

LEADERSHIP BEYOND THE THEORY

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15

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

40

LARGEST TEAM
MICHAEL HAS LED

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

I've always been an advocate of strong leadership and it's an interest of mine to follow leadership content. I was searching for an extracurricular course that I could relate to the industry I work in, that being the construction industry. I had taken other courses in the past but the lack of connection made it difficult to put the learnings into practice. I've been following LBT since its inception. Listening to the podcasts gave me confidence that I would be able to relate to the content and connect it to my industry. I was correct in my assessment as the whole course was relatable.

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

Having my questions answered by Marty was great. He responded quickly if there was follow up questions which gave that personal feel. I don't think you can get a more personalised experience. Connecting people through the cohort groups was also a great idea.

DID THE PROGRAM EXCEED, MEET OR NOT MEET YOUR EXPECTATIONS?

This program was fantastic. I've been searching for years to find a leadership program that connected with my line of work in the construction industry and connected with me on a personal level. This course hit both points beyond my expectations. The content, videos and weekly tasks were to point, specific, "No Bullsh!t" and allowed me to fit this in with my busy schedule. I feel that I've gained the information required to restructure my company's purpose/strategy and have the tools to communicate this to the entire team.

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

I was able to relate to every single topic and apply it to situations in my industry and the job I do. Marty is a great communicator. He's straight to the point, 'No Bullsh!t' and is very engaging in the videos. Despite the recorded videos, he still manages to generate a sense of respect and someone you can look up to.

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?

The structure of the program over 8 weeks allowed me to continue with my day job. This was important as it can be hard to be away from the office for a week. The price is very competitive and from my experience, was value for money. The main selection criteria was the course module topics. They were very relatable and listening to the podcasts gave me confidence that I was going to get great content.

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

The popularity and the worldwide reach! I wasn't expecting to be on the webinars with so many people. It was great to listen to other people in different industries and what their main leadership challenges were. I didn't expect the weekly one on one questions with Marty either. This was great as it provided that 'personal' element to the course.

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!'?

Personally, it was building resilience. Learning to remain calm, reduce the noise and focus on the value content. Equally, it was recognising that my team need this guidance too! It hit me that the information contained in this course would really help some of my team get more out of their people.

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

Don't procrastinate about the course, just book it in! It's the best leadership investment you can make. No matter what level of management you are at, you will gain invaluable information that you can use to reset or enhance your strategies and get the most value out of your people.