

Lead the Way

No matter where you rank on the pecking order, no matter what your age or gender, no matter which continent you call home, you're fascinated by Power. Our fixation on powerful leaders is embedded deep within our tribal psyche.

When powerful brands speak, the world listens. They set the rules for any event. In their presence, others follow. When others stare, they blink last.

Tesla Accelerates

Tesla car brand showrooms are "galleries" where consumers are allowed to look but not buy. All orders are taken online. Tesla retains control by requiring all visitors to its headquarters to sign an NDA, even if they are just visiting the company's corporate offices, and not its research and design facilities. When it comes to how cars are bought and sold, the company's CEO, Elon Musk, is taking the wheel.*

Any company, and any industry, can fascinate when it demonstrates clear actions and a strong, decisive voice of leadership. A kitchen company, for instance, can comment on the latest trends in kitchen design. A mortgage adviser can provide tips and trends in the most family-friendly neighborhoods. A financial planner can give clear direction and help make decisions on new tax laws.

Take Control

If you want to be powerful, you must be ready to make decisions for others. Exude total and complete assurance in all manner of execution. Don't submit or stumble, else you risk losing credibility.

* How's this for fascinating customer service: When I test-drove a Tesla, the dealer brought the car to the house. Afterward, he stayed for dinner. Then he helped my husband move the grill from the backyard to the porch. After that, we signed the contract.

Speak always without hesitation or ambivalence. Establish immediately that you are the last word, end of story.

Powerful companies, like powerful people, have a strong point of view. The same is true for your marketing. Powerful brands aren't afraid to lead. To describe this pillar of Power, let's see how people apply it in their brands to build a reputation for confident communication.

Star-Spangled Beyoncé

There's hell to pay when fans of a world-renowned R & B star discover that her blowout performance of the national anthem on the cover of the *White House* was no more than a cleverly disguised steps of the *White House* was no more than a cleverly disguised steps of the *White House* routine. But they don't call her "Queen B" for nothing.

Beyoncé Knowles-Carter responded to the outrage of her fan base by performing the anthem again ten days later. This time, the star belted out the notes *live*, with a fierceness that left the audience convinced of her raw talent. And when she finished, she had just two little words for the millions of people watching: "Any questions?"*

Why We Play Follow the Leader

Why do we respond so strongly to leaders? Why do we follow them, admire them, imitate them, and even obey them? To understand, let's go back a few million years. You're about to learn a thing or two from celebrities with hairy backs and knuckles that drag on the ground.

The next time you're in the grocery store checkout line and find yourself inexplicably mesmerized by a cover story about a smiling athlete, a billionaire mogul, or a movie star, blame your DNA.

* Beyoncé's voice isn't her only fascinating attribute. A species of fly has recently been named after the singer, because of its distinctive golden booty. Any questions?