

LEADERSHIP BEYOND THE THEORY

ROBERT GETTYS

CHIEF PRODUCT & TECHNOLOGY OFFICER - ACS TECHNOLOGIES



"This program is impactful no matter where you are in your career. I wish I had it 30 years ago! You have lifetime access too, so as your career changes you will definitely find new meaning at each stage of your journey."

25+

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

150

LARGEST TEAM
ROBERT HAS LED

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

I have typically been in a position to hire my key direct reports. In my current position I inherited a legacy team with decades of history with the company. While I was confident in my ability to lead the team into a new paradigm, after 8 months I felt like I was not moving fast enough. I needed a solid plan to accelerate our movement as a team. I also needed to change our focus from activity to value, though I didn't specifically identify those terms until listening to the podcast before I joined the program.

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

Schedule time early in the week to go through the online portion of the program. The sessions are not that long and they break out into segments that can be easily fit into your schedule. My secret weapon was to use the podcast version as a reinforcement during my commute. I basically went through the content at least two times each week.

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 definitely wanted a program based on actual experience. I frequently find leadership programs that are based on academic research or leadership "coaching" and I wanted to actually learn from someone that made it all the way up the ladder.

I also wanted a program that fit into my work schedule and was long enough to truly drive change. Traveling for a two day bootcamp doesn't cut it.

Finally, I wanted to be able to get specific feedback on my issues. That is a value that is rare to find and something I really wanted.

The blended learning approach of LBT was just what I was looking for. An added bonus was the LinkedIn community.

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 two big ones.

First, the Deliver Value module was really eye opening. It simplified everything for me. Every conversation focuses on this concept. I realized that I had unintentionally created a different lexicon for various functions, and it appeared the groups were working toward different goals. However, when everyone is focused on value it makes it easier to communicate and work across the organization.

Second was the Drive Accountability module, which literally changed my org chart. I found two instances of shared accountability that were clearly reducing our performance. I immediately reviewed the entire org chart and used the "One head to pat, one ass to kick" test on every role and every function.

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

This program is impactful no matter where you are in your career. I wish I had it 30 years ago! The good news is that you have lifetime access to the content. While the content is consistent, as your career changes you will definitely find new meaning in the content to help you at each stage of your journey.

The fact that you get to ask specific questions to Marty is an invaluable bonus. Marty puts real effort into understanding your situation and giving very relevant answers. **The specific answers I got were worth the price of program on their own!**