

LEADERSHIP BEYOND THE THEORY

MARTIN ROCK

PROJECT MANAGER - ACCONIA



This course is worth its weight in gold and I'll definitely be committing to future cohorts. The time invested in the course is far outweighed by the results you will see in the day to day of leading others.

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NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

10

LARGEST TEAM
MARTIN HAS LED

WHAT SPECIFIC CAREER CHALLENGES DID YOU HAVE, THAT LED YOU TO LOOK FOR A SOLUTION LIKE LBT?

After a few months in the role as a Project Manager, I quickly realised I was lacking the people skills to effectively and confidently lead others. I had dabbled with leadership books and other podcasts, but things changed once I came across the No Bullsh!t Leadership podcast, which then naturally led me to undertaking the LBT program, as I really wanted to establish the foundational skills as quickly as possible.

DID THE PROGRAM EXCEED, MEET OR NOT MEET YOUR EXPECTATIONS?

The program exceeded my expectations in most cases. It provides a framework for nearly every part of the leadership journey and has helped me reflect on the key areas where I need to improve and what I am naturally good at. My general day to day confidence has grown since starting LBT as I have a broad understanding of the general framework from which to operate under. Knowing that I am on the right path to enhance myself as a professional leader has given me surety that I am able to cross industries and companies whilst not fearing the technical stuff, and that these principles are evergreen.

DID YOU FEEL AS THOUGH YOU GOT A PERSONALISED EXPERIENCE DURING THE PROGRAM?

Yes, definitely. The attention to detail in responding to questions, the 1:1 videos and even when Em reads out the comments in the chat creates a real sense of connection.

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

LBT is the first real leadership education I have undertaken, so I'm sure it will be interesting to compare future learnings against this. From what I have seen, most other courses on offer are 'wishy-washy' and don't get into the real challenges leaders face.

CAN YOU DESCRIBE YOUR SELECTION PROCESS AND WHAT CRITERIA YOU WERE LOOKING FOR TO ENSURE THIS WAS A SOUND INVESTMENT OF YOUR TIME AND MONEY?

I hadn't considered any other programs, as I was familiar with the content and style from the podcast and I knew from other testimonials that this was exactly the kind of thing that I needed: no fluffy content, just straight to the point and immediately actionable. I weighed up the time and cost commitment, and then considered that against the opportunity cost of not doing the program, i.e. struggling in the role for the next few years as I learned the lessons and skills in my own way.

I believed that if I could make myself aware of the evergreen concepts that were outlined in the course, I would accelerate my learning and be able to implement the lessons immediately.

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!'?

I had several 'pie in the face' moments, however the one I was able to address immediately was to change my method of communication with team members from a direct 'do this' type of response when they identified an issue, to a more subtle 'what do you think' type of response. This allowed me and my team members to sit down and work through options that they had come up with and felt more vested in, rather than me removing their accountability by directing them. It may have been easier initially to tell them how to fix an issue, but this was not building up their confidence, problem solving skills or their own capability.

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

Make use of the podcasts and videos during a commute. I found I would listen to the podcasts throughout the week to get a general understanding of the concepts, and by the end of the week these had some time to absorb and I can see how they worked in real life situations. It made the reflection questions easier to complete and I had some great and relevant questions to ask for the webinar.

Don't skip the webinars either as there are so many fantastic nuggets from Marty and Em, and the other members of the cohort asked questions I had never even thought of!