

LEADERSHIP BEYOND THE THEORY

DONNA GAUCI

CHIEF EXECUTIVE OFFICER - SEALINK MARINE AND TOURISM



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37

NUMBER OF YEARS
AS A LEADER

10/10

LIKELIHOOD TO
RECOMMEND TO OTHERS

1700

LARGEST TEAM
DONNA HAS LED

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

Our company underwent a significant restructuring, transitioning to a more decentralised model, which resulted in my transition to the CEO role.

I was eager to start the role with new fresh learning opportunities to enhance my skillset and better equip me to eat the elephant one bite at a time, so to speak.

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

It's highly practical and action-oriented - so it is not a matter of hearing great content, getting revved up and walking out of the room.

This program has work attached to each module that requires action, which assists with accountability and ensures that the theory is not just understood but also applied effectively.

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

The strategies from Module 1: Deliver Value and Module 4: Work At Level have had the most impact initially. The main shift I'm implementing is directing the team's attention towards prioritising tasks that contribute to delivering value and fostering a mindset aligned with this goal. The lessons from Module 4 have assisted me to focus on the crucial task of operating at the right level in my new role as CEO.

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

The program offered an excellent framework for leadership development, providing a structured pathway to enhance my skills. It allowed me to reflect on my existing knowledge and experience while equipping me with valuable insights to further elevate my effectiveness.

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?

Initially, I was interested because I thoroughly enjoyed the No Bullsh!t Leadership podcast. The straightforward way of conveying key points resonated with my communication and leadership style. As I delved deeper, I found that the value for money in the content was excellent. Also, the accessibility of learning through various channels perfectly suited my lifestyle, making it easier for me to engage with the material.

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!'?

The Deliver Value module had the most significant impact on me. While I believed I was already prioritising effectively, learning how to draw a clear line and concentrate solely on the highest value-generating priorities, while confidently saying no to other tasks based on factual assessment, was truly valuable.

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

I was surprised by how much better it was than I initially anticipated; it truly exceeded my expectations.

WHAT ADVICE WOULD YOU GIVE TO FUTURE LBTERS ON HOW TO BEST FIT THIS PROGRAM IN WITH A BUSY SCHEDULE?

Just do it—I procrastinated on whether to start immediately or wait, but there's never a perfect moment when you don't feel too busy. I'm glad I took action when I did—I still have plenty to learn and improve upon, and I plan to revisit all the notes and listen to the modules again and again. Absolutely love it!

DO YOU THINK THE PROGRAM WAS VALUE FOR MONEY? WHY/WHY NOT?

Absolutely! LBT provided an interactive, personalised, and flexible experience that other programs could not offer and gave me specific, tangible ways to improve my leadership skills that I could implement immediately. It was worth every penny!