

THE SOCIAL

LEADER RISES

**Entrepreneur
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tells why the social leadership
is the **new path to prosperity**
for **Latin America.**



CULMEN
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ETHICAL LATIN AMERICA

RISE OF THE SOCIAL LEADER.

There are numerous resources available as well as professionals who are teaching and discussing how to become a more effective and influential leader. Go to any bookstore, search online or visit your local or leading educational institutions and you'll find that the choices and disciplines are virtually limitless. With these resources, you'll find that most, if not all, collectively prepare individuals to advance in their profession, business and/or personal life so they may guide, direct and/or effectively influence others. If we were to simplify the definition, it would be that leadership is helping people move from a less desired situation to an improved one. Yet, from the most influential and seasoned leader serving his or her entire country to the new mother who is working two jobs and studying late a night to improve the life of both herself and her child, one question should still remain: Is traditional leadership enough for this rapidly growing planet of over 7 billion? And, even more importantly, how well has this leadership worked so far?

Most people would agree that, as history has shown, leadership, (and even creating more 'leaders' in the traditional form) may not be the answer to the world's growing needs. The reason is under this past belief or teaching of leadership does not traditionally integrate compassion or equality within leadership – producing a place where not all leaders have integrity and not all leaders are serving the greater good. The actions of an Adolf Hitler versus that of Mahatma Gandhi produced completely different results, yet they were both considered in their time and position leaders. Take president Nelson Mandela who worked through peaceful actions for the elimination of apartheid and compare his actions to those of President Bashar Assad who lead a country that was allegedly producing and using chemical weapons, in the name of power and security. Both were leaders, both had traditional leadership qualities, both sought to take their people from suffering to a better way of life, yet one of these leaders has been responsible for thousands of deaths under his presidency, while the other leader worked to free thousands. Both leaders, both seeking the best for their people, two completely different outcomes.

Traditional leadership, in most forms, serves the greater good. However, there are also continuous and consequential reminders that there are still leaders who will knowingly sacrifice the needs or even the lives of others to serve or protect their own vision, political career and, or people, while others with greater depth of understanding and compassion choose to lead with the belief that they have the answer to improving the lives of others, and will enforce any action to support that belief,

even and will enforce any action to support that belief, even though it comes at a great price and often with conflict, inequality or even death. We can help evolve from this sometimes destructive thinking and behavior. We can also help and teach those who want to change and evolve from it.

That is why the key principles of Social Leadership must be based on compassion which here is integrated into each of the 10 laws. You don't need an specific MBA or educational degree to initiate or understand this, nor do you need experience or connections to become a forthright and influential Social Leader in your business, profession and country. Practicing compassion within these 10 laws of Social Leadership will advance you farther than anyone with decades of experience and power and it will allow you to both learn and understand the true meaning of leadership. With this in mind, we begin by strengthening ourselves, through self-study, discipline and practice, and then bring this into our families, workplace, communities and ultimately, our country and the world. Now, where does one begin? That is ultimately your choice, starting today and with you.

It's important to have grand and powerful dreams, such as wanting to change the world, end poverty or bring sustainability and prosperity to a community or country for example. For others, it's something as powerful as serving a cause, a small group, or those closest to them. Wherever you start, or how you proceed, you must focus on strengthening the foundation which got you where you are today. That is, how you use what you have, how you grow and how you impact others positively.



you are today. That is, how you use what you have, how you grow and how you impact others positively. Strengthening your foundation before taking giant leaps forward is the greatest investment you can make both in yourself and others. If we attempt to take on too much, too soon, even with the greatest heart and intentions, we may find ourselves with more lessons than results. To illustrate this further, consider this story inspired by Mr. Harv Eker.

Imagine that you are with a small child out for a Sunday afternoon walk and you come to an ice cream store.

“Oh, I’d really, really, really love to have an ice cream,” the young boy says.

With those big hopeful eyes looking up at you, you remember that you have a few dollars and decide to buy the child an ice cream, and then you both walk into the store to buy it.

Once you choose the ice cream and pay, the young boy grabs it with absolute delight. Smiling from ear to ear, he walks proudly out of the store and onto the

sidewalk to enjoy his new treat. Just as you both take a seat at a nearby patio table, the child accidentally drops the ball of ice cream right there onto the sidewalk. All of a sudden the boy, staring at his empty cone and the treat on the floor, begins to cry. Naturally you say, “Don’t worry, I’ll get you another one.” But just as you finish, he sees another boy with not one scoop but three scoops! “I want the triple scoop, I want the triple scoop,” the child screams! You look down at the child and reply, “But you just dropped the one scoop, how do you expect to manage three?”

The child begins to cry, “But I want the triple scoop! Look he has the triple scoop why can’t I?” Are you going to buy the child the “triple scoop”? Of course not. Why would you set him up to lose even more when he hasn’t even learned to manage what he was given in the first place?

Sometimes, life works this way. We need to prove that we can master what we’ve been given in life before we can take on even more. At all levels of society, you’ll find good and hard working people trying to make more money, yet they still haven’t taken care of personal debt, managed their spending habits or learned a new skill to reach the next level. Others try to chase the next big opportunity and hope for a big payday. Yet, even if it were achieved, if the foundation of past practices has not been mastered, it will simply reveal itself later by being lost or taken away, proving that they need to both learn and master the past levels before moving successfully on to the next ones. Or, as the story illustrated, manage and appreciate what you already have before asking for more.

Throughout every category of my life I needed to take a lot of first steps. I also dropped a few of my own scoops of ice cream along the way, reminding me the importance of mastering my own steps before helping others take theirs. This in turn prepared me to take stronger and more prepared steps forward, always reinforcing the knowledge that once I conquered the first step, the second, third and subsequent steps on the journey and the ability to lead others would become both more impactful and fulfilling. Social Leadership is not just an outcome, it’s a process where all of us continually cultivate the ability to give, contribute and grow. And, it begins here, with the strong belief and faith in what we can ultimately achieve together – starting with ourselves.

“Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it.” - Goethe

Are Leaders Born?

When I was in high school, I had extremely poor marks and somewhat challenging social skills. I'm not sure if it was because I had missed many months of my primary education or if it was simply that I didn't score as high on my tests as my peers. One thing was certain, during this time, some teachers, even those who meant well, labeled me several times and in different ways as 'incompetent'. In one particular instance, my history teacher call me a 'follower.' How was I labeled a follower? This premature and subsequent judgment was made by my grade 10 teacher while returning a test on ancient history. With a very disappointed mark and look upon her face I remember her handing me my final exam and emphatically stated that I was destined to be a follower for the rest of my life. I can still remember her tone and with a posture that insinuated that I should accept it in order to avoid disappointment later.

Was this because of my lack of passing or exceeding scores on my tests? Was it because of my unique high school fashion or because I wasn't part of any extra curricular activities? Was it something they saw, noticed or as a collective group of professionals identified? Honestly, I don't remember the criteria or the real reason. However, I remember her words clearly because it was a year before I had taken a 4-page career test which determined that "florist" should be my career choice. Needless to say, this belief and test, designed with the best of intentions and by experts, didn't quite prove true.

Your Gifts.

At every stage of life, none of us will ever have the exact same abilities, potential and opportunities as another. All of us have a unique combination based on their upbringing, environments, experiences, education, relationships, wins, losses, opportunities and lessons. All these together give us our unique skills, our gifts, our individual way of approaching problems and creating solutions. There is no one exactly like you and when you choose to leverage that uniqueness through the principles of a Social Leader, you'll reveal your importance even more to serve the growing needs and demands of our evolving society. Imagine if everyone were exactly the same. This world would be extremely stagnant and unfulfilling. It would lack innovation, growth and variety. We would never evolve and truly appreciate all that we have gained and all that has been given to us.

Sometimes our gift is not even a skill or something that we believe we are born with. We all have beliefs, values, traits and abilities that are not always measurable or visible. These can be as simple as having great compassion for the forsaken or the deep drive and passion to serve others that want and must help themselves. It can be a simple interest or dream that just needs

to be cultivated and nurtured over time. Whatever it is, we all have a unique gift and something important to give. Also, for those who are in the process of uncovering their gift and those who are looking to take theirs to the next level of specialization, I am including an exercise that has helped me and countless others in the growth and leadership process.

Where We Begin.

As we are beginning to uncover here, we all have something important to share, contribute and improve. Some will know immediately what this is, others are still discovering it. Which ever stage you are at today, to support the mastery of your development, beginning with a personal balance sheet is a must for your continued success. I use the term balance sheet as a metaphor from business because as you'll uncover, this will give you a complete picture of where you are today, where you want to be and help you bridge the necessary decisions and actions that fall in between. You may find things that you already know but are temporarily practicing, or discover new areas for opportunity and choices to break through. Ultimately, at an advanced level, this balance sheet can also provide to see if you are on the right path to achieve your own goals that you have set for yourself. Finally as this will also allow you at a mastery level to anticipate and overcome challenges and problems before they become a reality.



The balance sheet of a successful business has two main components: the assets (which brings and supports growth) and the liabilities (what can limit and take away from growth). If the assets are stronger than the liabilities, the company is generally healthy and has good growth potential. If the items listed in the liabilities column outweigh those in the assets column, then it's just a matter of time before problems arise if they are not addressed properly. In their simplest form, assets will give you energy and strength to build and grow while liabilities generally slow down your growth and eventually stop you completely if not converted into assets. From my years of consulting and after building my own businesses I surprisingly realized that most business owners never even look at their balance sheets, and then wonder why in the first 10 years, 95% of businesses fail. In my business, I made it a practice to review my balance sheet weekly, and this also supported our double-digit growth each and every single year. When you track, measure and know what is happening in your business and in your life, you have control and can make even wiser decisions.

As a Social Leader, your own personal balance sheet will assist you in clearly identifying where exactly you are today, and what you have to offer both to yourself and to others. This balance sheet should have two columns. The first, your assets, may include your experience, knowledge, skills, traditional or self education, in addition to values, the things that add moral, ethical and concrete value to your life and the lives of others. The second, your liabilities, (which in the business world are the obligations and debts which have accumulated during the growth and development of the company) could also include a list of experiences, knowledge, skills and values that are currently underdeveloped or the things that need to grow in order to achieve your goals and ultimately, contribute to others at higher levels.

Furthermore, your balance sheet can list such items as the languages you speak (or need to speak, as indicated in your liabilities column), your experience as a parent, business owner or professional. It can include values such as integrity, honesty or accountability and include the experiences which brought you to new levels of understanding and insight as well as your problem-solving skills. In addition, skills or gifts that you have developed over time, starting at any age should be added to your list. Remember this is only for you, therefore get a sheet of paper and begin writing everything, I mean everything you know and can remember! In my own consistently updated balance sheet, I even wrote down the experience that I had when I was just 11 years old and spoke on stage in front of my entire school. Even though it may seem insignificant, I held on to that positive memory to grow and develop my ability to be t

he public speaker that I am today and also use this as a positive vehicle to help teach and serve people of all walks of life on stages across the world.

You, as a growing and constantly discovering Social Leader, will use this balance sheet to check in monthly or quarterly (or weekly for those over achievers!) on your growth and development with special focus on growing in the areas that can use improvement as you work diligently towards increasing your assets column as well. Whereas most people focus only on what they know or what they are good at, it's important to grow beyond our comfort zone, to go beyond what we know and also to grow and nurture those areas that need additional discipline, making us even stronger and better able to take on more responsibility and teach it as well. Remember the stronger you are, the greater ability you will have to serve and lead.

Redefining Leadership for Humanity.

Many leaders and people place an extraordinary importance of the visibility of their contribution when they help society. Even though it is important for us to help and inspire others to take positive action and to support our world or community, it is more powerful to inspire others by example, by how we live our own lives. We need to do more than talk the talk, we need to walk the walk, so to speak. We need to show by example and not only seek recognition for what we do. Be a Social Leader of positive influence by how you live your own life, how you grow and build your own prosperity with morals and values and how you indirectly inspire others not by what you give, but by being a living example of what is truly possible with integrity, compassion and again, by walking the walk.



In business, Social Leadership should be measured and practice in how we treat others, whether it's our team members, employees, customers or prospects, is how we in turn teach others how to treat us. For example, a friend of mine (whom we'll call Jim) was called into a Fortune 500 Company as a corporate progress and integrity advisor as myself, to help the CEO drastically reduce, if not eliminate the internal theft and corruption within his company. The day he went to propose his strategy, he told me that, as he sat in the lobby waiting for the CEO, he overheard the secretary say on the phone, "Yes sir, I'm sorry he's out for the day. Would you like to leave a message?" He heard her say this to a number of people. When the CEO came to greet Jim, he asked,

*"This is your personal secretary right?"
He replied, "Yes, why do you ask?"*

Jim said. "She is telling everyone who calls that you're not in the office today."

The CEO said, "Ah yes, you know how it is. I just told her to tell everyone that I was out so that I wouldn't be interrupted."

Jim knowingly nodded his head and replied. "You don't need my services, because I can tell you right now why you have the problem of theft in your company – and it's you."

*The CEO crossed his arms, pushed his chest up and said,
"What do you mean?"*

Jim replied. "When you give permission to others to lie for you, even 'bend the truth' for whatever reason, you give them permission to lie, 'bend the truth' to you as well...for whatever reason. Everything you do and say sets a standard that can grow beyond your control – and, through your actions, you teach those around you what is acceptable. Both behind and in front of closed doors."

The lesson here cannot be repeated enough. What we 'do' in our everyday life, in addition to what we say, sets a standard and teaches those around us both directly and indirectly how we expect to be treated, ultimately attracting more of the behavior that we either want or don't want. As well, our actions, especially when we think no one is looking, tells our selves that we are important and worthy or that we are not. This, on a larger scale, sets standards within our families, our workplace and in our communities. Some may call it culture or

simply, 'how things are done.' In the end, the quality of your life and leadership begin with the single most influential person in your life, and that is you.

Your Family.

Next, we consider your role and responsibility within your family. This can be the easiest place to begin or the most challenging during your growth and path towards becoming a Social Leader. Why family? We are all shaped in one way or another by our families or guardians, and this can be our greatest source of growth and understanding not just with those closest to us, but with ourselves as well. That is why I believe that it is our responsibility to practice this compassion and leadership within our families first before we lead and influence others in our community and country. It is my belief that our relationship with our parents is a reflection of our relationship with humanity. In order to truly connect and have compassion, responsibility and integrity for others, we must, without a doubt, have the same for our own families, beginning with our parents and then expanding to our siblings and so on. And, if by some chance, you don't have an immediate family, you can always begin with those closest to you or start being a family to those in need.

"Your relationship with your parents is a window into your relationship with humanity."

Sometimes, our emotions or defenses get the best of us. We judge, filter and label people, experiences and situations. True or false, these beliefs take us on a journey to where we either connect and understand at deeper levels ourselves and others or we create even larger degrees of separation, misunderstanding and even conflict. What I have found both in practice and experience is that most of the time, someone's behavior is just a symptom of something happening deeper inside, and most of the time it's never about us, we just happen to be there at that time. We do the best we can with what we know, good or otherwise. In turn, if we can learn to appreciate the person and really see the behavior as a symptom or something temporary, then we can begin to connect to one another, see beyond the actions and words, and start to truly understand one another without judgment or anger – but with heartfelt compassion.

Your Future as a Powerful and Influential Social Leader.

There is a specific place and need for you, especially in this world of over 7 billion people. We need to grow and evolve in order to respond to the need for Social Leaders. Some may be thinking or preparing to serve thousands and others will choose to help those in their homes and communities while others will take greater responsibility and choose to practice more integrity in their workplace. Whatever you choose, this world has enough causes, needs and opportunities for you to build, inspire and lead.

Social Leaders can start at any age, with any level of experience, education or resources. For me, I imagine it starting somewhere around the age of 7, five years before my mother remarried, taking us out of the extreme poverty we grew up in, into a safe and supportive family environment. Finally, my brother and I did not have to share a room, we had three square meals a day, a warm coat in the winter and the opportunity to complete our primary and ultimately secondary education. With this opportunity of a new journey, I began to realize in the years ahead that I wanted to give back what I had been given and what I had learned. Two years later, at the age of 11, I volunteered at a YMCA camp for young children during the summer months. I remember very little about that experience. But what I did learn and do remember was the feeling of contributing, helping others and learning a bit about summer camps along the way.

When I was 23, my fiancée and I bought our first home in Brampton, Ontario. We had some financial stability and our careers were doing very well, and even though our lives were increasingly busy, I still wanted to be a role model for a young boy who may have grown up in a situation similar to mine. So, I applied to the Big Brothers program where I lived in Brampton, Ontario Canada, where they match up young fatherless boys in poverty with properly screened men who want to be a positive role model. Alton and I were matched up within a few months of screening and testing and I had a tremendous growing experience with one young boy from the time we first met when he was 12, until the time we ended the program together when he reached the age of 18. We met each and every weekend for 7 years straight and what I learned from that experience was that one person can have a huge impact on another person's life, simply by being a friend.

In the following years, while building my companies, I took the time to serve in several foundations, homes for physically and mentally disabled people, speak to rebellious groups, serve on boards of associations and groups in various countries, I was

approached by a Forbes listed billionaire in Mexico City to serve as a business consultant, and I also worked with children living and hiding in sewers in a small town called Ayacucho in Peru. I have now started and built four businesses from ground zero. I have travelled to over 25 countries and 125 cities around the world and my teachings have now been read by over ¼ million people around the world. ('around the world' or 'across the globe') Today, at the age of 39, I know I still have so much more to learn and share and honestly, I still feel like I'm always just beginning.

This wasn't achieved because of financial ability, luck or even by design. Maybe it's because of that first day that I decided to step up and volunteer to take care of a group of children during a summer camp, even if I didn't know what I was going to do



The greatest resource, teaching and course you can ever begin with are those of your own life, your own and footsteps. Appreciate what you have been given, use them to the best of your ability and give to improve your world and the world of those around you. In this rapidly growing world of billions, and leaders who are looking for new and better ways to manage, inspire and help humanity, we need you now more than ever. Look around you. Everywhere you look you will find needs, opportunities and people who need your expertise, ideas, help and faith. Ask yourself, "Where can I start with myself today?" and begin there. Once you have mastered where you are today, what can you do to be a better friend, parent or child in your family? If you are already strong and confident where you are today, consider where you could contribute and solve bigger problems, or contribute to greater opportunities in service for your community, city or country.

A bit about me.

I help people build and prosper with more dignity and Integrity. In 2006 I sold my first company that reached over 1.3 million and continued to build two more from ground zero. I'm an Entrepreneur, advisor author, speaker and world traveller. Email me, check out my website or join the 19,000 others and subscribe to my teachings.

Biography of Entrepreneur, Advisor and Speaker Erik Kikuchi:

Erik Kikuchi started his first company at the age of twenty-four, without financing, a university degree or prior experience. His company reached over \$1.3 million US in sales in just seven short years. This was achieved by doubling his sales each year and culminated in him selling the company at the age of thirty-one.

Erik Kikuchi's second company was built on solving a problem within an industry he had never worked in. Building another business from scratch without an office, marketing materials or again, prior experience in the industry, his sales exceeded a quarter of a million dollars in the first year with a profit margin of over sixty-two percent.

His third company is an investment firm in Canada, specializing in real estate and apartment rentals which provides both a monthly income and yearly property appreciation for its investors. In the first four and a half years, clients had doubled their initial investment.

In addition to his volunteer work over the past six years throughout Latin America, Erik Kikuchi has for nearly two years inspired, educated and mentored entrepreneurs throughout Latin America through the 190,000+ readers of his blog "Culmen," and the 17,000 subscribers to his free monthly electronic newsletter.

Kikuchi is dedicated to providing transformational keynotes, seminars, and programs through which he leads, trains and supports the people, professionals and entrepreneurs in Latin America, providing them with the strategies and tools they need to build a life of prosperity with integrity.

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