**Chapter 11**

**Tom Peters on Leading by Example**

Management guru Tom Peters offers his perspective on strategic leadership.

*Use with*: <https://www.youtube.com/watch?v=6foaZH4ZN2w> (2:30)

1. Explain Peter’s concept of leadership by example?
2. How does Peter’s reference to leading by example supersede traditional theories of leadership (e.g., transformation and transactional leadership)?
3. President Roosevelt said that the President should be the “number one actor.” Peters argues that this is important for managers at all levels. Why?
4. What can CEOs learn from Peters? Explain.