



*Great Leaders
Great Organizations
Lasting Results*

Leaders as Champions

There is no doubt that Leaders who are Champions move others to think differently and take action that they would not otherwise have done. Seven Champions are briefly described below — more importantly, you can see what makes them Champions by watching them in action by going to the hyperlinks that follow their brief descriptions.

Louise Arbour. Louise Arbour was the Chief Prosecutor of the International Criminal Tribunals for the former Yugoslavia and Rwanda from 1996 to 1999. Arbour was the first person in history to set the precedent where a sitting president of a country could be indicted for genocide and crimes against humanity. She also issued secret indictments which resulted in accused perpetrators also being sent to the International Court for War Crimes in the Hague. These precedents not only serves to bring justice for the victims, it also serves as a warning to others that there will be internationally sanctioned consequences for those who think about using torture, rape and genocide in the future. Go to: www.ovguide.com/louise-arbour-9202a8c04000641f800000000009af73

Bill Gates. At first I thought that Bill Gates was an unlikely candidate to be a Champion. As President and CEO of Microsoft he was pilloried as a ruthless businessman. He then became a philanthropist, and perhaps the almost amazing transformation relates to his becoming a true Champion of the need to control and reverse Climate Change. The following TED Talk may start a little slowly, but it is probably one of, if not, the best treatises on not only the catastrophic effects of Climate Change and how to measure it, but also how, if we have the will power, we can use innovation to stop and reverse its catastrophic effects. Go to: www.ted.com/talks/lang/en/bill_gates.html

Michäelle Jean. Former Governor General of Canada, Michäelle Jean asks for support for Haiti after the tragic earthquake of 2010. I don't need to say anything else. Her passionate, elegant and heartfelt presentation speaks for itself. Go to: www.youtube.com/watch?v=aJb51sMUh2k&feature=related.

Steve Jobs. The recent passing of Steve Jobs helped us all to see how a Champion of Innovation can change the lives of countless numbers of people around the world. Apple developed products that we never knew we needed and continually upgraded them that resulted in a company that many had given up for dead. To see Master Presenter Steve Jobs in action, go to: www.youtube.com/watch?v=EHWRkuDINOE.

Jack Layton. Sometimes we don't fully appreciate Champions until they are gone. The outpouring of grief and national mourning, from Canadians of all walks of life and political persuasions regarding his tragic and untimely death, is the perfect example. No

matter how many times you have seen this, the following 2 minutes and 12 seconds (after a 15 second advertisement) of Jack Layton's state funeral captures this perfectly. Go to: www.theglobeandmail.com/news/video/video-stephen-lewis-eulogizes-jack-layton/article2144703/

Stephen Lewis. There is no doubt that during his five year term from 2001 to 2006 as the United Nations Special Envoy on AIDS/HIV Stephen Lewis was, and continues to be, the world's most outspoken and articulate spokesperson who worked tirelessly to raise the world's awareness of, the importance of, the cost of and the need to end the AIDS/HIV pandemic. In his final address, to the XVI International Conference on AIDS in Toronto, August, in 2006, you can see for yourself what makes Stephen Lewis a Champion. Go to: www.youtube.com/watch?v=_EkIQBmJ_VM.

Rick Mercer. Champion and comedian Rick Mercer is famous for his rants. However, he has never done a rant with more passion and feeling than his rant on Bullying. In the battle for hearts and minds — there is no better example and it is 2 minutes and 14 seconds long. Go to: www.youtube.com/watch?v=t1Y7qpiu2RQ. To hear more from this persuasive and impactful presenter, you can listen to Rick Mercer's full length interview on the CBC's The Current at: www.cbc.ca/thecurrent/episode/2011/10/27/rick-mercero-on-bullying-gay-teens/

If you have Champions you would like to see added to this list, please email me at Brad@BradMcRae.com

For more information on how you can develop and/or enhance your leadership, negotiating and presentation skills, contact:

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