

# LEADERSHIP BEYOND THE THEORY

## CHARLOTTE GOODWIN

ACCOUNT DIRECTOR - FILTERED MEDIA



*"We've all had ineffective managers/bosses in our careers and wished they could've provided better guidance and been more supportive. This program teaches you how to go out there and be the boss you've always wished you had."*

4.5

NUMBER OF YEARS  
AS A LEADER

10/10

LIKELIHOOD TO  
RECOMMEND TO OTHERS

12

LARGEST TEAM  
CHARLOTTE HAS LED

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

I'm a strong believer in lifelong learning and aim to take on professional development opportunities regularly to stay motivated and find new ways of thinking that I can apply to my work.

I was looking to undertake a leadership course in 2019 and after taking the free Leadership Level Up Masterclass and getting to know Marty's teaching style, I was keen to sign-up for Leadership Beyond the Theory.

The seven week length of the course appealed to me as I felt it was something I was able to commit to. I didn't want a one or two day seminar, I wanted a course that I could undertake for a longer period and really immerse myself in the learnings.

## **DO YOU THINK THE PROGRAM WAS VALUE FOR MONEY?**

Yes, the course exceeded my expectations in terms of the breadth of knowledge and hard skills I gained in only seven weeks time. When you consider it's the equivalent of a few hundred dollars a week for quality mentorship from an experienced leader and a closely guided online course complete with video, written and interactive webinar content that you can revisit in perpetuity, it's truly excellent value.

## **BEING A PODCAST LISTENER, WHAT DO YOU THINK THE KEY DIFFERENCES ARE BETWEEN LISTENING TO THE FREE PODCAST AND DOING THE PAID PROGRAM?**

The podcast is a great intro to getting to know Marty and his no-bullshit teaching style and provides great leadership insights, whereas the LBT course provides you with concentrated training, diving deeper into specific topics. The podcast and course complement each other as learning tools.

## **OVERALL, WHAT WAS THE BIGGEST IMPACT THE PROGRAM HAD ON YOUR LEADERSHIP CAPABILITY AND CONFIDENCE?**

Towards the end of the program, I was invited to present an EOFY return on marketing investment report to the board of directors. The program equipped me with the tools to know what value-accretive, strategy-aligned outcomes to focus on in my report, and feel confident giving that presentation, as well as negotiating with and influencing executive leaders above me more effectively in general.

## **WAS THERE ANYTHING THAT SURPRISED YOU ABOUT THE EXPERIENCE, ANYTHING THAT YOU DIDN'T EXPECT?**

It surprised me how invigorated I felt heading back to work on the Monday after completing each module; ready and raring to apply what I had learnt.

## **WHAT WAS YOUR BIGGEST TAKEAWAY FROM THE PROGRAM - YOUR 'PIE IN THE FACE' MOMENT?**

Module 4 "Work at Level". Especially as a young leader, it was clarifying to hear that I need to get out of my comfort zone of doing the tasks I've always done and grow further. The module teaches why leaders need to stop "dipping down" and focus on providing the unique value we bring to the table and empower our team members to be accountable to deliver.

LBT has proven to be an invaluable investment in my professional development. It has given me the tools to lead more effectively and I refer to my course notes on a daily basis.