



### Vision



Warren Buffett, the sage of Omaha, has a unique way of looking at the world. He is a man of vision, a man who sees the future in the present. He is a man who has a clear sense of purpose and a strong belief in the power of the individual. He is a man who has a deep understanding of the human condition and a profound faith in the power of the market. He is a man who has a clear vision of the future and a strong belief in the power of the individual.



"I think people often think of me as a 'value investor' because of my famous 'cigar butt' analogy. But the reality is that I'm a 'growth investor' at heart. I'm looking for companies that are growing and that have a strong competitive advantage. I'm looking for companies that are being run by people who are smart and who are committed to the long term. I'm looking for companies that are being run by people who are smart and who are committed to the long term."

Transformation of business leadership  
The power of trust  
Business as a personal, social endeavor  
Success requires an understanding of the human condition  
Philosophy  
Marketing



Lessons in character and service  
Warren Buffett's leadership  
The power of trust  
Business as a personal, social endeavor  
Success requires an understanding of the human condition  
Philosophy  
Marketing



How to Lead  
The power of trust  
Business as a personal, social endeavor  
Success requires an understanding of the human condition  
Philosophy  
Marketing

Why Transformational Leadership Works  
The power of trust  
Business as a personal, social endeavor  
Success requires an understanding of the human condition  
Philosophy  
Marketing

# Note on Transformational Change: A Play in Four Acts

## Warren Buffett: Transformational Leader

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### Rhetorical Skill

Warren Buffett is a master of rhetoric. He has a way of speaking that is both clear and compelling. He has a way of listening that is both attentive and empathetic. He has a way of thinking that is both logical and creative. He has a way of acting that is both principled and flexible. He has a way of being that is both authentic and inspiring. He has a way of leading that is both servant and visionary. He has a way of loving that is both unconditional and transformative. He has a way of living that is both meaningful and joyful. He has a way of dying that is both peaceful and triumphant. He has a way of being that is both whole and complete. He has a way of being that is both true and real. He has a way of being that is both good and beautiful. He has a way of being that is both great and wonderful. He has a way of being that is both perfect and divine. He has a way of being that is both eternal and everlasting. He has a way of being that is both infinite and boundless. He has a way of being that is both all-encompassing and all-inclusive. He has a way of being that is both all-knowing and all-seeing. He has a way of being that is both all-powerful and all-glorious. He has a way of being that is both all-wise and all-merciful. He has a way of being that is both all-loving and all-kind. He has a way of being that is both all-giving and all-sharing. He has a way of being that is both all-compassionate and all-empathetic. He has a way of being that is both all-patient and all-understanding. He has a way of being that is both all-humble and all-modest. He has a way of being that is both all-graceful and all-dignified. He has a way of being that is both all-strong and all-resilient. He has a way of being that is both all-courageous and all-brave. He has a way of being that is both all-faithful and all-trusting. He has a way of being that is both all-loving and all-hopeful. He has a way of being that is both all-faithful and all-trusting. He has a way of being that is both all-loving and all-hopeful.

### Image/Trust

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### Personalized Leadership

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### Way Transformational

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# Vision

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## **Business**

Wealth for the sake of generating value vs. wealth for the sake of wealth (ie. Boys Town of Omaha)

## **Followership**

Talent, intelligence and integrity. Utilizing these characteristics and skills no matter in what form they come.

## **Career**

Strive to work at what you thoroughly enjoy



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Rhetorical Skill

"I think you are out of your mind if you keep taking jobs that you don't like because you think it will look good on your resume. Isn't that a little like saving up sex for your old age?"

"a castle with a moat around it"

"No matter how great the talent or efforts, some things just take time. You can't produce a baby in one month by getting nine women pregnant."

"You never know who's swimming naked until the tide goes out."

# Image/Trust

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Expectation of investor  
hard work

the Oracle of Omaha

Businesses within  
personal "circle of  
confidence"

Stakeholders vs  
shareholders

Philanthropy

Way of living



Link between character and success

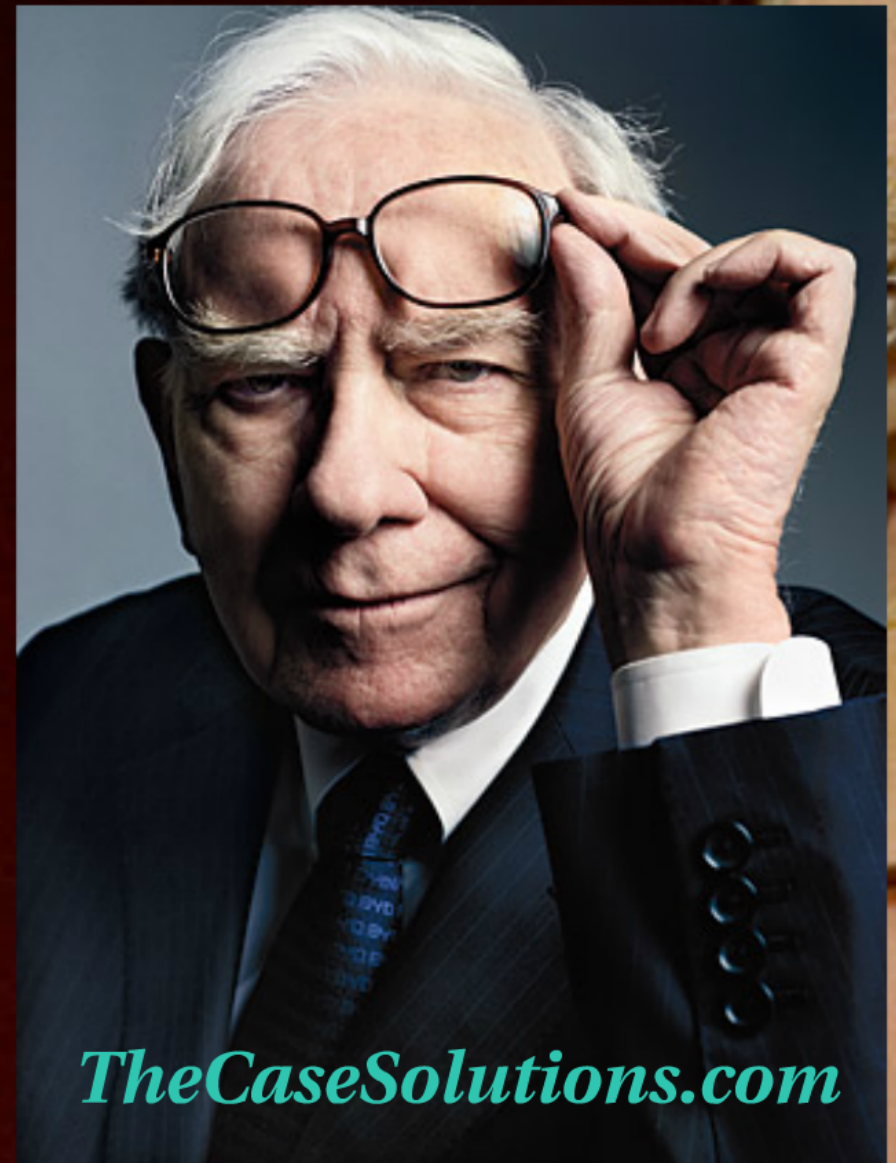
Kenneth Chase at Berkshire Hathaway

Instinct about the capability of people

Delegates decision-making capability "to the point of abdication"

Making mistakes

Civility and respect



Personalized  
Leadership

## **Rise to Leadership**

Life experiences

Mentor?

Intelligence/values

## **Why Transformational**

How company worked

What made it superior

## **Opposition**

Political parties

Environmental groups (ie. Keystone  
pipeline debate)

Dealt with through public responses

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"I think people often think of me as a 'value investor' because of my famous 'margin of safety' concept. But the reality is that I'm a 'margin of safety' investor because I believe in the power of the individual. I believe in the power of the individual to create value and to improve the world around them. I believe in the power of the individual to make a difference in the world.

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