



9 May 2007

LEADERSHIP- READ ABOUT IT FROM A MAN WHO “MADE IT HAPPEN” G’day there,

“The essential difference in service is not machines or things. The service essential difference is minds, hearts, spirits and souls”

One of my absolute heroes in the world of business and leadership is Herb Kellaher, the co- founder of the American based Southwest Airlines and who is the author of the above words.

He is president, and CEO of Southwestern Airlines and he has been called perhaps the best CEO in America by Fortune magazine. Under his leadership, Southwest has become the most consistently profitable, productive, and cost-efficient carrier in the industry. It has also earned the “Triple Crown” award for best on-time performance, baggage handling, and customer satisfaction for four years running

He wrote a wonderful article, [The Culture of Commitment](#) that, although of some length, for anyone with even a modicum of interest in both leadership and how to make their business move ahead, I thoroughly recommend that you click on the above hyperlink and either download it or read it on the internet.

Whilst this Newsletter is based on the auction method of marketing and its nuances, as indeed is our Fountain Auction Academy, when articles such as this come to my attention, I think they are very much part of contributing to what we are about - *“producing practical professionals”*

Genuine leadership, as against simply being an employer, is all too rare in today’s business world and real estate is one industry that certainly has a whopping share of “employers” as against “leaders”.

I hope you enjoy the article and I would welcome any comments or feedback.

Carpe diem

Tony

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