ALEX BELPERIO

GENERAL MANAGER, SALES - ATTURRA

"I've been able to apply the learning to my leadership from the first week of the course. Another big tick in the value for money column is the lifetime access to the course content - absolutely brilliant!

5	**9/10**	**10+**
NUMBER OF YEARS AS A LEADER	LIKELIHOOD TO RECOMMEND TO OTHERS	LARGEST TEAM ALEX HAS LED

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

Before the program, I sometimes struggled with dipping down - I would dip down and fill gaps rather than lead and empower others to learn and play their role. I was also challenged regarding value ranking and prioritisation.

Conflict and providing feedback weren't things I was afraid to address but I didn't have clarity on approach and structure in those situations, which meant I wasn't as effective as I could've been.

I was genuinely excited prior to starting the course. I was a longtime listener of Marty's podcast and was familiar with his style and approach through his book, which I'd read part of.

I was also fortunate enough to hear more about Marty's style from colleagues who had worked with or knew Marty. This had me motivated from the very beginning to make the most of the investment in the program and my own leadership journey.

CAN YOU PLEASE SHARE ANY CHANGES THAT YOU'VE SEEN IN YOUR TEAM'S PERFORMANCE OR MORALE SINCE STARTING THE PROGRAM?

I've seen a change in my team's approach to value vs activity. I have challenged people to rank stack their key, strategic priorities and to focus on the effort and output that will help them achieve that. I've seen team members remove busy work from their calendars (including regular cadences) and start to free up time to focus on the important priorities, whether it's more time spent on key deals or working with customers. These are also the things that give a sales team energy! It has definitely improved morale - people are happy, engaged and achieving.

HOW HAS THE PROGRAM IMPACTED YOUR OVERALL CONFIDENCE AND ABILITY TO LEAD EFFECTIVELY?

The program has provided me with practical approaches, reliable frameworks and my own library related to common leadership scenarios and challenges. During each week of the program (and since it finished) I found myself applying something from the coursework to a real scenario in my role. The fact the course provides simple and practical tools and frameworks has made it easy to apply the lessons taken from the course and has given me a greater level of confidence in my ability to lead effectively.

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!'?

When I got to Module 4 - Work at Level, I really had that moment. It put into words something I'd been guilty of doing for too long and, crucially, it explained why I wasn't having the positive impact I'd assumed and gave me the tools to address and change it.

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

Marty and Em were so committed to the cohort that it made it feel personalised. The webinars and responding to questions along the way were a great way to interact. I will admit to being cheeky and submitting some questions right on/after the deadline as I loved getting the personalised responses from Marty. I know it's not scalable, but making the effort to provide the personalized video responses absolutely made it real and valuable.

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

It was surprising just how many leadership challenges and scenarios were common across businesses in different industries or of different sizes and structures. I was in an accountability pod with people I'd never have otherwise come across and couldn't believe the amount of common ground we found - two of us were in IT, another was in healthcare, others were in government.

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

It boils down to a few key things for me...
The experiences shared are real.
The content is consumable.
The steps are practical.
The application is possible!