

LEADERSHIP BEYOND THE THEORY

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"I'm focusing like a laser on delivering value to clients, and making that the focus of everyone in my organization. "How does this action deliver value to the client or to the organization?" has become a well-used phrase."

10+

NUMBER OF YEARS
AS A LEADER

9/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

12

LARGEST TEAM
ROB HAS LED

WHAT WOULD YOU SAY TO SOMEONE IN A SIMILAR CAREER POSITION TO YOU WHO WAS CONSIDERING DOING THE PROGRAM?

LBT gave me a number of specific tools to employ in my business, today! It also gave me a reminder that it's a fantasy that everyone else is doing it all "right". I love that the content and tools are still available for me to go through again in the new year! I can re-visit the sections I connected with most and take them at my own pace!

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!'?

Work at Level. If I'm going to take my business to a much larger level, I need to get out of the technical work almost entirely. This module really struck a nerve. In December I hired a personal assistant to do 90% of the reporting in my work. It costs me 8 hours a day at her pay rate, but frees up 3-4 hours a day at my pay rate. A bargain I'd make any day of the week.

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

Yes. The communication from the Your CEO Mentor team was timely and personal, and the individual video from Marty to answer my question was helpful. I think there was enough personal touch that it did not feel impersonal or like a one-way webinar.

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

I am growing a business, and transitioning from a solo technical entrepreneur to a leader, without any significant formal management training. I wanted to feel more confident in leading the team that I've attracted to me.

WHAT MAKES LBT DIFFERENT FROM OTHER LEADERSHIP EDUCATION PROGRAMS THAT YOU'VE DONE?

Doing the course over seven weeks allowed me to complete the lessons in manageable bites. It also provided time to give it more thought than I might have been able to if all of the material was presented in a weekend long seminar. I think that approach is brilliant.

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

That it wasn't bullshit! Honestly, I was pretty skeptical going into it but I was struck a number of times how spot on and relatable the teaching was to my own experience.

DO YOU THINK THAT LBT WAS VALUE FOR MONEY?

Yes. It was enough that it seemed serious, but not too much to take a flyer on. I might have balked at \$2500 USD (roughly \$3500 AUD). Having now completed the program, I'd have no reservation telling a friend or colleague to invest that kind of money or a bit more. There is strong value there if one extracts it!

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

I can only rate this course - it's structure, delivery, cadence and usefulness is truly awesome! It is absolutely worth the investment of time and money. I recommend anyone who is serious about leadership take Leadership Beyond the Theory!

You will not regret it. DO IT! Don't miss the chance! I whole heartedly recommend the course. I strongly suggest getting started on time. Build time into your calendar each day for your Leadership Beyond the Theory work and join an Accountability Pod within the cohort. I used a mastermind group that I am apart of outside of Leadership Beyond the Theory for that portion of the program and wish I had joined one from within my cohort instead!

I'm now focusing like a laser on delivering value to clients, and making that the focus of everyone in my organization.