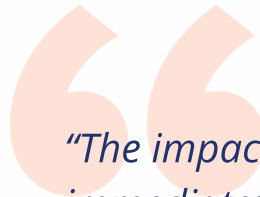


LEADERSHIP BEYOND THE THEORY

MERITXELL ORPINELL

SENIOR LEADER, PROFESSIONAL SERVICES - BENCHLING



"The impact of LBT on myself has been immediate: it's been refreshing, re-energizing and inspirational. The impact on the business has been also tangible from day one!"

5+

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

8

LARGEST TEAM
MERITXELL HAS LED

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

The main driver to join the program was the curiosity to keep a constant learning path despite the working routine. When buried into chronic busyness it gets harder to identify areas for growth and action then accordingly.

Putting the focus on infinite task lists regardless of the output value provides a false sense of accomplishment that does not render progress in the long term. As a leader, deprioritising learning equals obsolescence.

Mostly, I aimed to challenge, revolve and evolve the status quo of my own leadership execution cycle: from the thought to the act.

Revisiting oneself and seeking for learning is the best way to get others inspired to grow and become the best next version of themselves.

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

I was highly skeptical about the program's capacity to deliver a personalized approach with a cohort of this magnitude. I am glad to be proven wrong. Marty manages to be present and close, devoting the time to provide tailored responses to each individual while being inclusive and respectful towards the entire group.

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

LBT stands out from the overcrowded educational landscape by moving away from academic theory as the ultimate best practice. Instead, it builds a new body of knowledge that blends both theory and practice in a pragmatic, sensible, and actionable way. Because it breaks down the rules of leadership into concepts that are neat, crisp, and logical, leadership becomes art.

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

The absolute lack of superfluous content, everything is relevant and on point. The second, the delivery format: the blend of recordings, Q/A sessions, and community discussion forum helps to keep motivated and engaged. Weeks fly unnoticed.

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?

I was not seeking for a conventional 'corporate' leadership course that would quickly turn predictable and boring. The first qualification criteria was the NBL podcast: iconoclastic at its core. The second criteria was the referral from a highly trusted source. No more decision makers were required: it was a 200% buy-in.

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!'?

Mainly two: how much we focus on activity instead of value, when we actually measure and get measured by value outputs. Second, how to reformat team struggles and frustrations into actual motivation drivers if geared with focus, humor, and grace.

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

Making the program a priority is making yourself a priority. Investing in the program is investing in you, which is an absolute prerequisite to lead and inspire others meaningfully.

Do not spin around self-justifying excuses to deprioritise such investment: if becoming a stronger leader can wait, leadership won't wait for you.