

## Denying Facts You Don't Like

Transformational leaders don't start by denying the world around them. Instead, they describe a **future they'd like to create** instead.

Denying the truth about relative market share, imperial power or the scientific method helps no one.

Gandhi didn't pretend the British weren't dominating his country, and Feynman didn't challenge Einstein's theory of relativity or the laws of thermodynamics.

It's okay to say, "this is going to be difficult." And it's productive to point out, "our product isn't as good as it should be yet."

The problem with Orwellian talking heads, agitprop, faux news and Ballmer-like posturing is that they take away a foundation for a genuine movement to occur, because once we start denying facts, it's difficult to know when to stop. **Tell us where we are, tell us where we're going.**

But if you can't be clear about one, it's hard to buy into the other.