

ACHIEVE GREATER SUCCESS

IMPROVE AND LEVERAGE YOUR LEADERSHIP STRENGTHS



DAN NIELSEN

- We all have plenty of room and need for improvement
- We all have important personal, professional and organizational goals we have not yet achieved
- We are all leaders
- Leadership is the ultimate strategy for success
- Focusing on, improving, applying and leveraging leadership strengths is by far the most effective and efficient way to achieve whatever you most desire

Highly successful people
focus on, improve, and
leverage their strengths!

**Why not learn from former
Presidents of the United
States?**

A SUCCESS SYSTEM THAT NEVER FAILS

- Put it in writing
- Make it simple and accessible
- Start small
- Take it one week at a time
- Review daily
- Apply spaced learning
- Be accountable
- Teach Others
- Engage Your team
- Schedule an inspirational presentation

NONPARTISAN

POSITIVE

RELEVANT

Sociable Steadfast Confident Persevering
Inspiring Team Player Humble
Determined Industrious Peacemaker
Effective Diplomatic
Driven Courageous
Dutiful Eloquent
Virtuous Undaunted
Conscientious Strong in Character Dedicated
Resilient Great Communicator
Ambitious Zealous Charismatic Amiable
Optimistic Benevolent Big-Picture Thinker
Responsive Poised
Judicious Assertive Affable Shrewd
Compassionate Fair-Minded
Focused Candid
Resolute Man of Fortitude
Engaging Energetic
Committed to Service Resolved
Pragmatic

STRATEGIC & PRAGMATIC

THESE LEADERS...

- Are perceptive to needs and individual perspectives
- Are skilled at striking compromise
- Are extremely results-oriented
- Plan for long term results



Dwight D. Eisenhower



Lyndon B. Johnson



Dwight D. Eisenhower

34th U.S. President (R)

1953 – 1961

**A Strategic &
Pragmatic Leader**

Example:

He was diplomatic

DWIGHT D. EISENHOWER PRESIDENTIAL LIBRARY & MUSEUM



Abilene, Kansas

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos



Lyndon B. Johnson
36th U.S. President (D)
1963 – 1969

**A Strategic &
Pragmatic Leader**

Example:
He was shrewd

LYNDON B. JOHNSON PRESIDENTIAL LIBRARY & MUSEUM



Austin, Texas

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

STRONG IN CHARACTER & INTEGRITY

THESE LEADERS...

- Base decisions on personal conviction
- Act with solid sense of purpose
- Are steadfast in face of adversity or opposition
- Value honesty, commitment, & trustworthiness



Gerald R. Ford



George H. W. Bush



Gerald R. Ford

38th U.S. President (R)

1974 – 1977

**A Leader Strong in
Character &
Integrity**

GERALD R. FORD PRESIDENTIAL LIBRARY



Ann Arbor, Michigan

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

GERALD R. FORD PRESIDENTIAL MUSEUM



Grand Rapids, Michigan

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos



George H. W. Bush

41st U.S. President (R)

1989 – 1993

**A Leader Strong in
Character &
Integrity**

Example:

He was steadfast

GEORGE BUSH PRESIDENTIAL LIBRARY & MUSEUM



College Station, Texas

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

FOCUSED & DRIVEN

THESE LEADERS...

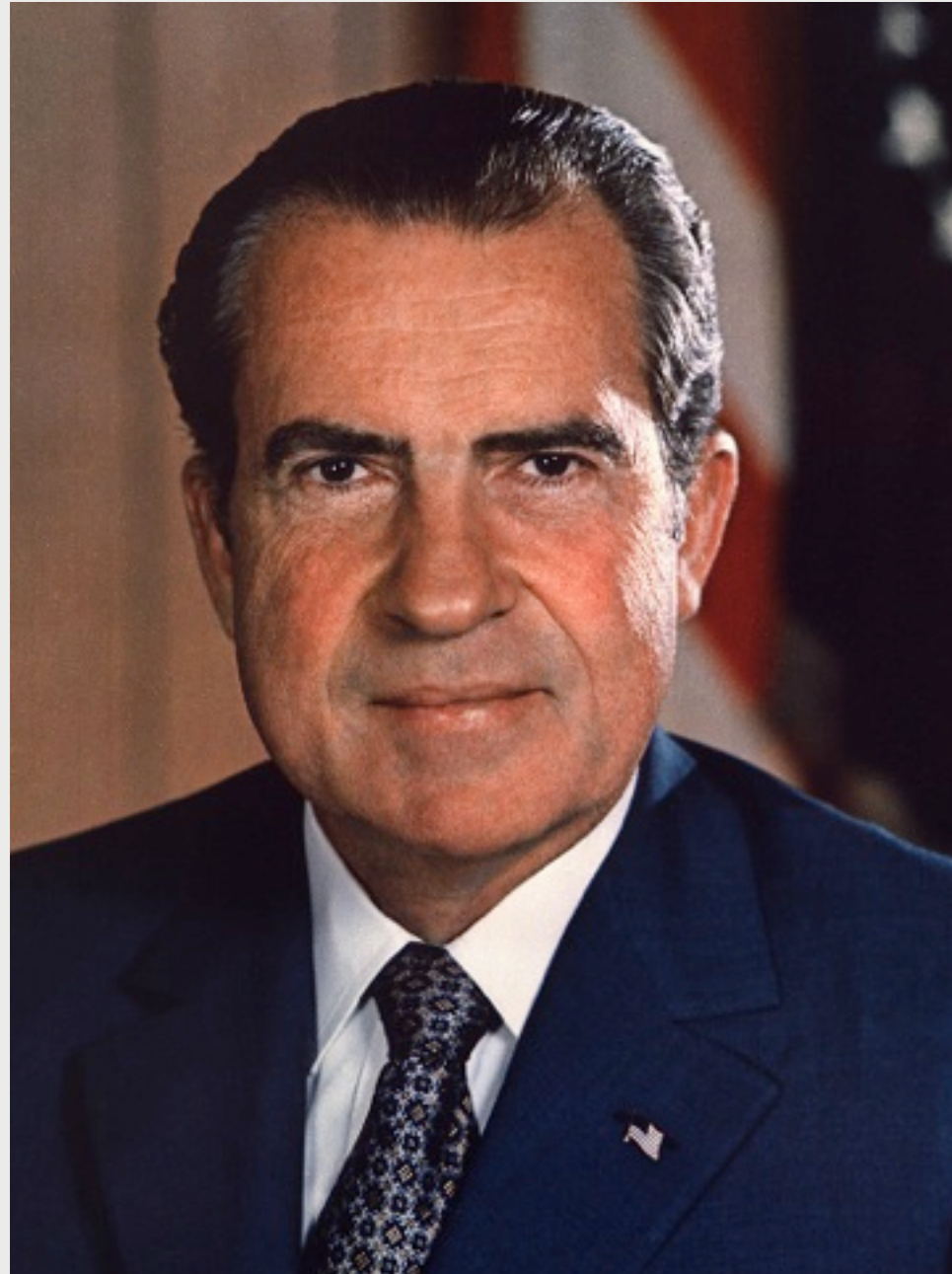
- Push forward with determination
- Are undeterred by setbacks or failures
- Challenge themselves with bigger, better goals
- Are energetic & passionate



Richard Nixon



Jimmy Carter



Richard Nixon
37th U.S. President (R)
1969-1974

**A Focused &
Driven Leader**

Example:
He was persevering

RICHARD NIXON PRESIDENTIAL LIBRARY & MUSEUM



Yorba Linda, California

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos



Jimmy Carter
39th U.S. President (D)
1977 – 1981

**A Focused &
Driven Leader**

Example:
He was industrious

JIMMY CARTER PRESIDENTIAL LIBRARY & MUSEUM



Atlanta, Georgia

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

ENGAGING & AMIABLE

THESE LEADERS...

- Are pleasant and good-natured
- Genuinely enjoy the company of others
- Work and connect well with people
- Easily gain support and earn respect



Gerald R. Ford



Bill Clinton



President Ford

An Engaging & Amiable
Leader



Bill Clinton

42nd U.S. President (D)

1993 – 2001

**An Engaging &
Amiable Leader**

WILLIAM J. CLINTON PRESIDENTIAL LIBRARY & MUSEUM



Little Rock, Arkansas

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

CONFIDENT, COURAGEOUS & RESILIENT

THESE LEADERS...

- Are decisive and resolute
- Are willing to accept risk and endure consequences
- Are able to make difficult decisions and withstand opposition
- Inspire hope and confidence in those they lead



Franklin D. Roosevelt



George W. Bush



Franklin D. Roosevelt

32nd U.S. President (D)

1933 – 1945

**A Confident,
Courageous, &
Resilient Leader**

Example:

He was confident &
a man of fortitude

FRANKLIN D. ROOSEVELT PRESIDENTIAL LIBRARY & MUSEUM



Hyde Park, New York

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos



George W. Bush
43rd U.S. President (R)
2001 – 2009

**A Confident,
Courageous, &
Resilient Leader**

Example:
He was assertive &
resolute

GEORGE W. BUSH PRESIDENTIAL LIBRARY & MUSEUM



Dallas, Texas

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

RESPONSIVE, COMMITTED & EFFECTIVE

THESE LEADERS...

- Are perceptive to need and very action and results-oriented
- Possess a strong sense of responsibility
- Are dependable and accountable for commitments
- Value cooperative effort toward common goals



Harry S. Truman



George H. W. Bush



Harry S. Truman
33rd U.S. President (D)
1945 – 1953

**A Responsive,
Committed, &
Effective Leader**

Example:
He was dutiful &
effective

HARRY S. TRUMAN PRESIDENTIAL LIBRARY & MUSEUM



Independence, Missouri

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos



President Bush

A Responsive,
Committed, & Effective
Leader

Example:

He was a team player and
committed to service

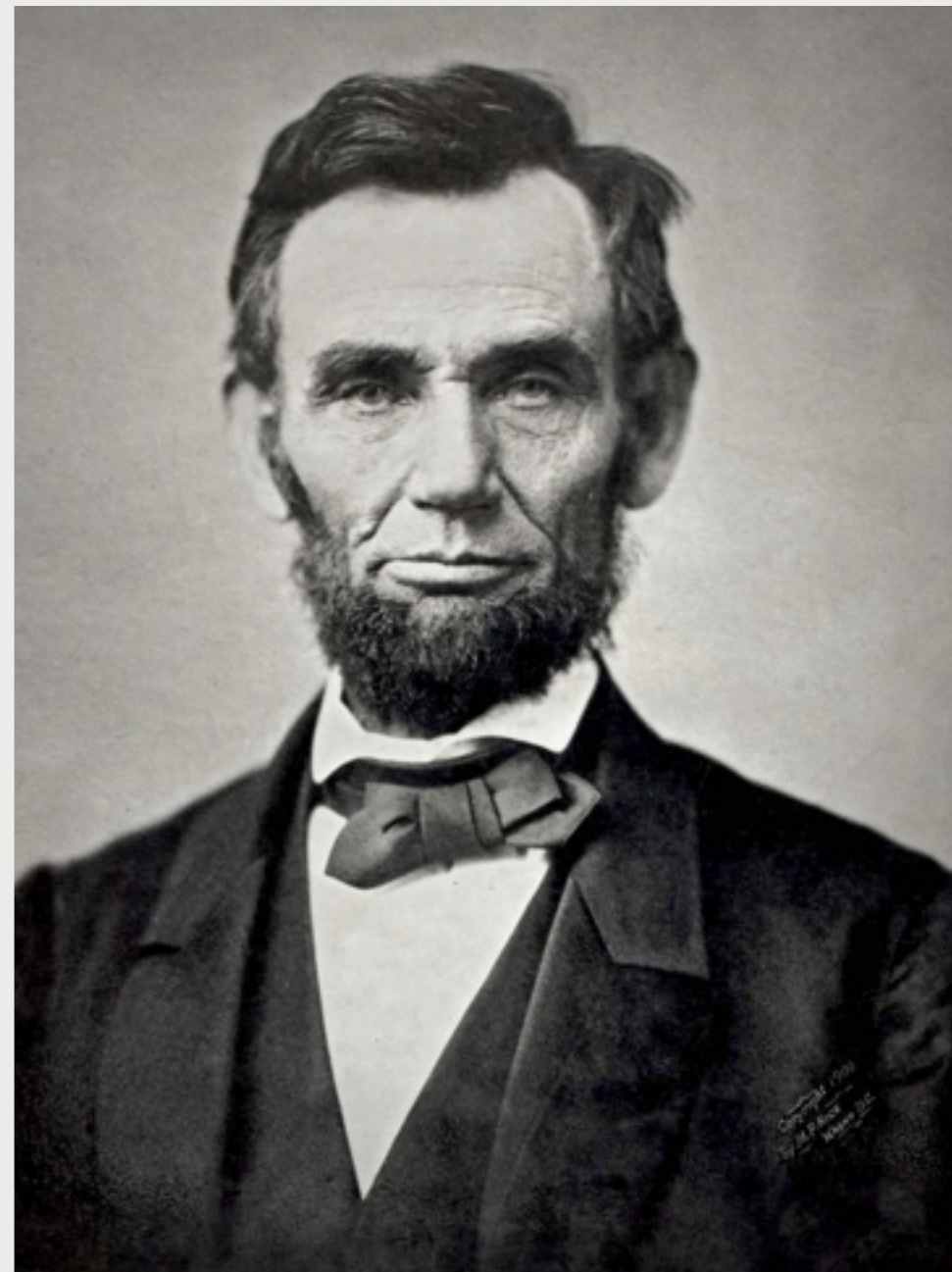
COMPASSIONATE & HUMBLE

THESE LEADERS...

- Possess sincere respect and concern for others
- Act with empathy, understanding, and kindness
- Do not consider themselves more important than others
- Pursue justice and equality for all



Herbert Hoover



Abraham Lincoln



Herbert Hoover

31st U.S. President (R)

1929 – 1933

**A Compassionate &
Humble Leader**

Example:

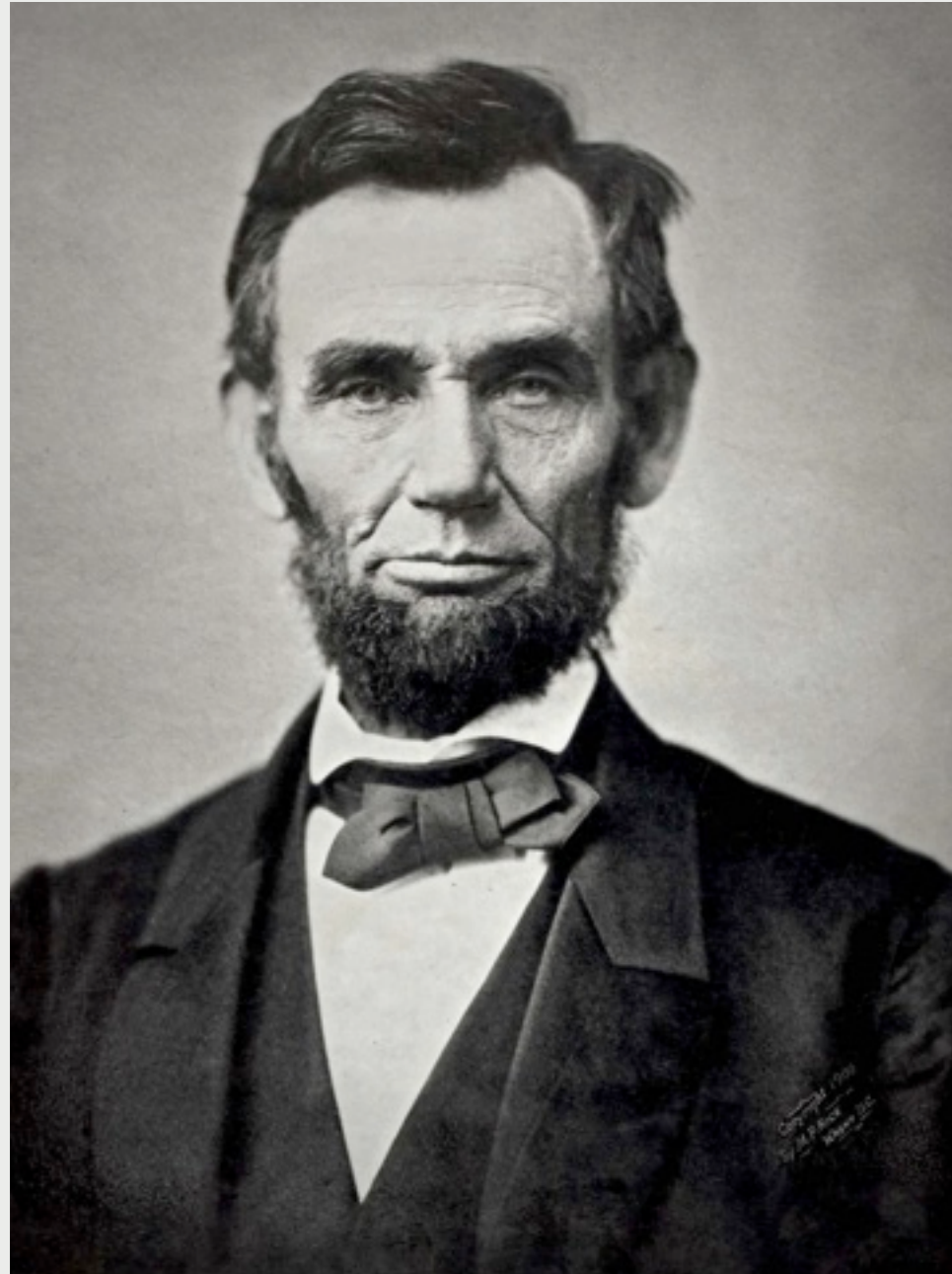
He was benevolent

HERBERT HOOVER PRESIDENTIAL LIBRARY & MUSEUM



West Branch, Iowa

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos



Abraham Lincoln
16th U.S. President (R)
1861 –1865

**A Compassionate &
Humble Leader**

Example:
He was humble

ABRAHAM LINCOLN PRESIDENTIAL LIBRARY & MUSEUM



Springfield, Illinois

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

ELOQUENT & INSPIRING

THESE LEADERS...

- Are skilled in engaging and arousing people to action
- Communicate effectively through both word and action
- Are able to set a vision and stir hearts and minds
- Instill hope, optimism, enthusiasm, and passion



John F. Kennedy



Ronald Reagan



John F. Kennedy
35th U.S. President (D)
1961 – 1963

**An Eloquent &
Inspiring Leader**

JOHN F. KENNEDY PRESIDENTIAL LIBRARY & MUSEUM



Boston, Massachusetts

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos



Ronald Reagan
40th U.S. President (R)
1981-1989

**An Eloquent &
Inspiring Leader**

Example:

He was a Great
Communicator

RONALD REAGAN PRESIDENTIAL LIBRARY & MUSEUM

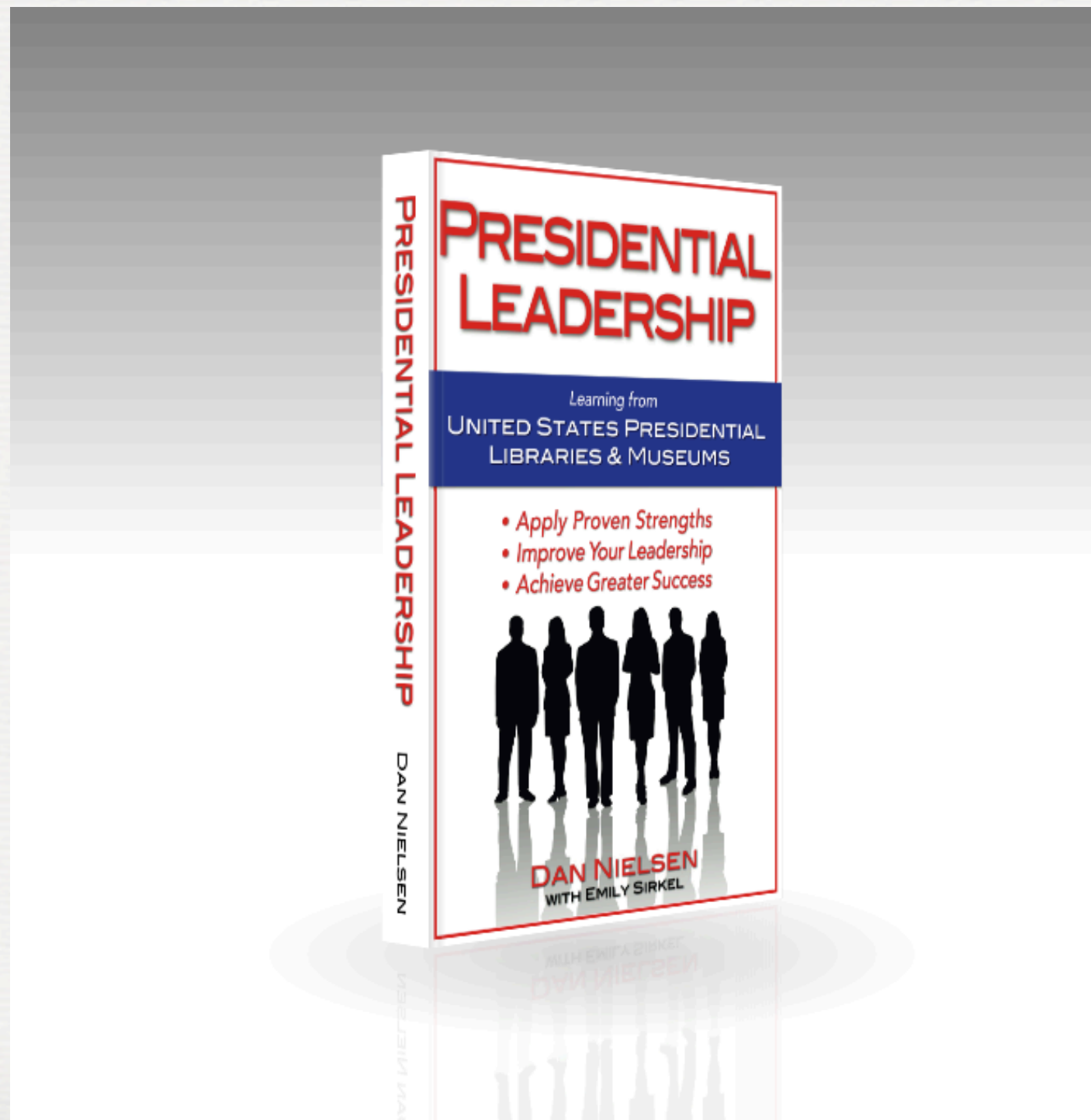


Simi Valley, California

To see dozens of additional photos, please visit PresidentialLeadershipBook.com/Photos

For additional resources, please visit

PRESIDENTIALLEADERSHIPBOOK.COM



DANNIELSEN

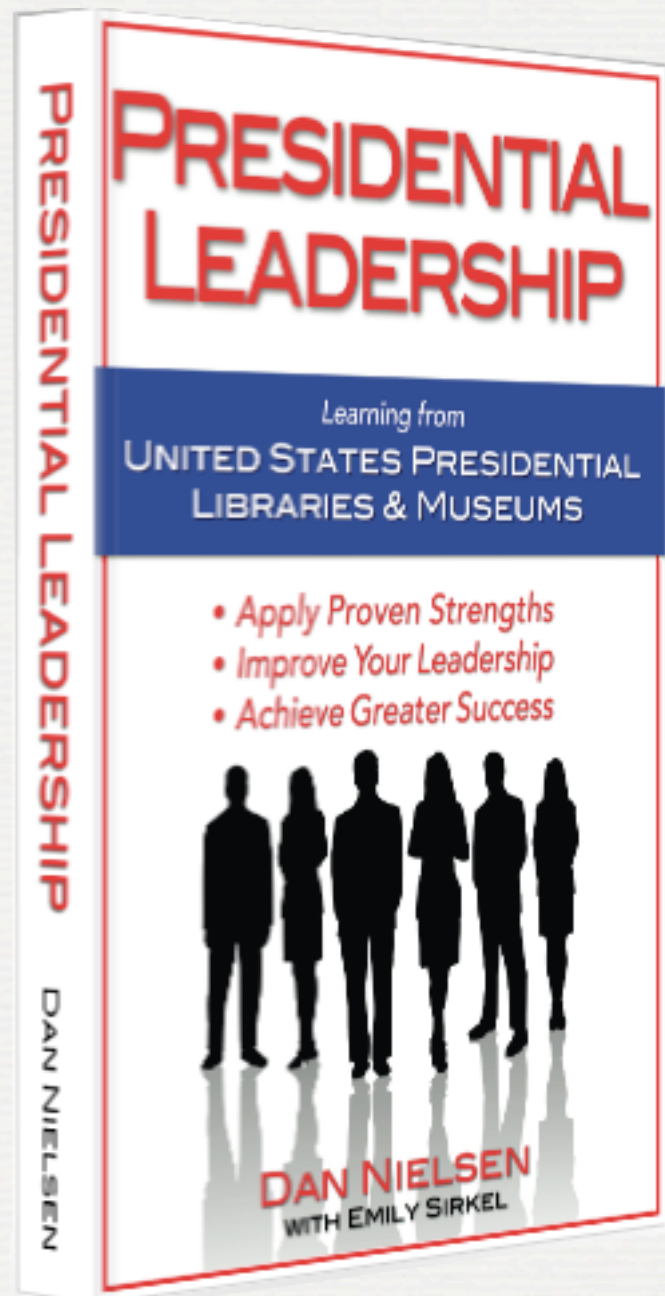
Achieve Greater Success



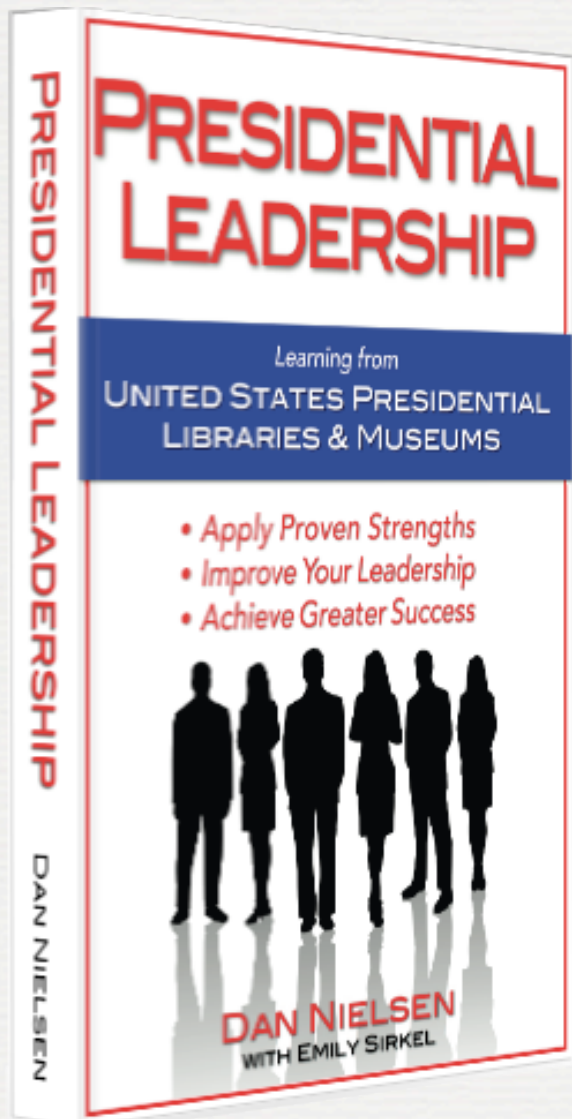
Interested in booking me
for your organization's next event?
Find out more at:

DANNIELSEN.COM

THE BOOK



- *Apply Proven Strengths*
- *Improve Your Leadership*
- *Achieve Greater Success*



Use the book as a leadership development resource for your team!

Find out more about bulk pricing and group rates by contacting me at:

CONTACT@DANNIELSEN.COM

America's Healthcare Leaders



*Strategies
& Perspectives*



For articles based on in-depth, one-on-one interviews with some of America's top healthcare leaders, please visit:

AMERICASHEALTHCARELEADERS.COM

THANK YOU!

PRESIDENTIALLEADERSHIPBOOK.COM

DANNIELSEN.COM

CONTACT@DANNIELSEN.COM

AMERICASHEALTHCARELEADERS.COM