

# LEADERSHIP BEYOND THE THEORY

## BRENDAN BINNEY

TEAM LEADER - PUBLIC SERVICE



*"Since doing LBT I have become a more measured and accountable leader. A leader who makes better decisions. A leader who challenges, coaches and confronts my team to build the capability of my organisation."*

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NUMBER OF YEARS  
AS A LEADER

10/10

LIKELIHOOD TO  
RECOMMEND TO OTHERS

10

LARGEST TEAM  
BRENDAN HAS LED

### CAN YOU PINPOINT EXACTLY WHAT IT WAS THAT MADE YOU TAKE THE LEAP TO ENROLL IN THE PROGRAM?

I've worked for many managers who were only there because they had done their 'time on the tools'. This made them experts at the technical aspect of the job but they weren't necessarily natural leaders.

I had seen great leaders in other areas of my organisation so I knew there was a better way to lead. I was invited to attend an internal leadership course and this completely opened my mind to new leadership concepts, ideas and strategies.

That's when I discovered the No Bullsh!t Leadership podcast. Listening to the way Marty unpacks and simplifies, at times difficult leadership concepts, really played into my learning style and drove me to adapt a continuous improvement mindset. LBT was the next logical step!

## **WHAT WAS THE MOST VALUABLE THING ABOUT THE PROGRAM?**

My only concern when deciding to enroll in LBT was that I was going to be just be another 'bum on a seat'. This could not have been further from my LBT experience. One of the most valuable things that Marty and Em do is make you feel like you are the only one on the course. They made themselves available to answer any questions directly, provided nuanced advice to my individual leadership challenges and it felt very much like 1 on 1 mentoring.

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

As someone who works best when they are held to account, for me LBT was a no-brainer. I had read a lot of leadership books and listened to podcasts, but how was I actually going to put into practice what I was learning?

The answer was to make myself accountable financially. If I'm investing this time and (very reasonable) financial investment in my professional development, then I'm going to make sure I'm accountable to myself and use it.

## **DID THE PROGRAM MEET YOUR EXPECTATIONS?**

LBT completely exceeded my expectations and is so aptly named. I've sat through hours of courses that all give you the theory and concepts on how to be a great leader, but LBT actually gives you the tools and strategies to turn those concepts and theories into practice. From the very first week, I was able to implement the lessons learnt into my role as a leader!

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

What I have been able to achieve professionally as a result of completing LBT has meant the course has already paid for itself. So if that is a measure of value for money, then absolutely!

## **WHAT WAS YOUR 'PIE IN THE FACE' MOMENT?**

'Working at Level' for me was one of the most eye-opening lessons of LBT. Not only did it highlight areas where I needed to improve in this space, but it confirmed to me that over my career, many leaders above me weren't working at their level. I never realised how destructive personally and organisationally this could be until I completed this lesson!

## **WHAT WOULD YOU SAY TO SOMEONE WHO IS CONSIDERING DOING THE PROGRAM?**

Throw any caution to the wind and do it! Any investment in your professional development will pay you back in spades if you're willing to take the next step.