

WHERE'S
MY DOG?



THE
SEARCH
FOR
HONEST
LEADERSHIP

BY DAVID B. WATKINS

*"Most of what I say is complete truth. My edit button is broken."
— Myra McEntire, author "Hourglass"*

Synopsis

What a bizarre title. But it is interesting isn't it? Doesn't it make you ask, "*What could this be all about*"? Well, the truth is it's not about dogs at all; it's about leadership and honesty.

Nevertheless dogs are a useful metaphor. You see, dogs are the closest thing we can find when searching for examples of uncompromising honesty. Dishonesty is not part of their DNA. In contrast, the problem for many leaders today is that at some level "most people lie".

This may seem like a provocative statement but it's true, even though most of the time we do not even know we are doing it. Some, including many renowned psychologists, would even say that at some level we need to lie to survive. *Do we?*

In a world of business, sports and political Watergates and scandals that has even culminated in Papal resignations against a background of "vatileaks", we seem to suffer from a paradoxical scenario. We find ourselves contrasting the lack of honesty that brought down many of our business and sporting figures as exemplified by the likes of Madoff, Lance Armstrong and Oscar Pistorius (to name a few), with the apparent total honesty of leaders such as the Dalai Lama, Kofi Anan and even Richard Branson or Steve Jobs.

We all know that whilst some leaders command respect, others do not. Some leaders have willing followers, whilst others are followed through coercion. Some may lose their followers, whilst others should never have any. And some allow their egos to block trust, whilst others are dealers in trust.

This book is therefore a journey into one of the hottest topics for leaders today – ***honest leadership***. But this is not just another leadership book, or simply a nice story. It is about honest leaders changing the world.

Now that's a big claim. But it's deserved, because this book sniffs and scratches around the undergrowth searching for the real meaning of honesty and leadership and finishes up helping you uncover your own truth. And with the aid of a remarkably simple idea – the Eight Axioms of Honest Leadership – this book will provide you with the tools and skills to enable you to identify, train and maybe even tame your own leadership approach and help you to become a "top dog".