

EVERYONE IS A WOLF



3.409 HOW TO BUILD THE PACK THAT WINS IN BUSINESS AND LIFE

OH

DR. MOHAMED ASRAF



PERDANA
LEADERSHIP
FOUNDATION
YAYASAN
KEPIMPINAN
PERDANA



23/7/2025
Tom
Foc

Thank you
Tom

For everything you have done
for Malaysia
No ISBN
& Publisher
May Allah bless you always.
Ameen

Everyone Is A Wolf

How to Build the Pack That Wins in Business and Life

Dr. Mohamed Asraf (Dr. A)



[Handwritten Signature]
Dr. Mohamed Asraf

PUSTAKA PERDANA



1013999

6/5/2025



Copyright © 2025 by Dr Mohamed Asraf (Dr. A)

All rights reserved. No part of this publication may be reproduced, stored or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise without written permission from the publisher. It is illegal to copy this book, post it to a website, or distribute it by any other means without permission.

First edition

Special Thanks

To my beloved wife —

For standing beside me through battles I didn't know how to fight.

For being the fire I needed when the storms almost broke me.

To my family —

The roots beneath every empire I build,

The unseen strength that no storm could tear apart.

And to the wolves I had the honor to create, lead, and bleed beside —

You are not staff, you are not employees.

You are warriors.

You are brothers.

You are family.

You are living proof that loyalty and hunger still exist in this broken world.

This book is for you.

We were born wolves. And together, we will die legends.
— Dr. Mohamed Asraf

Table Of Contents

That's why this book exists _____	9
Some are just pretending to be sheep _____	10
This is where the tide turns _____	12
It needs a wolf who's ready to hunt _____	13
This Is Not a Bedtime Story _____	14
Wolves Don't Tolerate Poison in the Bloodstream _____	18
Sheep protect the comfort of the individual _____	19
That's not leadership. That's abdication _____	20
High-character performers? That's the real gold _____	22
In Today's Business Jungle... _____	25
Wolves? Different story _____	27
Wolves don't chase glory, they chase legacy _____	28
Let's break this down a little further, _____	30
Most companies are filled with sheep... _____	32
The Pack Mentality _____	37
You'll hear people say, 'We're a family here.' _____	39
Families Protect Each Other Even from Consequences _____	42
Packs Protect the Mission Even When It Means Losing Someone _____	43
Only One Builds a Company That Lasts _____	45
This Book Is Not About How to Lead Everyone _____	46
You're Not Too Much. You're Just Surrounded by the Wrong Species _____	48
Now Let's Get You Back with the Pack _____	49
Shed the Layers Holding You Back _____	53
The Road Ahead Is for the Unafraid _____	55
Are You Prepared to Stand with the Wolves? _____	56

INTRODUCTION

**The Call of the Wolf: Why the Next Generation of
Entrepreneurs Must Be Predators, Not Prey**

Business today is not polite.

It is brutal.

It is war.

**The future will not belong to the sheep who wait for
instructions.**

**It will belong to the wolves who fight for their
territory, their dreams, and their survival.**

If you are reading this,

you already feel it:

The world doesn't reward politeness.

**The world rewards strength, intelligence,
loyalty, and savagery.**

**This book is not a guide for sheep. This is a
handbook for wolves.**

**It is time to
hunt.**

It is time to conquer.

It is time to remember who you really are.

The Death of Real Leadership

Let's not beat around the bush: the world is drowning in weak leadership.

In every sector, from boardrooms to classrooms, from startups to social movements, a dangerous shift has taken root. Leadership has become sanitized, over-polished, and pre-packaged. It's no longer about results, authenticity, or substance. It's about optics, about looking good, about pleasing everyone and offending no one. We've lost the clarity that pushes people to excel, to challenge themselves, to grow. Instead, we're left with leaders who tiptoe around the truth, avoid confrontation, and hide behind the façade of inclusivity and political correctness.

Today's leaders are applauded for being inoffensive, politically correct, and endlessly agreeable. But where's the grit? Where's the fire that moves people forward, even when it's uncomfortable? Where's the courage to make the tough decisions and stand by them?

What we're seeing is a world full of leaders who lead from the sidelines. Leaders who have traded in truth for convenience, strength for sensitivity. The result is a culture of weakness, where everything is fine until it isn't and by then, it's often too late. Too many leaders are more focused on avoiding conflict than on confronting it. They spend more time talking about unity and peace than they do addressing the real issues holding their organizations back.

We've replaced substance with slogans. We've swapped performance for principle. Leaders now perform empathy while sidestepping accountability. They smile through failure, hope things will work themselves out, and take comfort in the safe space of "alignment." When the heat turns up, they shrink, deflect, and often disappear altogether.

It's no surprise that teams are disengaged and cultures are toxic. How can you trust a leader who won't even face the truth, let alone confront the hard realities in front of them?

The truth is, we're in the middle of a crisis an authenticity crisis. Leadership has become a popularity contest where everyone is obsessed with appearing good instead of being great. Leaders perform empathy, but avoid responsibility. They host listening sessions but never follow through with meaningful action.



They promise big things but shrink in the face of discomfort. They create inclusive cultures but neglect the need for excellence. They repeat buzzwords until they sound like gospel, but inside, they're lost. They're tired. They're ineffective.

And what happens when leaders fail to lead? Their top players leave. Their standards slip. Their vision gets muddled. What once felt like a mission becomes a marketing campaign. Teams start to feel like a scattered flock rather than a unified force. And in the end, everyone suffers.

That's why this book exists.

We are witnessing a leadership crisis on a global scale. A crisis where too many have lost sight of the very essence of leadership: clarity, decisiveness, and the courage to do what's right even when it's uncomfortable, even when it's unpopular. It's time to return to the basics of real leadership. The wolf paradigm primal, powerful, and clear-eyed is about leading with strength, not sensitivity. It's about demanding loyalty and delivering results. It's about protecting what matters, even when the cost is high.

Because here's the cold, hard truth: **everyone is a wolf.**

Some are just pretending to be sheep.

This book will teach you how to stop hiding behind false humility, how to build a team that operates with precision, and how to lead with unapologetic clarity in a world that's too comfortable with complacency. We don't need leaders who want to be liked. We need leaders who are willing to do what needs to be done, even when it makes them unpopular. Leaders who are crystal-clear on their vision and willing to take bold action to make it a reality.

We've spent too long glamorizing vulnerability over vision, collaboration over clarity, and kindness over competence. And let's be honest: this trend is a slow death for performance. Companies have become daycare centers for adult egos bloated with indecision, paralyzed by over-politeness, and led by people who want to be loved, not respected.

We've raised a generation of followers and called them leaders. We've mistaken niceness for wisdom and inclusivity for effectiveness. This obsession with being agreeable has created cultures where mediocrity is celebrated, as long as it comes with a smile. People are praised for showing up, not stepping up. Decisions are delayed in the name of consensus, and clarity is sacrificed on the altar of inclusivity.

Let's make something clear:

Vulnerability has its place, but it's not a substitute for vision.

Collaboration is important, but without clarity, it's just chaos with a group chat.

Kindness is valuable, but without competence, you lose the war while everyone's hugging it out.

This is where the tide turns.

This book is for the wolves the ones who understand that leadership is about action, not approval. It's about making hard decisions, sticking to your principles, and doing whatever it takes to protect your team and your mission. Leadership is a battleground, not a popularity contest.

The wolf doesn't ask for permission to lead. It simply does.

This book is your toolkit for reclaiming the edge of leadership. For anyone who's tired of playing nice and is ready to start playing to win. Whether you're a founder, CEO, manager, or coach, whether you're in education or activism if you've ever felt the frustration of watching potential rot under passive leadership, this book is for you.

It's time to reclaim what we've lost. It's time to stop diluting leadership into something digestible and safe. The world doesn't need another passive observer in a power suit.

It needs a wolf who's ready to hunt.

This book will challenge you. It will push you beyond your comfort zones. It will force you to face the parts of leadership that are uncomfortable to confront but if you're ready to step into the storm, to stand firm when the world wants to be appeased, then you're ready for what comes next.

No more soft leadership. No more diluted words. No more hiding behind corporate masks.

It's time to stop pretending.

It's time to lead like a wolf.

This Is Not a Bedtime Story

This is a wake-up call.

A wolf fires the top performer if they poison the pack.

A sheep lets them stay because “they hit their KPIs.”

One leads with vision.

The other follows fear disguised as empathy.

This isn't a parable. It's a blueprint. A playbook. And if you're serious about leading truly leading you'd better understand the difference between the two.

Let's make this real.

Imagine this: You've got a sales manager who's dominating the leaderboard month after month. They're hitting numbers that make your CFO smile. They're closing deals that other reps can't even get past the gatekeeper. On paper, they're everything you could want. The team looks up to them. Leadership holds them up as a model. Clients sing their praises. Everything looks perfect. Revenue is on the rise.

But the numbers don't tell the full story. Step beyond the spreadsheets and that polished facade starts to crumble. Behind the scenes, this "rock star" is a disaster. They belittle the junior staff. They hoard critical information, using it to control the flow and maintain power. They shoot down collaboration, calling it inefficient and a waste of time. They break the rules, flaunting the belief that the metrics they deliver give them immunity from consequences.

And the damage?

It doesn't show up on the balance sheet. It's subtle at first. A lingering tension in the air. People start speaking less in meetings. Ideas that used to flow freely become rare. The silence grows louder. People begin to check out not always physically, but emotionally. They stop engaging. They stop trying. They stop caring. The energy of your culture begins to erode from the inside out, like termites gnawing away at the foundation.

And here comes the real decision. The inflection point. The moment every true leader will face.

What do you do with them?

Do you let them stay?

The sheep response goes like this:

“Well, they bring in results. Let’s coach them. Let’s wait it out. Maybe the team’s just too sensitive. Maybe it’ll all work itself out. Let’s give it more time.”

That’s not leadership. That’s cowardice with a smile.

It’s the fear of confrontation. The fear of stepping into discomfort. The fear of losing short-term wins for the sake of long-term gain. It’s leadership by passivity. It’s choosing the easy path of avoidance over the hard path of resolution. And it’s everywhere. In startups, in nonprofits, in governments, and in boardrooms. It’s costing more than you realize.

Here’s the cold, hard truth: Keeping a toxic high-performer on your team isn’t protecting your business it’s killing it.

One person, unchecked, can destroy what you’ve spent years building. They’ll erode trust, flatten morale, and create divisions. They’ll pull everyone off mission and into the drama they create. The longer you allow it, the louder the message gets: “Results are more important than respect. Talent is more valuable than integrity. Culture is just a slogan, not a standard.”

And that's how good people leave not always in body, but in spirit. When their belief in the mission fades, performance follows suit.

Now, the wolf response?

You cut them. Swift. Clean. Decisive.

Not out of spite. Not as punishment. But as a necessary action for the health of the whole.

Because you understand something that too many leaders overlook: One toxic individual, no matter how talented, can poison the entire ecosystem. No revenue target is worth the cost of your culture. No client is worth the damage to your team's trust. And no performance, no matter how dazzling, justifies sacrificing your integrity.

The wolf doesn't hesitate to protect the pack.

The wolf leads with purpose. The wolf leads with strength.

And that's why the pack thrives.

Wolves Don't Tolerate Poison in the Bloodstream

Wolves don't tolerate poison in the bloodstream.

They purge it.

They don't shy away from hard decisions. They make them with clarity, consistency, and speed. Because leadership isn't about maintaining peace it's about keeping your promise. And when you said you were building something great, you didn't mean "great metrics." You meant great people. A great mission. A great legacy.

Wolves protect the health of the pack.

Sheep protect the comfort of the individual.

One builds a culture.

The other builds a ticking time bomb.

And that bomb? It doesn't just explode outward. It eats you from within. Slowly. Silently. Until, one day, you realize you're leading a ghost team present in body, gone in spirit.

So ask yourself this:

When pressure hits, when values are tested, when performance clashes with principle do you lead like a wolf or fold like a sheep?

Because the line isn't hypothetical. It's real, and it shows up every day.

It shows up when your star engineer mocks a junior developer in Slack, and you "have a chat" instead of taking action.

It shows up when your high-earning partner talks over women in meetings, and you roll your eyes but let it slide.

It shows up when you let someone bully their way to results because you're afraid of what happens if they leave.





PERDANA
LEADERSHIP
FOUNDATION
YAYASAN
KEPIMPINAN
PERDANA