

Memorandum

DATE: March 21, 1996
TO: Friends/Members of Leaders
Anonymous
FROM: Joe Smerkers
RE: On Letting Go

I am writing to inform you that I have decided to 'let go' of Leaders Anonymous. As the enclosed story, Engaging The Collective Will, discusses I have concluded that this is the best way to accelerate the growth of L.A. and achieve the impact we desire.

Letting go does not mean that I am abandoning Leaders Anonymous, or our community. I see 'letting go' as a new beginning rather than an end. It's an invitation for each of you to take a leadership position in L.A. thus exponentially increasing the impact we collectively can make. Leaders Anonymous is now an 'open community;' open to people in all walks of life, from throughout all of society; open to anyone who desires to continue to evolve as a leader of change. It is our message of hope, not Joe Smerkers, that has nurtured our growth till now, and that will enable our community to grow and evolve in the future.

I will continue to devote my total energy to communicating our message; to achieving meaningful organizational change; and supporting our community. But two to the power of one is two. Two to the power of thirty is one billion. Think about the impact we collectively can make.

With your help we will expand the monthly story into a broader 'monthly letter' format that will serve as a vehicle to share your experiences, strengths and hopes throughout our community. We will establish a website to allow literature and stories to be downloaded and shared. We will create a Bulletin Board Service (BBS) to allow meeting dates – face-to-face or electronic - to be announced worldwide. We will work with other agents of change - consulting firms and executive development centers to further serve our community and enable organizational change initiatives to achieve more lasting and meaningful results. And, we will publish meeting guidelines, feedback instruments and other literature to support your activities in forming groups and running meetings. Working together these things will not only happen, but happen faster.

I will no longer, however, call monthly meetings. L.A. is not about a place; it's about ideas and principles. It is about the enrichment of ideas, the generative effect of sharing ideas that can happen whenever one or more people choose to engage in self-reflective

thought or dialogue around the 12 Steps and 12 Principles of Leaders Anonymous. If you choose to have a formal meeting that's ok too. There are no rules for calling a formal meeting; any two people can call one - anytime, anyplace, anywhere. As NIKE says, just do it. If you need help in running a meeting we will provide guidelines.

The only boundaries that I impose are that we stay true to our vision, principles and traditions, and that the name Leaders Anonymous not be used without the expressed written permission of Smerkers & Company. As we move forward I am confident that we will together develop effective means to manage our growing worldwide organization.

Smerkers & Company will publish *The Monthly Letter of Leaders Anonymous*. It will debut in April and will contain a story similar to the enclosed Engaging the Collective Will with additional planned topics to include, member stories....book/article reviews.. meeting notes....member feedback....CEO interviews...and other topics of interest. I will continue to write a monthly story and encourage each of you to write and share your ideas and thoughts.

The Monthly Letter is available on a subscription basis. By subscribing you support our efforts to carry our message; you remain in touch with 'what's happening' throughout LA.; and you get access to, what we have been told, are valuable and different insights and ideas.

Annual individual subscriptions are priced at \$87.00. To subscribe to *The Monthly Letter of Leaders Anonymous* please complete and return the enclosed form. With the first year's subscription you will receive a copy of The Tao of Leadership by John Heider. It includes 81 very short principles of leadership which I believe you will find extremely insightful.

Leaders Anonymous is yours now. I invite each of you to take ownership of it. Take the initiative. Create a role for yourself. Call a meeting. Attend a meeting. Sponsor/mentor someone. Practice the principles. Write a story. Share a story. Contribute to the newsletter. Call me. Read. Reflect. Work the steps. Leaders Anonymous is yours now. I am here to serve you.

Thank you and my best wishes.