

LEADERSHIP BEYOND THE THEORY

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"You are literally tapping into Marty's life experience and short-cutting some of the very hard experiences you'd have to go through yourself to get that same level of experience. Save yourself the pain, time and the suffering of your team and get LBT under your wing."

35

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

250

LARGEST TEAM
CARL HAS LED

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

I have been in my current executive role for over 10 years and felt the challenge had gone even though there had been a number of great changes over the years. While pedaling away on my bike in the garage pre-Christmas 2020, I came across the No Bullsh!t Leadership podcast and was hooked! This is what I had been looking for to kick start and improve in all areas of my leadership. The challenge was always there but I could not see it at the time.

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

LBT very much exceeded my expectations. I have completed a number of training courses; read copious amounts of self-help, leadership and business books; and tried to suck the brains out of everyone I met, but I never felt satisfied until now.

CAN YOU PINPOINT EXACTLY WHAT IT WAS THAT MADE YOU TAKE THE LEAP AND ENROL IN THE PROGRAM?

I needed a new challenge and my current role was beginning to feel like Groundhog Day. I needed more, and the company deserved more. There was a level of frustration and after some serious consideration, I was keen to sign up for LBT and get all I could out of it. I was not disappointed - this has set me on fire and my team are wondering just what the hell happened from March 2021!

WHAT WAS THE MOST VALUABLE THING ABOUT THE PROGRAM?

Marty's everyday situations were liquid gold to me. I have always survived on brawn, sheer determination and hard work - this only gets you so far. Now, I refer to LBT and the podcast when I have a challenge, a board meeting, an opportunity or just want to check a decision I have taken. I look at each day and week, and ask myself: 'Did I add value?' I've changed what I work on daily and what I've dropped. LBT has become my business bible.

WHAT CRITERIA YOU WERE LOOKING FOR TO ENSURE THIS WAS A SOUND INVESTMENT OF YOUR TIME AND MONEY?

The podcasts cemented the decision in my mind, as well as the timing of my work situation. I've paid upwards of \$10,000 for other courses - knowing what I know now, post-LBT, I would have paid \$10,000 or more. Promotions and the noticeable difference amongst your peers will make the return on investment very quick. In fact - I had results in the first two weeks as I was using my CEO and team as crash test dummies, and continue to have great success.

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

Don't blink, fluff around or make any excuses and if you do anything to move your career ahead and to have peace in the valley do this course. This is a game changer. If you think you know it all, you have even further to go than I - an executive of 14 years; sitting on a commercial board; chairing two other boards; and running a farming business with my wife.

WHAT RESULTS OR CHANGES HAVE YOU SEEN IN YOURSELF OR YOUR TEAM, SINCE COMPLETING LBT?

The fortnightly 1-on-1s where the first meeting is about my requirements and expectations, and then the second meeting is all about them. I've seen great ideas, the communication and expectations are very clear, and this has led to better working relationships. I have always been available to my direct reports but in a too casual manner and needed more structure. I have also heard the 'echo' a number of times, and my team are now doing this with their own teams.