



# **Leadership, It Ain't Rocket Science: A Critical Analysis of Moving with the Cheese and Other Motivational Leadership Bullshit**

*Martina Sprague*

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At its core leadership is about understanding human nature. When Adolf Hitler, in Mein Kampf, spoke about the “small measure of thinking power the broad masses possess,” he reminded us that understanding human nature is an essential key to controlling it. He also said, “I found it difficult to understand how men who always had reasonable ideas when they spoke as individuals with one another suddenly lost this reasonableness the moment they acted in the mass.” Joseph Goebbels, Hitler’s minister of propaganda, understood that any mantra repeated often enough is apt to become viewed as true. Leadership, It Ain’t Rocket Science! is a serious and informative critique of popular leadership approaches and how leaders get trapped in meaningless ideas and sayings that they shamelessly pass on to their followers, sometimes because they proudly believe that it is everybody’s responsibility to smile, be proactive, and move with the cheese, and other times because they know how little thinking power the masses possess.

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