



The Jefe Factor

Ron Bernard

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The Jefe Factor

Ron Bernard

The Jefe Factor Ron Bernard **Are You a Leader or a Jefe?**

Is your job title more important to you than your position in the eyes of God? Are you willing to do whatever it takes to meet your goals without considering the feelings of your employees? Do you insist that your children adhere to strict rules and procedures, or to guidelines and standards of moral conduct? Does your ministry focus on programs or people?

A jefe is not just a boss; he uses his leadership position to exercise superiority and control over those under his supervision for his own benefit. In this enlightening study relevant to leaders of all kinds, Ron Bernard illustrates the differences between a jefe and a true, selfless leader, one who emphasizes loving God and others above personal gain, honoring God with his or her actions.

Whether you have fallen into the behavioral patterns of a jefe or consider yourself a true leader, The Jefe Factor will encourage you to reflect on your own leadership style and allow God to transform you into the true leader He created you to be.

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