

**More eyes are on you than you think!**

- Attitude
- Commitment
- Compassionate
- Influence



If you were in my place, what is your life saying about you?

**Be careful! Your life is like a billboard!**

Author Daniel W. Evans

## **Billboard Leadership**

I am sure you have noticed billboards while driving. Drivers and passengers from many different places see them while going about their own business. There they are, right in front of them. Billboards have their important place in the advertising world. Three things determine who is placed on a billboard. First, if you have the resources, because it is expensive advertising. Secondly, you believe you are offering something others want. Lastly, you can provide according to the demand the advertisement may present. Simple principles, huh?

## **Leadership Comparison**

Leaders go about their lives like anyone else. The difference is that leaders have realized their role in setting examples to others. They realize they have something to offer that others may want. They have invested resources in themselves to grow personally and are willing to invest in others too. The important thing is that they know others are watching them. These leaders have intentionally placed themselves on a billboard. The intent is for others to see who they are and what they have to offer. They are ready to meet the demand.

## **Eyes are on all of us!**

Please remember this golden nugget. Everyone influences someone. Those who choose not to believe they are important, that no one is watching them is still hung on a billboard. Eyes are on all of us! Family, friends, coworkers, neighbors to even a cloud of witnesses. These individuals may not have the preferred billboard location. However, they are on the side of a road somewhere, stuck out there for whoever takes that particular road to see. Take charge of your life. Identify your potential. Invest in yourself to have the best you can offer. Seek the prime locations and shine as a world-class leader. This is accomplished by growing personally, which reciprocally increases your tribe of followers. This will also present the prime billboard locations.