

# LEADERSHIP BEYOND THE THEORY

## CAROLINE GOWAN

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9

NUMBER OF YEARS  
AS A LEADER

10/10

LIKELIHOOD TO  
RECOMMEND TO OTHERS

40

LARGEST TEAM  
CAROLINE HAS LED

### WHAT WAS YOUR 'PIE IN THE FACE MOMENT', THE CONCEPT THAT REALLY STUCK WITH YOU AND MADE YOU GO 'WOW, I NEED TO WORK ON THAT!'?

There were a few! I really valued Drive Accountability as I realized that for my team to be effective I needed to be much clearer with them on their accountabilities. I realized that their job descriptions were based on tasks rather than accountabilities, and this was holding them back rather than empowering them to take the company forwards.

I also really valued the Work at Level module - I realized that I was dipping down here and there, and this was really holding me back in my own job remit. I learnt skills to be able to check and verify without actually dipping down.

### WHAT IMPACT, IMPROVEMENTS OR RESULTS HAVE YOU ALREADY SEEN (EITHER FOR YOURSELF OR IN YOUR BUSINESS) SINCE STARTING LBT?

I am more clear and confident in what I need to do to take the standards in my team to the next level. I feel like I am clearer on what is bullsh!t and what I'm not going to tolerate. I also have a stronger resolve to not worry about being liked, and to focus instead on what is best for the business and what will earn me respect.

## **WHAT EXACTLY ABOUT THE PROGRAM DIDN'T MEET, MET OR EXCEEDED YOUR EXPECTATIONS?**

I loved LBT! This is the best leadership course I've ever done! Everything Marty said made so much sense, and I felt like I had my own personal leadership coach. He explains things in simple, clear language and gave so many tangible learnings to take my leadership up a notch. He is positive whilst also being firm on what is, and is not, acceptable. I think there is something in this course for every leader.

## **WHAT MAKES LEADERSHIP BEYOND THE THEORY DIFFERENT FROM OTHER LEADERSHIP EDUCATION PROGRAMS/SEMINARS/WORKSHOPS THAT YOU'VE DONE?**

What makes LBT different is Marty's lived experience. Most leadership courses I've done have been led by someone who has done a lot of research, but not actually run a business. It is also delivered virtually and in a flexible way, which is very cutting edge.

## **IF SOMEONE IN A SIMILAR CAREER POSITION TO YOU ASKED YOU FOR YOUR ADVICE ON WHETHER THEY SHOULD DO THE PROGRAM OR NOT, WHAT WOULD YOU SAY?**

I would say you should absolutely do this course. It's a game changer, and helps make clear what you need to do to build a high performing business. Marty and Em are amazing, and there is no other course like this out there.

## **WHAT ADVICE WOULD YOU GIVE TO FUTURE LBTERS ON HOW TO BEST FIT THIS PROGRAM IN WITH A BUSY SCHEDULE?**

Just do it!

Given that the modules are broken up into lessons, and it is delivered digitally, you can take the program in bite-sized chunks throughout a week. I would listen to lessons whilst I was driving and doing exercise, and then block out time in my diary to do the reflections later in the week.

Because the content is so engaging and valuable, it doesn't feel like "work", and the learnings can be applied right away.

## **IS THERE ANY FEEDBACK THAT YOU THINK WOULD BE VALUABLE FOR FUTURE STUDENTS TO KNOW?**

Marty's advice is really practical and applicable. Whilst grounded in research, it's not theoretical, and it's delivered with the benefit of his years of experience. He draws on his own experience to help put things in perspective. Marty talks about how to do things, and touches on topics like how to get yourself in the right mindset or deal with setbacks.

The 1:1 videos were a personal highlight for me - it was great to be able to get specific answers to questions relevant to my challenges at the time of doing the course.