

# LEADERSHIP BEYOND THE THEORY

## RICARDO CHISHOLM

BUSINESS ANALYST - ENROLMY LIMITED



*"I didn't expect to be as confronted and challenged as I have been, or to have the level of clarity and focus it has given me. Although I thought I had a base-line level on the skills taught, my level of understanding has increased exponentially through Marty's teachings."*

**16**

NUMBER OF YEARS  
AS A LEADER

**10/10**

LIKELIHOOD TO  
RECOMMEND TO OTHERS

**200**

LARGEST TEAM  
RICARDO HAS LED

### **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 discovered the No Bullsh!t Leadership podcast one day while travelling around the countryside. I went right back to Episode 1 and was instantly hooked on Marty's no-nonsense approach. A few episodes in, LBT was mentioned, and I got online, researched it and went for it! I felt I didn't need to waste any more time looking elsewhere as I felt the course costs were very fair and the input I was already getting from Marty on the podcast could only get better in a course environment... and I was very justified with that assumption.

The delivery style of Marty and Em, real people, with real experiences, real challenges and a genuine willingness to see leaders grow and achieve. I think that really shines through in the content - which is more aligned with what leaders should be doing than others I have done.

## **YOU WERE A LISTENER OF THE NO BULLSH!T LEADERSHIP PODCAST BEFORE JOINING LBT, CAN YOU DESCRIBE THE KEY DIFFERENCE BETWEEN THE PODCAST AND PROGRAM?**

The podcast captures so many great snapshots of Marty's leadership philosophies, however it is difficult to really drill-down on these and put them into practical application. The course content dives deeper into each subject matter and you can really take away key learnings. The weekly webinars are a fantastic forum to learn from other leaders challenges and gain a first-hand perspective from Marty - obviously something that can't be done via the podcast.

## **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!'?**

For me, this moment was all about Module 4 - Work At Level. This is one area I have definitely struggled with throughout my leadership career as I would often dip-down to ensure the job was done the right way the first time and that the deliverables were achieved without question.

What I failed to realise, was that this was creating an unsustainable work-load for myself and was actually disempowering those below me. I was subconsciously creating a perfectionist culture. I was certainly dealing with more depth and less breadth, which is a killer for any leader. It took this course for me to realise that there could be such a thing as a "Professional Leader".

## **IF SOMEONE IN A SIMILAR CAREER POSITION TO YOU ASKED YOU FOR YOUR ADVICE ON DOING LBT WHAT WOULD YOU SAY?**

100% do it!!! I have already recommended it to so many people and I know of a couple who have already signed up for the next cohort!

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

Be prepared for your mind to be blown throughout each and every module. Marty is a leadership genius and will have you holding on to every piece of advice that comes flowing out of his mouth.

Use the LBT Implementation Playbook wisely, it is an excellent resource to record your notes in one place while following along to the videos. Make sure you that you attend every single one of the weekly webinars that are available to you - get your weekly question in on time and be active and present during these sessions. Em and Marty provide leadership gold during each one and you do not want to miss out. Yes - you can watch the playbacks, however there is no substitute for being present at the live sessions and the interactions with the other students is hugely valuable.

Everyone is here to learn some new leadership skills, and the support and encouragement during the webinars is fantastic!