

The Missing Leadership Aspect of “The Secret”

By Ed Oakley

“The Secret” [video](#) and now the [book](#) have received an enormous amount of attention all over the world in the last six months or so. It has been an amazing marketing coup! It is based on the Law of Attraction which is certainly not new. One of the primary Focus Factors we teach is “you get more of what you focus on.” That is the same concept. If you’ve read either of our books, ”[Enlightened Leadership](#)” or “[Leadership Made Simple](#),” you know that our Forward Focus™ model is also consistent with the basic concepts of “moving toward what you focus on” found also in ”The Secret.”

From the first time I saw the video, I felt there was something missing. This might be controversial, and it is my strongly held perspective. And it is important in our leadership roles...

I immediately related the missing piece to the difference between our clients who have been wildly successful using our simple concepts and tools and those who really liked the work, and were only moderately (in comparison) successful in measurable results. The difference is quite obvious to me.

The missing piece of “The Secret” is ACTION! I personally question the value of the powerful concepts of the movie and the book without “action.” I personally have experienced a number of people who have worked hard to have the right thoughts, the right vision, the right clarity and goals, and they are sitting around wondering why nothing spectacular is happening in their work or their lives. The significant words there are “sitting around.” They are not taking action.

Likewise, the simple distinction of our wildly successful clients is that they are the ones that take action. It is really that simple! They aren’t smarter, they aren’t more innovative, they aren’t more fun-seeking, more beautiful, older, younger or anything else. The super-successful ones are simply the ones that use the concepts and tools - they take action.

I received a validation of my own thoughts about “The Secret” when I recently ran across an online “video” that addressed this in a presentation that the author, Mark Hendrick, called “[The Real Secret](#).” He gets specifically to “action” about 10 minutes into it. You might enjoy listening to part of it, if not all.

May you use the Secret AND the Action in your leadership efforts!

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