

# LEADERSHIP BEYOND THE THEORY

## MARTIN BISHOP

CHIEF OPERATING OFFICER - SUPAWOOD ARCHITECTURAL LINING SYSTEMS



*"The most powerful benefit of Leadership Beyond the Theory is that I genuinely feel more confident to implement the leadership strategy that I believe is best for my team and the organisation."*

17

NUMBER OF YEARS  
AS A LEADER

10/10

LIKELIHOOD TO  
RECOMMEND TO OTHERS

45

LARGEST TEAM  
MARTIN HAS LED

### WHAT SPECIFIC CHALLENGES WERE YOU HAVING THAT LED YOU TO LBT?

As a leader in a competitive environment, I must constantly strive to get as many performance advantages as possible out of our team. It is through the development, growth and support of the team that the company is successful; however, it can be limited to the growth of the leadership. Marty's topics on employee engagement/discretionary efforts were exactly what I was looking for in order to fully support my team.

### WHAT CRITERIA WERE YOU LOOKING FOR TO ENSURE THIS WAS A SOUND INVESTMENT OF YOUR TIME AND MONEY?

I immediately resonated with Your CEO Mentor's purpose, so any price would have been fair. For the same price as a one day leadership training seminar, which you will forget as soon as you get home, you get 7 weeks of leadership training videos, useful resources and the ability to contact the CEO teacher in a live webinar for clarity on incorporating the topics into your own leadership journey.

## **WHAT WAS IT ABOUT THE PROGRAM THAT EXCEEDED YOUR EXPECTATION?**

I appreciated the highly personal approach. Even though it was a group program, we had a lot of one-on-one access to Marty through the webinars, and his responses were always very detailed and helpful. These sessions were incredibly valuable to me.

Leaders sometimes get lost in their ego and exhibit behaviours to "prove" they are the smartest people in the room rather than taking the approach of lifting the team to the level which provides the most value to the organisation.

Upon reflection of my own behaviours, it has brought to light areas where I can really lift my game and provide significant value for those in my team.

## **WHICH LESSON RESONATED WITH YOU THE MOST?**

Don't Dip Down!

Look, we all do this without thinking of the impact it has on our team. As leaders we know what needs to be done, especially when we created the process required to do the task! But when someone is unable to do the task for whatever reason, as a leader several levels above, we can't just jump in and tell someone what to do, and we definitely can't do it for them! If we see something that needs to be addressed, we must allow those in the levels below to do the job they're paid to do.

## **WHO DO YOU THINK WOULD BENEFIT MOST FROM DOING THE PROGRAM?**

Any leader who is open to the idea that the lessons presented in this program are about your own personal growth as a leader, rather than honing their skills at controlling the team.

## **WHAT WOULD YOU SAY TO OTHER LEADERS OF A SIMILAR LEVEL AS YOU WHO ARE CONSIDERING DOING LBT?**

Even a seasoned leader with many years of experience will have something to learn just by hearing the content from another leader's perspective.

Marty references many of the thought leaders you may already be familiar with, but I guarantee the way he interprets the learnings and relates them back to his own leadership journey will be more than worth your time.

Plus, even if you only incorporate one small idea into your daily leadership routine, it will likely be more valuable than the cost of the program to your organisation.