

LEADERSHIP BEYOND THE THEORY

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"What really resonated with me was the fact that Marty has been in the trenches as a former CEO. There are plenty of books and programs written by people who are just full of theory but they've never actually practised this job and they don't have real world experience."

12

NUMBER OF YEARS
AS A LEADER

9/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

350

LARGEST TEAM
RADU HAS LED

WHAT WAS IT THAT FIRST GRABBED YOUR ATTENTION ABOUT THE PROGRAM?

Everything started with the No Bullsh!t Leadership podcast. One of my team was listening to it and he was very enthusiastic about it. So then I started to listen and I got excited because there were a lot of topics that actually resonated with me.

I then did the Leadership Level Up Masterclass which I liked as well, and then decided to enrol in the program to see what it could offer both me and my team.

WHAT IS THE MAIN RESULT YOU CAN SEE AFTER DOING THE PRORAM?

I've made a mindset change from wanting to be the 'nice guy' to being a strong leader. I learned a lot of new and very useful information, and I think this has changed my mindset forever. I'm a lot more focused on execution and enabling my people to deliver results now.

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

Well right now I actually have one of my direct reports in mind! I've also recommended a number of other leaders enrol in the next program. I think it's very useful for anyone in senior management or at a directorial level, because the topics that are included in this program are very appropriate for this level.

I think it may be a little overwhelming if you are a brand new manager, but if you have up to five years of management experience I think you will have a lot of revelations and epiphanies - mostly because you'll realise how many things you are doing wrong!

WHAT HAS BEEN ONE OF THE BIGGEST CHANGES IN YOUR BEHAVIOUR SINCE DOING LBT?

I'm far more conscious now of how I spend my time each day. Whenever I enter a meeting or am doing a task, I question myself to see if there is value in the activity or not.

Like many other people, I have a tendency to immerse myself in reading, writing emails, doing a lot of 'stuff', a lot of things which are either not value generating or are not at my level. So this is where I'm at now, focusing on working at the right level and empowering my team to work at theirs.

DO YOU THINK THAT HAS HELPED YOUR TEAM?

Yes, I think it has also helped me unleash some of their potential, which was really locked because of my previous habits and behaviours.

DID YOU FIND THE PROGRAM RESOURCES AND WORKSHEETS USEFUL?

Yes definitely. In fact I'm still surprised by the quality of the information provided. Although, I am used to consuming a lot of information, so I was eager to ingest more and more and more! I finished the coursework in thirty minutes each day, but wanted to keep learning and reading about each topic after that.

WHICH MODULES RESONATED WITH YOU THE MOST?

I'm a big fan of accountability as a main core value, so the Drive Accountability module really resonated with me. I also really liked the Work At Level module, and of course, Deliver Value was great because I truly believe that we are often doing a lot of activity that is just filling up time with waste and noise instead of delivering value!