Really Mean It**  
Caring is not a sign of weakness but rather a sign of strength, and it can't be faked—within an organization, with the people we serve, or in the local or global community. Without trust and caring we'll never know what could have been possible. Without freedom from fear, we can't dream and we can't reach our potential.
- 5 Listen for the Truth: The Walls Talk**  
Put the time into listening, even to what's not said, and amazing results will follow. You'll know what your customers want, you'll know why the passion is missing from your organization, you'll learn solutions to problems that have been sitting there waiting to be picked.
- 6 Be Accountable: Only the Truth Sounds like the Truth**  
No secrets, no lies of omission, no hedging and dodging. Take responsibility and say what needs to be said, with care and respect.
- 7 Take Action: Think like a Person of Action, and Act like a Person of Thought**  
Find the sweet spot of passion, purpose, and persistence. "It's all about the people" isn't an idea, it's an action. Feel, think, do. Find the balance, but act.
- 8 Face Challenge: We Are Human Beings First**  
Use all the principles to guide you during the hardest times. If the challenge is too big, if you're stuck, take smaller bites. But remember to put people first, and you'll find the guidance you need.
- 9 Practice Leadership: The Big Noise and the Still, Small Voice**  
Leading can be the noisy, "I'm here!" kind of thing. But don't ever forget that leaders are just ordinary human beings. Don't let big noises crowd out the truth. Listen to your still, small voice. Let quiet be your guide.
- 10 Dare to Dream: Say "Yes," the Most Powerful Word in the World**  
Big dreams mean big goals, big hopes, big joys. Say "yes" and enjoy all that you are doing, and help others to do the same.