

LEADERSHIP BEYOND THE THEORY

BRAD REECE

SALES DIRECTOR - BCI CENTRAL



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16

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

36

LARGEST TEAM
BRAD HAS LED

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

I had a desire to be a better leader, and really lacked the toolkit to lead and build high performance teams. LBT provided a framework that really works when put into action.

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

It is the most practical program that I have completed which has helped me really move the needle on performance.

The value that comes from the weekly webinars really enhanced my learning. The ability to listen to the podcasts on the go was a great way to be able to consume the modules too!

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

Yes, Marty responded in detail and provided really valuable solutions to the challenges I had! The support available is exceptional!

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

There is better accountability and more focus on delivering value from my teams.

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?

As a long time podcast listener and book owner, it was a no brainer! The cost and time to complete is comparable to a single MBA unit. If LBT was an elective in my MBA, I would have selected it!

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!'?

Dipping down and doing the work of my people was something that I was guilty of doing in my early leadership career. This practice takes away the opportunity for my team to learn and grow, it really hit home.

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

The program offers a really flexible way to be able to consume the knowledge. Video, podcast as well as the downloadable content really provides flexibility to make the time to learn.

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

No matter where you are in your leadership journey, you will get something from this program!

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?

Absolutely, 100% do it - here's my personal referral code!