

LEADERSHIP BEYOND THE THEORY

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"I'm already finding it incredibly beneficial to my career as I step into a new leadership role. It's boosted my confidence and given me simple, easy to understand concepts that I can apply daily. Now I know how to get the best out of my team."

2.5

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

6

LARGEST TEAM
KATE HAS LED

WHAT SPECIFIC CAREER CHALLENGES DID YOU HAVE, THAT LED YOU TO LOOK FOR A LEADERSHIP PROGRAM?

I was at that point in my career where my 6-12 month goal was to move into a bigger leadership role, so this program came at the right time!

Given that I work in a fast pace marketing / PR / social agency, I felt I needed some guidance around how to best lead my team to deliver results, while also navigating the challenges of working in an agency structure.

So for example, the teams I work with are quite fluid depending on the client and project, and dipping down is basically a universal necessity of day to day work as a leader. This can mean huge hours if I'm not working at the right level, so ultimately, I just wanted to get a clear understanding of what successful leadership looks like, to give me something to work towards.

WHAT STOOD OUT TO YOU AS BEING REALLY VALUABLE ABOUT THE PROGRAM?

I liked how each module was broken down into key themes and easily digestible videos and worksheets. Breaking it down into those bite-sized chunks made it much easier to focus on a task a day - loved being able to get the small wins! The worksheets and applicable tools that supported each lesson were also great, because now I feel as though I'm armed with the right questions and techniques to tackle any real workplace challenge or scenario that comes my way.

The videos were engaging, and the worksheets were well presented - they weren't too long and I loved how they provided robust frameworks or questions that I could apply into real scenarios. I will definitely be using these as a reference point moving forward in my career.

The reflection questions also forced me to think about my own experiences or challenges which I really enjoyed. I felt this method of learning allowed me to retain a lot more information as opposed to passive learning where you can read a whole book and maybe remember 2-3 of the key points. The interactive nature is slightly more time-consuming, but much more beneficial in the long run.

HAVE YOU FOUND YOURSELF LEADING DIFFERENTLY SINCE STARTING THE PROGRAM?

Definitely - even the language and handy phrases Marty used throughout have really stuck! Excellence over perfection, respect before popularity etc. Now I repeat these to myself whenever I face a challenge as a reminder. The concepts were also simple and easy to understand which has made it easier for me to articulate key concepts to colleagues.

WOULD YOU RECOMMEND THE PROGRAM TO SOMEONE ELSE OF A SIMILAR LEVEL TO YOU?

YES! I have actually been recommending it to everyone :)

WHAT DO YOU THINK THE MOST VALUABLE THING ABOUT THE PROGRAM WAS?

Lifetime access. The fact that it's given me content that I can access again and again to use as I progress up the career ladder.

Given that I'm still a relatively new leader, there were some modules that weren't as relevant to me (although it's great to get the understanding early so that I know what to look for when new leadership challenges arise), but it's great to know I have readily available resources I can lean on for support in the future and refresh my memory with. It really is like having my own CEO mentor on call 24/7!