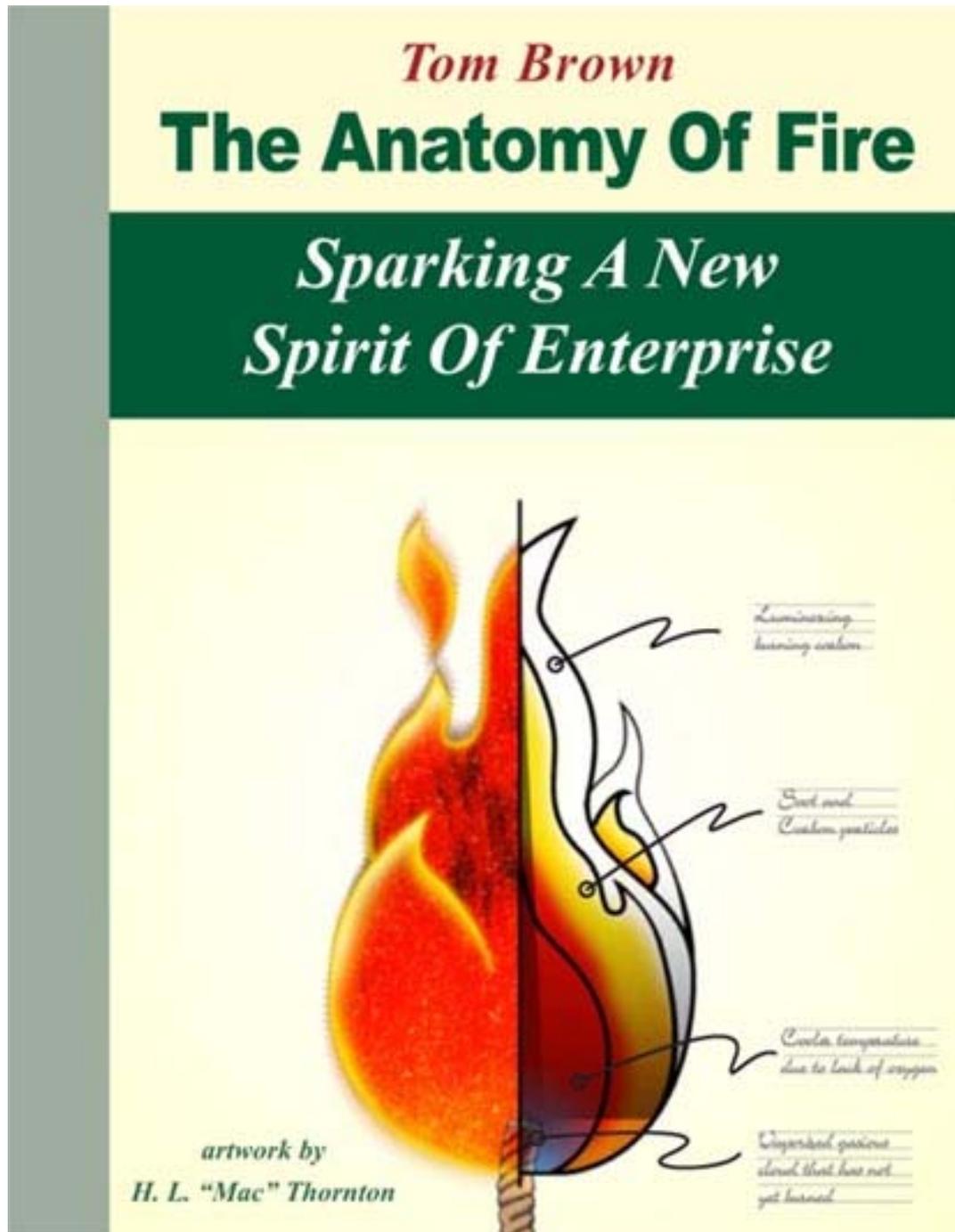


The Quotable “Fire”



Memorable Quotations Based On The Book

The Quotable “Fire”

The Anatomy Of Fire: Sparking A New Spirit Of Enterprise was written by Thomas L. Brown (www.tombrown.us) and is available on Amazon.com (www.amazon.com/BrownHerron).

The book has found readers around the globe since it was first published in 1997; since then, it has been completely updated into a “Millennium Edition” and is finding yet new readers in its Adobe Acrobat® format.

What’s *The Anatomy Of Fire* about, quickly? Here’s a synopsis of Tom Brown’s book, followed by key quotations from the book itself:

Although there are hundreds of books on “leadership,” the term is meaningless to most people because “leaders” have become “placeholders,” people dedicated to preserving the status quo in order to maintain power and control, to extract personal wealth, or to promote self-aggrandizement.

An historical view (going back to when our planet looked much like the raw wonder of Yellowstone National Park) reveals that leadership over time was first and foremost about the nurturing of powerful new ideas to make society better.

Thus, Brown asserts in *The Anatomy Of Fire* that the 21st Century needs leaders who are discoverers of new ideas, who can win others to their point of view, who can acquire the resources to convert ideas into reality, who will stand by their ideas with steely resolve, and who are dedicated to improving mankind.

Leaders are society’s vessels for progressive ideas; they are the unrelenting, unyielding, unremitting force for a new idea with the promise of positive change.

The following pages offer an overview of the entire book, via selected quotations.

By and large, the quotations are listed here in the same sequence in which they appeared in the original *Anatomy Of Fire*.

However, some light editing of the original has been sanctioned to assist in making these words quotable outside of the context of the full work.

All people have the capacity to “glow” at what they do, at how they’re investing their lives. When it comes to leadership potential, we are all born to glow.

[Introduction]

The 21st Century cannot possibly be managed and led the way we are doing it now.... Must workers and managers be eternally at odds? Must leaders always be disconnected and abstruse? Are ‘work’ and ‘life’ doomed to be antonyms?

[Chaplet 1.2]

There has always been the yearning to take on the status quo; to recognize the present for what it is, then improve it. To share thoughts, then join hands, to shape a better future for all....

[Chaplet 1.3]

Could it be that we have forgotten that a fulfilling worklife involves more than a place to labor — it must embody an idea to love? Could it be that we have forgotten that ‘leadership’ is about progress, about moving forward?

[Chaplet 1.3]

Just a few seconds before the dawn of a new Millennium, we live amidst incredible wealth and oppressive poverty, between peaceful harmony and annihilating hegemony, amid boundless gluttony and ravaging hunger, between awesome erudition and senseless ignorance, among faceless individuals and globally-recognized celebrities, surrounded by unlimited communications and stupefying misunderstandings, between mind-bending technology and the most elemental human wants and needs.

[Chaplet 2.1]

Alas, too many of those today titled as ‘leaders’ are in reality only ‘placeholders.’ Too often, we are following men and women who are running at top speed on the most elaborate and refined treadmills.

[Chaplet 2.1]

The placeholder sees only boundaries... the leader strives to understand the larger purpose behind the work. The placeholder is transfixed by products or services that have sold in the past; the leader seeks to define the new mandates.... The placeholder mines every resource under his domination, extracting without

replenishing, sucking wealth for the benefit of the few; the leader cultivates resources, reinvesting them to stimulate our abilities to create new, greater, and wider wealth. The placeholder exploits, enforces, locks down, fences in, stashes away; the leader enhances, encourages, opens up, explores new vistas, unleashes. The placeholder prizes doing; the leader esteems dreaming. The placeholder is sure of nothing not in the present; the leader is enticed by little that is not in the future. Placeholders provide employment; leaders stimulate enterprise.

[Chaplet 2.1]

You cannot walk boldly into the future on legs of doubt.

[Chaplet 2.1]

The one factor that placeholders cannot control and only the human spirit can counter: the marketplace is in a constant churn.

[Chaplet 2.2]

We know that endless subtraction of people and resources will not create a permanent path of progress.

[Chaplet 2.3]

We desperately need leaders who can peer into the next century and realize that only a society comprised of people who are *themselves* the primary engines of change can fulfill the promise within every man and every woman — living on a planet of boundless horizons, boundless potential.

[Chaplet 2.3]

Churn is simply the tumult caused by new ideas seriously assaulting an unsatisfactory status quo.

[Chaplet 2.3]

Investing, exploring, and progressing — this is how leaders capitalize on churn, converting peril to potential.

[Chaplet 3.2]

Today, in every context, people yearn for enterprise — not in the shape of something to buy or to bank, but in the form of something to be part of.

[Chaplet 3.2]

Paradoxically, one can never stand invincible against a great churn unless and until one comprehends the causative taproots of the change and chooses to journey along with it.... [Those taproots are: be free, be healthy, be intelligent, be prolific, be connected, be happy, be harmonious.]

[Chaplet 3.2]

The security sought by leaders ultimately gravitates to a new idea: the intangible assets that can be planted, cultivated, and made to blossom in the human mind. People are a sacred source; they are the keys to life's largest locks. Leaders always worship the most current of frontiers, something of value tomorrow. They are the primary source of churn. For leaders, security is a state of find.

[Chaplet 3.4]

Our capacity to glow comes from five “flickers,” five human tendencies which can ignite an average man or woman to do extraordinary things. We are born with the innate talents to face any churn and surpass its awesomeness with awe-inspiring affirmations of our own drafting. These flickers [exploration, enthusiasm, resourcefulness, resolve, contribution], properly fanned, light the kindling for leadership.

[Chaplet 4.2]

It isn't common ground that bonds people together behind a leader, it's *higher* ground: the uncommon desire to journey to a place no one has been before.

[Chaplet 4.2]

Leaders are people who glow when their flickers, all five, have not been doused: when their penchant for exploration brings them to an idea or project to which they can allocate immense enthusiasm, boundless resourcefulness, steely resolve — and all for the betterment of those in their trust. *This* is enterprise!

[Chaplet 4.2]

The kindling, then, for progress tomorrow is not to be found in places exotic or with people unique. We are all born to glow...

[Chaplet 4.2]

Leadership is about fire, minds alit with new ideas — sparking other minds to even vaster potential.

[Chaplet 4.3]

The leader's art is in the leader's heart.

[Chaplet 4.4]

Leaders are first and foremost discoverers. They are... rule starters; they don't want to challenge the existing game as much as they want to start entire new games.

[Chaplet 4.5]

Leaders are cheerleaders.... And in their effervescence, they naturally encourage their followers with the prod of promise; they pump people up with their push for exploration.

[Chaplet 4.5]

Leaders are synthesizers. They refuse to recognize the authority of limitations. Where others see fixed parameters and "hard facts," they reconsider and recombine "impossibilities" into new combinations of processes and products.

[Chaplet 4.5]

Leaders are soldiers. They understand that they serve the cause of a new idea, and that they must be stalwart against the certain adversity sure to confront each firm and enthusiastic step forward.

[Chaplet 4.5]

Leaders are givers. They desire little beyond the liberty to keep exploring.

[Chaplet 4.5]

Some consider it a matter of fact that there are leaders — and then there are followers. One is up top, in front, indispensable; the others slogging below, plodding behind, quite expendable. But when leadership grows from being a single spark to a moving force, it is only the leadership *idea* which is out there, ahead — with leaders and followers indistinct and in pursuit. Perhaps there is no truer mark of genuine leadership in action than the presence of a unified body of fired-up believers who are far less concerned with rank than with establishing a new idea that ensures a better world because of their coalesced efforts. Segregating leaders from "followers" is no longer warranted; the terms are hierarchical and passé.

[Chaplet 4.5]

Though placeholders predominate today, there are leadership embers aplenty to fan, in sufficient quantities to spark a worldwide fire great enough to illuminate the century of possibilities which lies ahead. But this will not happen — indeed, it cannot happen — unless each one of us is willing to take embers, make sparks, and light a fire within our own heart. We are born to glow, but it will never happen unless each one of us designs, prints, and inscribes our own name upon a license to lead.

[Chaplet 4.5]

Leaders are society's vessels for progressive ideas; they are the unrelenting, unyielding, unremitting force for a new idea with the promise of positive change.

[Chaplet 5.2]

These times, like all times before, beg for the ideas to take us to tomorrow.... Looking back, the leaders we have had were not embraced immediately nor perhaps even widely — but their ideas prevailed. Looking forward, the leaders we crave are to be found standing right behind the new ideas we're ready to cherish.

[Chaplet 5.2]

Think of it as a “tag team race to tomorrow.” Leaders look to past leaders to bring the world as far as it has come today; but they are adamant that the status quo will not stand, that mankind must not run in place, that the hand of man can enhance the gifts that nature offers.

[Chaplet 5.2]

Every endeavor ultimately viewed as a breakthrough can be tracked to a new leader picking up where some prior leader was forced to leave off.

[Chaplet 5.3]

Leaders invariably answer five questions the same way. Do you aspire to be a leader? Think hard on these:

- 1. Do you want to explore or exploit?*
- 2. Do you want to rally or to rule?*
- 3. Do you want to imagine or to inventory?*
- 4. Do you want to achieve or to comply?*
- 5. Do you want to give or to take?*

[Chaplet 5.3]

When you cry out for a leader, do you yearn for leadership somewhere outside of you? Or, just possibly, do you pine for the courage to tap into and release something real, something true, something that only resides deep down inside of you?

[Chaplet 5.3]

Although many would argue that the times in which we live are saturated with success, that there are no frontiers to conquer, yet others know that the drive of new ideas offers no down time.

[Chaplet 6.2]

When our work is ajar with our sense of a personal manifest destiny, we are breathing but not really living. We don't fulfill; we chill. We do not lead; we tarry. A career gone cold is a life that's frozen. Take the fire out of our work, and we may just as well be buried in an avalanche of snow.

[Chaplet 6.3]

Leaders thus challenge the people around them to live life seriously, meaningfully. If the leadership journey of an organization is such that other men or women can align with it because their values coincide, then the few leaders "at the top" rapidly turn into many people participating in leadership at every organizational level.

[Chaplet 6.4]

Only if leadership fails us can tomorrow possibly scare us.... To quest to lead is a truly magnificent burden: what other calling makes a profession of perpetually praising the future, stirring people to achieve what has never before been done?

[Chaplet 6.4]

Come, leaders, come. We invite you not because we crave to worship you — but because we need you. Wake us from our status quo, rattle our routine, stiffen our spines, shake our roots. Come, leaders, come. A new century is charging hard against our flimsy walls of tradition; we need your force, your fervor, your ferocity: fire our will to grow, to change. We need more than your innovation; we need innervation. Come, leaders, come. We beg no charisma. We do not ask to bask in your glow; help us to kindle our own kinetic charge. We're weary of timeworn continuity; we've seen what emptiness lies in tired conventions and endless echoes. We need your spirit, your delight, your fight. Come, leaders, come.

[Chaplet 6.4]