# The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk

**David Cottrell**

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## DESCRIPTION

How can you improve your leadership results beginning right now? *The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk* provides a clear path to increased results and higher job satisfaction for the leader and the people he is leading. Written for the leader who wants to do great things, but is overwhelmed with the complexities of leading, it is a book with a very simple message: think your decisions through and take care of your team.

Written by bestselling author David Cottrell, *The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk* offers tried-and-true leadership strategies that stand the test of time—all of which you can put into practice today to positive results. The principles discussed apply to businesses in every industry, as well as schools, hospitals, churches, and even homes. By following the two rules outlined in the book’s title, you'll improve morale, decrease turnover, increase your own job satisfaction, and have a whole lot more fun leading.

- Lead with confidence and class
- Make better decisions and develop synchronization on your team
- Coach smart, deal with poor performers, and focus on what's really important
- Listen to your team, encourage positive performance, and attack complacency
You can lead your team to achieve extraordinary results! *The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk* gives you the expert tips and tricks you need to treat your team with dignity and respect—so you can all enjoy the benefits of winning with class.

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**ABOUT THE AUTHOR**

**DAVID COTTRELL** is president and CEO of CornerStone Leadership. He is a premier authority on leadership who has mentored leaders at many of today’s most successful organizations. An internationally known author, educator, and speaker, he is author of more than twenty-five books, including the bestselling *Monday Morning Leadership*. He can be reached at www.CornerStoneLeadership.com.

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