



weLEAD Book Review

leadingtoday.org

©2010 weLEAD Incorporated

Leadership Energy (E=mc²)

A High Velocity Formula to Energize Your Team, Customers and Profits

CornerStone Leadership - 2008 (112 pages paperback)

Author David Cottrell

ISBN 13-978-0-9798009-3-1

What an interesting portrayal of the infamous equation that changed our history in the early twentieth century. I asked myself when I looked at the cover of this book how Mr. Cottrell planned to use Albert Einstein's Theory of Relativity formula as a leadership lesson. This is a scientific theory used by scientists, not by business leaders. What's next... when I get into the depth of reading this book, a periodic table where the symbols are translated into business acumens? I must admit that even before I began reading this book I convinced myself it would be boring and not very understandable. Learning about *leadership* is hard enough, and now to throw in scientific terms only creates more confusion. I believed that this cannot, and will not, be a successful book to teach leadership terms.

How wrong I was. Once I began reading Leadership Energy I could not put the book down. Please forgive me for using the old saying; "Never judge a book by its cover." This is one of those classic examples of priceless information that might have been lost if I had let my prejudgment get to me.

Mr. Cottrell methodically and precisely dictated this book for easy understanding as well as how to apply the principles he presents. First, he gives a very quick review of the formula $E=mc^2$, what it originally meant and how the theory is applied in the scientific world. This basic description is all that is needed to understand how he uses this formula to translate it into leadership terms. **E**= energy, the energy within your organization. **m**= mass, the people you lead in your organization and finally **c²**= the square of the speed of light in a vacuum... your leadership energy and the multiplier effect it has on your organization. With this formula $E=mc^2$, Mr. Cottrell explains, you need to find a way to release the energy, and then sustain the energy to others. They are of the masses who are the ones you lead to create energy within the organization.

Mr. Cottrell points out the difference between the *energy sappers* and the *energizers* within your organization. He contends the ratio of energizers versus sappers must be greater. He identifies the areas that are potential energy sappers and how to correct them. Throughout the book he gives fantastic examples of what an energized organization looks and feels like. On that note, he identifies five key "energy conductors; synchronization, speed, communication customer focus and integrity." If these are applied and followed, they will not only turn your organization around with positive energy, but also show a leader how to sustain this energy. This all boils down to the leader themselves, the c^2 part of the equation. Without the leader applying the principles, he or she will never have energized people who will lead an energized organization and without an energized organization it will soon be doomed to failure. So as a leader it begins with you and your energy. Mr. Cottrell gives an excellent example of how one small change by you can multiply tremendously throughout your organization. He describes this as the "The Butterfly Effect."

I highly recommend this book to all those who are interested in the topic of leadership. It may first appear simple to read, but it packs very powerful principles to begin turning the "mass" and the "organization" into a highly positive place to work. This book belongs in the hands of every single

leader of an organization from the top executives down to the line supervisors. As Mr. Cottrell explains, a leader must establish a “critical mass” with the ones who will be on board with the organization’s objectives, mission and vision. This in turn will help recruit others to do the same.

Reviewed by Ken Altenbach

weLEAD Rating – highly recommended

[Buy This Book at a Discount Price Here](#)

To read all weLEAD Book Reviews [click here!](#)

This material is copyright protected. No part of this document may be reproduced, in any form or by any means without permission from weLEAD Incorporated. Copyright waiver may be acquired at the [weLEAD website](#).