

LEADERSHIP BEYOND THE THEORY

CAITLIN FORD

NATIONAL MARKETING MANAGER - GEN PHYSIO



"If you're serious about taking the next step in your leadership journey and committing to being a no bullsh!t leader, then this is the course for you! It has completely solidified my leadership approach."

2

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

5

LARGEST TEAM
CAITLIN HAS LED

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

I wanted to take the next step in my leadership journey and find confidence in my leadership approach. Improving my ability to deliver key messages with clarity to both my team and other key stakeholders was an important outcome for me.

I was also looking for exposure to senior leaders across different industries to learn from their experiences.

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

The CEO has already commented on the improvements I've put in place over the last few months, and how I am stepping up my leadership game. I've become more accountable and really tried to focus on empowering my team to step up with me.

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

Absolutely! I regularly engaged with Marty, Em, and the team. Every time I did, I felt like they knew exactly who I was and what my biggest challenges were. I felt valued and respected the entire time. They love celebrating your wins, so the emails of support and congratulations from Marty and Em were so lovely to receive.

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 quite a few, but the real stand out concept for me was in Module 1: Deliver Value. Because my team had grown very quickly, there were a lot of tasks that were completed just because they were what we have always done. This module made me step back and think about 'Activity vs Value' and how value-adding activities are so much more important than 'busy tasks'.

WAS THERE ANYTHING THAT SURPRISED YOU ABOUT THE PROGRAM, ANYTHING THAT YOU DIDN'T EXPECT?

I was surprised at how invested I became in the program, especially after Module 1! I looked forward to the Sunday night webinars, and I felt excited to join them each week. I would be buzzing afterwards, ready to kick start my week with a positive mindset.

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?

If you are even considering LBT, you should do it. I couldn't speak more highly of what I gained from the program and how it solidified my approach to leadership.

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

The ability to ask Marty questions about the modules and have them answered in a way that is tailored to your needs makes LBT different. It's also really beneficial to connect with other leaders, learn from their experiences and share your insights with the group.

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

You honestly don't need to invest a massive amount of your time in this program as it's agile and works with your schedule. What helped me get the most out of the program was dedicating time during the work week and a couple of hours on the weekend. I also made sure to commit to joining one of the webinars each week - this is so important in my eyes.

You will only get out what you put into the program. So be prepared to stretch your thinking and put in the work to reap the real rewards!