

A Group of People is Yearning for Your Leadership

Tribes, Seth Godin's ninth international bestseller starts off with a few simple ideas:

1. A tribe is a group of people connected to one another, a leader and an idea
2. Most tribes used to be geographically bound, but the Internet has changed all that
3. Tribes need leaders
4. Most of us have ideas or interests we are passionate about
5. There are tribes everywhere yearning for leadership and connection, and you have the opportunity to step in and assemble one

Will you take the opportunity?

Godin demonstrates that assembling and leading a tribe is easier than ever before because a group needs only two things to become a tribe, a **shared interest** and a **way to communicate**, and the internet has created a platform to help your group communicate.

In the old days, location limited the ability to communicate—and the greater the distance the more of a leadership challenge it became to connect people. Tribes tended to be local: Settlers in Jamestown, Democrats in Springfield or Hitler's youth in Germany. And leadership was challenging; it was hard to communicate, coordinate action and grow quickly.

Now anyone who is passionate about a hobby, business or idea can become a leader. Would you like to reform education, support yourself as an artist, sell an innovative new product or service, change the way your organization operates or connect enthusiasts of Asian dragons from the 5th Century B.C.? Godin would suggest you consider the following issues:

Leading a tribe you are passionate about is thrilling, engaging, profitable and fun, and Godin believes there is a tribe of fellow customers, investors, believers, hobbyists or readers just waiting for you to connect them to one another. He further believes you have the skills to make a difference. With a long enough teeter-totter, you can lift a sumo-wrestler, and with enough leverage you can change the world. If you would like to discuss your own idea for assembling a tribe of passionate people, feel free to contact us at ISC Technology.

- **Communication:** Ask yourself how you can facilitate 4 types of communication:
 - Leader to Tribe
 - Tribe to Leader
 - Tribe Member to Tribe Member
 - Tribe Member to Outsider
- **Finding Fans:** Don't focus on numbers; focus on finding even a few passionate partisans.
- **Technology:** If you would like to use the internet but are not technically inclined, don't worry. The internet is just a tool, and the real power isn't the tools; it's in the passion to make something happen.
(But do find some people who can help you with the technology.)
- **Being Remarkable:** Think big and don't dismiss your unusual ideas. The marketplace—and the world at large—rewards remarkable activities.
- **Action:** Think about things for your tribe to do as passionate people wanting to be motivated to take action.

