



THE BOSS

"THE BUCK STOPS HERE"

It's actually been many years since I had one, but the very idea of working for a boss can still send a shiver up my spine. How about you?

The Boss is one tough hombre. Or seems to be. He doesn't care about anything but getting the job done. And heaven help you if it was your responsibility and it didn't get done, or get done to his liking.

Perhaps your biggest fear would be sitting around a conference table with 12 others in the same boat and seeing a man in a strange orange hairdo point his index finger at you and say "you're fired!"

But try to see things from the boss's point of view, not that he cares. The responsibility of the entire enterprise is on his shoulders and everyone knows it. If the ship makes it to shore laden with its treasure, he gets the lion's share and you get your share, too. If the ship goes down, he's supposed to go down with it. With great risk comes great reward.

So we give grudging respect if not admiration to the Boss. He's put in the time. He's learned the craft. He's the best at what he does. That's why he doesn't care very much about what you think of him. Your job is to make him happy. His job is to make you the best you can be, so he looks better.



Selling Without Persuasion™

Feel like being the boss? It can be very liberating to say it like it is and let the chips fall where they may.

Energy Structure of the Boss

E-motion

Self-confidence / Assertive / Pride

Counterpart e-motion

Self-critical / Submissive / Yearning

Examples

Dan Kennedy / Jack Welch / John D. Rockefeller

Action

To Command



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