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[www.ruthsinkeler.com](http://www.ruthsinkeler.com)  
[www.clipconsultancy.com](http://www.clipconsultancy.com)

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# Foreword

by Jay Johnson

**Foreword for *Sexy Leadership*, by Jay Johnson,  
Partner at Coeus Creative Group**

As a professional coach and trainer, one of the biggest challenges that people face is their own sense of self, and their own perceived limitations. The voice inside our head can be incredibly negative, drowning out the positive affirming voice that acts as its counterbalance.

When I first met Ruth, I saw a woman who was confident. She presented herself and her philosophies openly, with no fear of reprisal amongst a table of strangers where she had no indication if they would share her principles, or challenge her conceptual notions of leadership and its core values. She didn't let fear or uncertainty deter her from sharing her vision. I was immediately inspired. Too often, we get caught up in the cycle of being our own worse critic, causing the paralysis of action necessary to achieve our goals. In my experience, that negative voice is prevalent in all of us. It speaks every language, and its tone and strength can be that of banshee's wail. When this occurs, it becomes a downward staircase, allowing the possibility of failure to preclude the aptitude for success. Fear and doubt forces us to lower our expectations, avoid potentially financially or emotionally lucrative situations because of uncertainty, and ultimately makes us dream a little bit smaller. What if that oppositional voice could be silenced?

What if our positive counterbalancing voice could be a little louder? This is the path towards leadership, and the prerequisite to following our dreams. Too often, we allow ourselves to become victims of external pressures and of our own apprehension. When this occurs, not only do we lose a part of ourselves, but the world loses out on potential greatness. We need a new approach to leadership, one not shrouded in the fears that can limit our potential. We need to retrain our brains to see the value in ourselves as much as we can see the value in others.

We need to become more confident, and we need to be true to our own

values and ideas. We need to be more like Ruth the day we first met; willing to expose her philosophies and imagination with no fear of consequence. It is then that we learn how valuable we as humans can be, and gives us the ability to share our own gifts with the world.

In the following pages, Ruth bares her passion for people, and offers a unique perspective on the future of leadership.

She challenges traditional and authoritarian leadership styles, and counters with her own concept: Sexy Leadership. Don't get the wrong impression; Sexy Leadership isn't about sex! Sexy Leadership is about being comfortable with who you are. It is about feeling empowered as a leader. It is about being confident enough in yourself to truly open your mind and heart to higher-level relationships and connections with the people you encounter. Sexy Leadership is inspired by UBUNTU, the humanist philosophy of kindness and consideration to others made famous, in part, through the behavior and teachings of Nelson Mandela. Ruth exemplifies the philosophical underpinnings of UBUNTU, which comes out in her training and teaching, and most certainly throughout the lessons in this book. I am confident you will enjoy Ruth's thoughts, perspectives, and candor as much as I have.

I hope that Ruth's take on leadership will inspire you as it has me.

I am honored to call her a friend.

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# INTRODUCTION

*Sexy Leadership is hot!*

*And new. Of course, the first thing people think of when they hear the term "Sexy Leadership" is sex! But that has nothing to do with it.*

The world keeps changing and the old ways of authoritarian leadership no longer work. All over the world people now seek leaders who are candid, charismatic, passionate and authentic.

People want to know WHO their leaders are, WHY they do what they do and WHAT they do (for the sake of convenience, HE will be used to refer to both male and female). People want to be inspired, they want to be able to trust their leader, one who sets an example for them to become a comparable leader. This book serves as a manual for everyone who works or wants to work in an exemplary role, from business owners, supervisors, managers, media representatives, to directors, CEOs, board of directors and politicians.

## **Future generations**

The millennials are coming. The world over, this generation is growing up in a multicultural society that has a global perspective of thinking. Due to the fact that they have more and faster connections to the world through social media, games and travel, they are used to dealing with people from all walks of life and different cultural backgrounds. They are more flexible and are able to form their own identity in addition to their ability to connect. They base their academic as well as professional choices on what they like and what brings them fulfillment. Their basic premise is what they are good at and what the labor market demands of them.

The peculiarity of this generation requires a different kind of leadership. A kind of leadership that emphasizes connections and recognizes the other person's needs without losing sight of your own values.

At this very moment in time, there is still too much Ego-based leadership going on. It's all about serving one party's interests, which is still more common than not. The loudest and biggest mouth is no longer acceptable for this generation. Current leaders need to take a good look

at themselves, examine their current leadership qualities and listen to what the new generation wants. The next generation the one doing business and they are next in line to lead.

### **Connecting from Sexy Leadership**

Sexy Leadership is all about knowing yourself, not being afraid to be who you are and by acting accordingly, inspiring, motivating and connecting with others. If you have a solid base, then you have no fear of looking in all openness at what makes another person tick, to learn from each other and to look at the similarities instead of just at the differences. Sexy Leadership is inspired by the philosophy of UBUNTU and UBUNTU Leadership.

Know Your Smart, Know Your Strengths, Know Your Self Worth, Know Your Sexy-ness and increase your Sales!

I wish you plenty of insight and reading pleasure with this (work)book, which is actually a personal training in prints!

Ruth L. Sinkeler, Author of Sexy Leadership

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# CHAPTER **1** KNOW YOUR SMART

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People are often more critical about themselves than they are positive and that is a real shame. Undermining thoughts, or as I often call them, saboteurs, play a large part in this. The saboteur in your head takes the lead and is fed by fear and insecurity.

## ***What are saboteurs?***

The word saboteur stems from the French word “sabot”, which means a shoe or a clog.

During the industrial revolution, wooden shoes –or clogs- were thrown into the new modern factory machines to sabotage them.

## ***Your own saboteurs***

Occasionally we all hear that discouraging little voice in the back of our heads that says, “You can’t do this” or “this is not for you” or “you’re not good enough.” You want to look for another job or a better position but in the end you don’t. You want to tell your co-worker or partner what is bothering you but in the end you keep quiet. You want to say no to an assignment or request but you end up doing it anyway. This is your own saboteur in action sitting on your shoulder saying, “You’re not capable of doing it” or “if you don’t do this, you’ll miss out” or “you’re not worth it.” We tend to listen to that little voice and the consequence is that we fail to achieve those things we really want to achieve.

What should you do when your saboteurs prevent you from achieving your goals? When a saboteur starts to take up entirely too much space inside your head preventing you from achieving your goals, there are a few things you can do.

A little unconventional perhaps, but effective nonetheless, is to visualize your saboteur.

For example, give your saboteur the voice, character and/or body of an evil creature or an evil spirit who gives you all kinds of undermining messages. Once the voice has become an evil being, you can work from there. You can hit him, kick him, chase him away, do whatever you have

to do to. The point is you have now visualized the voice which allows you to confront it.

The second method is: to contradict every negative thought with a positive one. If your saboteur says: "You can't do this, you're not capable of doing this and you never will be." Think: "This might be a challenge for me, but I'm going to give it my all to successfully complete this task. Besides, I've done it before, why wouldn't I be able to do it again?" This way, you can contradict all negative thoughts with positive ones.

It is imperative that you repeat this process constantly so that your positive voice eventually becomes louder than the saboteur's negative voice.

### ***Fear and insecurity.***

Fear is like a weed that dwells inside of us and provides fertile ground for negativity and insecurity. It often controls our train of thoughts and course of action. The saboteurs I mentioned before dwell here, too, as do our negative emotions.

Fear and insecurity are often the result of earlier experiences gone wrong. Human beings have the nasty habit of thinking negatively about ourselves instead of positively. I am still trying to figure out the reason for this since it's not making us any better, nicer or funnier as human beings. I think it has something to do with the fact that as a child, we are taught to be quiet, not to stand out too much, and to follow the pack, as opposed to being stimulated to be sassy, stand out when you feel the need to, and to excel. Of course there are exceptions, but the majority of people were raised to lay low and be modest. As a child, if you are audacious and stand out, there is a real chance of being left out because the group can't identify with you.

This is how fear and uncertainty develops and tells you: if I portray myself as being too intelligent, too exuberant or too outgoing, I will no longer fit into the group and they won't like me. All that many people want is to be accepted and so they follow the pack, even if it's not always what they really want.



***Know your smart***

You are you and what you are is unique! While you are on your way to being Sexy & Successful, it's imperative that you start with what I talked about before. Know your smart. If you're reading this book, chances are, you've -partially- made a career for yourself, and you're in the process of climbing the social ladder. Knowing what you're capable of comes in handy. Know what your qualities are when it comes to knowledge and experience. What did you learn from the education you received? Where did you excel? What kind of expertise do people consult you about on a personal level, as well as in business?

Identify your existing knowledge. Which subjects do people approach you about and which subjects are you never approached about?

When you're on your way to being Sexy & Successful, emphasize what you know and be honest about the things you know nothing about. Remember, Sexy Leadership is about authenticity, transparency and openness. It's no use pretending to be smarter than you are. Eventually, you will be exposed and that will get you nowhere. Besides, pretending to be something you're not has more to do with ego, which in my opinion, is a form of leadership the world no longer needs.

While striving for Sexy Leadership, summon the courage to do some soul-searching about your smart and knowledge. Don't confuse your smarts with your strengths. This chapter is about what you know and not your capabilities and skills, which we will address in the next chapter.

Know your smart and share it with whomever you want so that you can contribute in your own way.

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