

LEADERSHIP BEYOND THE THEORY

WES LAMBERT

SENIOR DISTRICT SALES MANAGER - OPENTABLE



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23

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

800

LARGEST TEAM
WES HAS LED

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

Despite my extensive experience in managing teams for over two decades, I recognized a significant gap between managing and leading. The realization hit me hard — I was in critical need of techniques to become a more engaging leader.

CAN YOU PLEASE SHARE SPECIFICALLY WHAT IMPACT, IMPROVEMENTS OR RESULTS YOU HAVE ALREADY SEEN (EITHER FOR YOURSELF, OR FOR YOUR BUSINESS) SINCE STARTING LBT?

One of the most tangible outcomes since completing LBT is the enhanced 360 feedback from both my team and superiors. The feedback has been overwhelmingly positive, highlighting a noticeable improvement in my leadership approach.

The metrics don't lie either; we've seen an uptick in performance indicators across the board. It's clear that the principles and techniques I've applied from LBT are making a real difference!

HAS THE PROGRAM IMPACTED YOUR CONFIDENCE AND LEADERSHIP EFFECTIVENESS?

100%. I now practice most of the content on a daily basis with my team(s) and it has absolutely improved my ability 10 fold.

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

The change in team dynamics is night and day. There's a newfound sense of unity and purpose among us. Morale is at an all-time high, and it's translating into not just improved performance but also a more vibrant, positive workplace culture. This shift has been incredibly rewarding to witness and be a part of.

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

All others pale in comparison! The face-to-face Zoom's and ability to engage with Marty & Em directly, and ongoing after the course ended.

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 endorsement from a trusted colleague was instrumental in my decision. Knowing the impact it had on someone whose opinion I value highly made choosing LBT a no-brainer. I was looking for a program that could offer practical, actionable insights into becoming a more effective leader, and LBT came highly recommended.

IF SOMEONE IN A SIMILAR CAREER POSITION TO YOU ASKED YOU FOR YOUR ADVICE ON WHETHER THEY SHOULD DO THE PROGRAM OR NOT, WHAT WOULD YOU SAY?

You can't afford NOT to take it!

DO YOU THINK THE PROGRAM WAS VALUE FOR MONEY?

Absolutely, without a shadow of a doubt. The insights, skills, and personal growth I've gained from LBT are invaluable.

If it were within my power, I'd make this program a staple in our company's leadership development initiatives. The return on investment, both personally and professionally, has far exceeded my expectations.

WHAT WERE YOUR BIGGEST 'PIE IN THE FACE MOMENT(S)'?

The deep dive into the concepts of value and accountability struck a chord with me. It was an eye-opening moment that made me reevaluate not just how I lead but how I view leadership in its entirety. The realization that these principles were the key to unlocking my full potential as a leader was my 'aha' moment.