

REACH FOR THE
STARS

Leadership and management in the
new millennium

by

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Star Types

There are many types of stars, this classification is one you won't find in any astronomy catalogue or text but maybe you recognize some of the following types.

Blue Star



Young, energetic, very passionate. Strong individuals, often self-centered and inexperienced. Full of bright ideas, they make good inventors. Many original ideas but also many that have been thought of before but they don't know and don't check.

Blue white Star



Generally young and full of bright burning ideas. Passionate. Has loads of ambition but sometimes lacks the experience needed to make their brightest ideas succeed. Rarely make good team players. They make good entrepreneurs and innovators.

White Star



Bright. Cool. Often innovative. Achieves success throughout life. Can be an early achiever. A good role model for people who want to achieve success. Someone who 'rides to the rescue' of good causes.

Yellow Star



More mature achiever. Great leaders. Like to encourage success in others. A star that gives off 'good vibes', has a sunny disposition, has empathy for others and is helpful. We like to associate with them.

Orange Star



A mature achiever. Good team members, cooperative, empathic and supportive. Steady and reliable. Will take on leadership when asked or see a particular need, but more often prefer to support others.

Red Star



A quieter and less obtrusive type. They also make good team players. They can be a quiet and reliable source of experience. The red star may have been an orange star but is now somewhat withdrawn. It pays to get to know the red star, as their insight is valuable.

Red Giant



A large and ebullient type who has achieved great individual success. Often passionate in both positive and negative ways. They can be cheerful and full of energy on one occasion, agitated or 'boiling over' about some perceived personal injustice the next occasion. They command attention for what they achieve, say and do. Often they eclipse anyone associated with them with their 'know it all' attitude, but not every red giant is what they seem.

Blue Giant



A large, boisterous type of star. A blue giant can be both positive and negative. A good blue giant is a powerhouse that can lead and motivate others to achieve success. Recognized as highly capable individuals and good leaders. On the flip side, self-centered blue giants can overwhelm others, diminishing the efforts and good work of other.

Super Giant



A highly successful type. Both great individual achievers and great leaders. A super giant normally has proven their strength, and their radiance is commonly acknowledged. Super giants are rare as it takes a rare combination of the 5 P's I and E over a long time to achieve this status.

White Dwarf



A former white star that has lost a lot of its radiance and ability to share. Tend to be more self-oriented. They can respond to the right type of motivation. Nurturing and motivating a star heading to white dwarf status will reignite their best star qualities.

Red Dwarf



Mature. Tend to be reclusive and not voluntarily share. With careful handling, they are useful sources of experience. They are sometimes still full of good intention but rarely motivated to do anything.

Brown Dwarf



The brown dwarf probably never has star qualities. They are unresponsive, seem always in a bad mood = a deep dark funk. Most attempts to help the brown dwarf are wasted.

Neutron Star



Neutron stars are small, dense and take without giving in return. They are generally unresponsive (except the pulsar) or only respond negatively. Helping a neutron star is like pouring water onto sand – it disappears!

Pulsar



The pulsar is a neutron star that emits negative bursts of potentially lethal energy through misrepresentation, criticism of others and misinformation. The pulsar never truly praises the efforts of others and is politically negative. Beware the pulsar, they can destroy teamwork, destroy the motivation in others and hinder the achievement of goals.

Collapsar

A star that has withdrawn from society or suffered a very personal negative setback.

Binary Stars

A pair of stars who revolve around each other, they have strong affinity and empathy for each other. They generally provided added positive energy and often achieve more than each star alone. They are worth associating with when your goals coincide. On the flip side, they are harder to change or influence, as you have to convince both stars. Binary stars include people pairs similar to the fashion gurus Dolce and Gabbana.

Globular Cluster

The globular cluster is a large group that has strong associations within its members. It has lots of resources. A coherent globular cluster can achieve great success. They are good allies but difficult opponents. It is hard for outsiders to join a globular cluster.

Open Cluster

The open cluster is similar to a globular cluster in that it has many members and many resources. On the other hand, they are not so strongly associated with each other. It is easier for outsiders to join.

Super cluster

The super cluster is a cluster of clusters. It has lots of resources but is less coherent. It is hard to get a super cluster to agree and move together towards common goals.

Supernova

When a giant star collapses or explodes, there is a good chance it will become a supernova. You don't want to be near one when it happens. There have been a few supernovas in the business world in the past decade (Enron, Worldcom, and Yukos).

Quasar

The quasar is an energetic young group of stars. If they can harness their energy, they can achieve great success and be a shining beacon.

Gas Giant

Not a star, the gas giant seems impressive at first glance, but is what their name implies – full of gas!

Void

The void is an enormous region of space empty of stars. Bureaucracy without purpose creates the void. Avoid the void if you have any ambition otherwise you may disappear without trace.

Escape velocity

The speed needed to escape any undesirable situation. As in, "This project is becoming a disaster; I need to reach escape velocity to successfully resume my career elsewhere!" It is also the speed of staff leaving on Friday when an enjoyable weekend beckons!

Parsec

The parsec is a measure of distance that is a long way on a human scale. As in, “I need to be 20 parsecs away from that pulsar – he/she is so negative!”

Meteor storm

A torrent of criticism or abuse. Never release a meteor storm on others and hope you never are subjected to one!

Corona

The outer emanation of a star, which is positive for Yellow or White stars or potentially hazardous when the star radiates too much energy. Detecting the corona helps you decide whether to associate with them.

Warp drive

A means to escape most situations rapidly and without great stress. As in, “I warped out of the meeting when it turned into a slinging match.” When you have a planned method where others outside the situation can help you to escape then they “beam you up”. Unfortunately, an unreliable escape method and most of us need to use the normal escape velocity methods.

Finally the Black Hole....



The ultimate destructive force – not even light can escape a black hole’s clutches. Avoid the black hole, lest you are pulled down into it, as an escape is almost impossible. Black holes are people and events that work against the achievement of others, or have no desire to succeed. They can be very destructive to other people, teams and organizations.

REACH FOR THE STARS is a personal approach to leadership, management and improvement.

The book explains why some people achieve more and are Stars. It describes the personal attributes of Star people as Star types and how to copy their successful approach.

STARS includes personal, team, customer, product, culture, systems, environmental, and improvement themes. These themes provide a practical approach to successfully handle challenges and strive for excellence in teams and business enterprises.

The book also distils the input of hundreds of people who have attended the author's **STARS** workshops over the past few years, each of whom has contributed to the evolution of the **STARS** concept.

Reviewers' comments:

"A must read for the 3rd millennium executive."

"A thought provoking insight into management skills for our time."

"I like the Star types - it's fun to compare yourself and your work colleagues to the various types."

"The personal theme is succinct, brilliant and works."

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"Stars ist ein einzigartiges, an der Praxis orientiertes Buch, das die verschiedenen Disziplinen für ein erfolgreiches Management vereint."

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