

# **Power Up** Your Personal **#1 Super Power**



## **Your Report** **LEADERSHIP** **&** **TOP 3 BLIND SPOTS**

**From**  
**Kevin W. McCarthy**



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# DEDICATION

Here's to You the Business Owner:

“Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”

Stephen Jobs  
Co-Founder of Apple



# SUPER POWER: LEADERSHIP

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**You are a “Leader” and your Super Power is LEADERSHIP.**

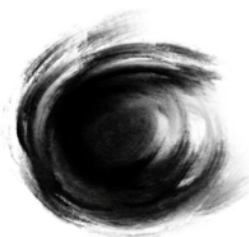
As a Leader, you are known for being decisive, creative, and willing to take calculated risks. Where others wilt, you willingly step up to make difficult decisions with the wisdom of Solomon. Your desire to engage your team sets you apart as a respected figure in your business. People (team members, customers, and vendors) choose to follow because you’ve earned their trust.

You have an ability to build strong relationships with the people on your team, handle conflicts effectively, and create a positive work culture. You like to know people’s names and their story. You are comfortable taking charge and leading by example. As a result, your team looks up to you for guidance and direction.

Leaders are generally a force of nature. Some are charismatic and capable at starting and growing a business team. But, their charm alone can't keep it going because they fall short in business skills or industry expertise.

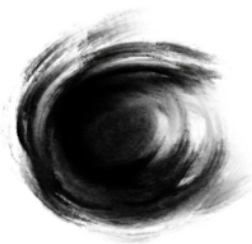
Leaders are at risk of getting bored in the details, become unrealistically demanding and impatient with the team, or are looking for greener pastures (read; chasing squirrels). Many are unsure how to scale their business to the next level. Their innate ability to attract and engage people needs to be complemented with talent in an organizational cause, business skills, and industry expertise.

# THE TOP 3 BIG BLIND SPOTS FOR LEADERS:



## **#1 Becoming autocratic and resistant to feedback.**

When you are a Leader who begins to believe your own press clippings a “winner’s arrogance” is setting into your psyche. People fear speaking truth to you so they stop sharing their opinions and advice. The resulting “echo chamber” of your words and thoughts stifles your flow of vital facts and creativity. Left unchecked, this mistake results in low employee morale, high turnover rates, and missed opportunities for innovation. And, yes, your unilaterally made decisions will start coming back to haunt you.

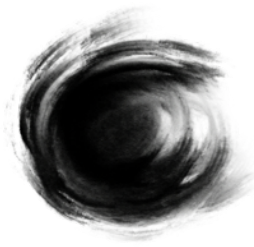


## **#2 Failing to delegate that which can be delegated.**

In these instances, you the Leader have become the primary bottleneck to the business's fluidity and succession planning.

Translation: the Leader does not have the persons he or she trusts or hasn't developed them to be trusted with delegable decisions and work. This decision-clenching throttles the careers and development of otherwise competent team members. The turnstile of talent heading out of the company increases in volume and speed. In a family business, for example, this blind spot crushes the confidence of the next generation or sets them up for future failure, or fractures the family. It also accounts for why an aging business owner fails to have a viable succession plan.





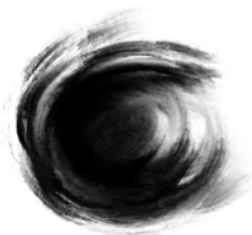
### **#3 Taking credit for other people's work and success or not shouldering responsibility for your failures.**

This blind spot can be the ugly side of Leaders. It is your business—everything that happens in it is ultimately under your stewardship (or lack thereof). Own it!

For wins, credit the team. For losses, pick up the burden—you're footing the bill for it anyway. Remember the adage, "It is better to give than to receive." Your business trajectory rises the more you sing people's praises.



# THE BLIND SPOTS FOR ALL BUSINESS OWNERS:



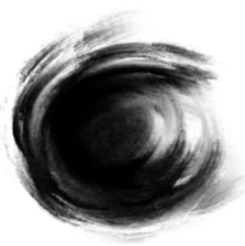
## **#1 Staying in your Business Owner Super Power comfort zone.**

Being a Leader is one of the big four Super Power competencies necessary for designing, building, and scaling a successful company. Of the other three competencies you don't need to personally master each, but you do need to have awareness in your business strategy, tactics, and decision-making. A workaround is to supplement your Super Power with complementary team members.

When facing business challenges, the natural tendency is to lean heavily on your Super Power to make things right. While there's nothing particularly wrong with this approach and it has likely bailed you out in the past, over reliance on any Super Power keeps your company and you one-dimensional, which is why it is a blind spot.

One of the most common statements Business Owners make is “I wish I could just hire a president to take care of all the business stuff that drives me crazy.”

Delegation is a wise and viable option. The challenge is hiring correctly. You likely don't know what you really need in a president so your “white knight” hire turns into a dark episode. And since, it is your financial statement that's on the line, you're the one who pays the highest price for your School of Hard Knocks lesson. Proceed with caution.

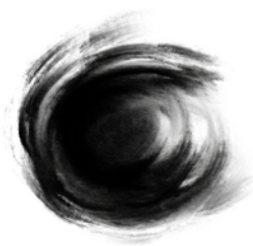


## **#2 Anyone can start a business and take the title “Business Owner.”**

**That doesn’t mean this person knows how to be, see, do, and decide as a Business Owner, let alone be a Profit Maker.**

The well-documented failure rate of businesses can be traced back to the low barrier of entry to get in business. Ultimately, “Business Owner” is a title not a function.

Titles such as Business Owner, Founder, President, CEO, Partner, Executive Director, and such imply a position but they don’t necessarily convey competency. The more-appropriate term is that of being a Profit Maker, a person who is competent and capable of integrating the diverse aspects of business ownership into a cohesive workplace and business model that predictably produces financial profit and contributes to the common good or well-being of its various stakeholders.



### **#3 Believing the purpose of your business is to make money.**

There's no doubt that money is vital to a business's continuity and the owner's calm. Except money is a measure of the business output, not its reason for being. It is the proverbial cart before the horse, yet this notion for why a business exists persists.

Such fractured logic places the effect (make money) ahead of the cause (increased stakeholder well-being). Because money is so measurable, Business Owners fall prey to this Siren's Song sung in dollar signs.

The concept of Profit Making implies a process with a beginning, middle, and end. Therefore, it behooves the Business Owner to ask the "cause and effect" question, what is our cause?

**Purpose • People • Profit** is the new triple bottom line for Business Owners who want to make the smart transition from Business Owner to Profit Maker.

Want to explore the possibility of becoming a Profit Maker? Join Kevin W. McCarthy for a TOP Profit Maker free introductory session.



“Blessed Are the Profit Makers  
for They Enrich People.”





# THE DOUBLE-EDGED TRUTH:

**Apart from your Super Power and its associated Blind Spots, your Super Power is also your greatest source of risk and failure.**

Ironically, your greatest strength as a Business Owner remains your greatest weakness because:

- You are prone to forget and value that what comes easily to you, doesn't to others. Therefore, you undercharge for your goods and services.
- You fall down the rabbit hole of self-importance, overestimating the contribution of your Super Power.
- You only see the world through the eyes of your Super Power and you block out other possibilities.

Be a lifelong learner by investing in your team and your personal and professional development. Dividends will be paid in loyalty, continuity, and tranquility.

Become a TOP Profit Maker!





## ABOUT KEVIN W. MCCARTHY

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The cause-and-effect secret to fulfillment and joy in life and business ownership is relatively simple: *Express your purpose or who you are in what you do to be on-purpose.*

What if you're confused about who you are? Life feels empty or even meaningless. Many of us turn to work, specifically seeking to fill a void in significance, to gain a sense of purpose, and to experience making a

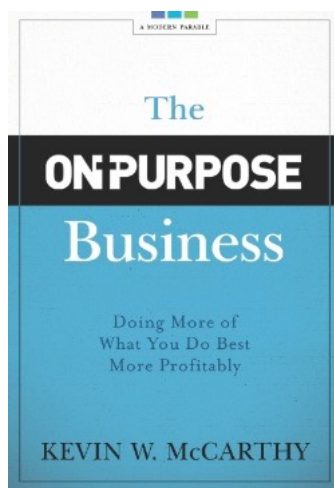
difference. Mistaking what you do with who you are, however, comes at a perilous price.

**There is a better way!** Clarifying your identity into a 2-word purpose statement! From this you can reverse-engineer whatever you're doing to put the power of purpose to work in your life, work, and speaking programs.

Kevin McCarthy is the creator of [ONPURPOSE.me](https://ONPURPOSE.me), an online tool to clarify your life purpose in about 3 minutes. For a nominal investment, you can stop settling for a sense of purpose and precisely and concisely clarify your purpose to 2 words.

How is your purpose coming to life in your business?

Read [The On-Purpose Purpose Business Person: Doing More of What You Do Best More Profitably](#). Within these pages are the Four Pillars to designing, building, and leading your business to success on your terms.



In the late 1980s, Kevin began a conversation about purpose and being on-purpose.

Decades later, the On-Purpose® Approach is the gold standard in this field and remains on the leading edge of personal development and business leadership thinking.

**Kevin is the Chief Leadership Officer of On-Purpose Partners**, a Winter Park, Florida-based business strategy consulting firm and training company specializing in working with business owners. Kevin is a lifelong entrepreneur with a classic business education with an MBA from The Darden School on the grounds of the University of Virginia and an undergraduate degree in business and economics from Lehigh University.

Kevin's forward-thinking perspectives, methods, and books remain on the cutting edge of leadership, business, and personal development. His books are:

- *The On-Purpose Person: Making Your Life Make Sense* (1992, 2009)
- *The On-Purpose Business Person: Doing More of What You Do Best More Profitably* (1998, 2013)

- *FIT 4 Leading: Discover the Joy of Taking a Hard Look at Yourself* (2013)
- *Chief Leadership Officer: Increasing Wealth so Everyone Profits* (2017)
- *TOUGH SHIFT: Seriously Good Change* (2021)

Learn more at:

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