

THE LEADERSHIP CHALLENGE

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MAY 2006 NEWSLETTER

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“Do not think that you are the best and that you can do everything all by yourself—only teamwork brings the best results.”

—From *The Leadership Challenge, Third Edition*

Welcome to the The Leadership Challenge Newsletter!

This monthly publication shares examples of the pioneering paths of successful people and organizations that have embraced The Five Practices of Exemplary Leadership®. [As always, please let us know how we are doing](#); we may even contact you about featuring your ideas and stories in future editions of this newsletter.

Announcement: Pfeiffer Acquires The Leadership Challenge Videos

Pfeiffer has obtained the rights to five training videos based on the award-winning and best-selling book [The Leadership Challenge](#), by James M. Kouzes and Barry Z. Posner. These videos are powerful visual aids that bring to life the inspiring, real-life actions of leaders in a variety of situations and organizations. [More \(PDF\)](#)

Thoughts on the Model

The Leadership Challenge® Workshop Master Facilitator, Valarie Willis shares a compelling example of what it can take to take get employees "All Aboard" within an organization, regardless of their position. Her story illustrates the power of Inspiring a Shared Vision and how it can lead to extraordinary accomplishments. [More](#)

Ask an Expert

What is one to do when the actions of a leader are for personal gain instead of for the benefit of the organization? Steve Coates (The Leadership Challenge® Workshop Master Facilitator) gives some advice on the difference between having a vision and having a vision that is shared by others. [More](#)

Rants and Raves (PDF)

See how 435 employees at Trust for Public Land, a national nonprofit organization, have helped states and communities pass almost 300 ballot measures, generating over \$19 billion in new conservation-related funding, all while personifying The Five Practices of Exemplary Leadership®. [More \(PDF\)](#)

What We're Reading

This month Pfeiffer Senior Editor Lisa Shannon shares her latest quasi-leadership book of choice. "I must confess, I spend much more time reading children's books than the latest business-solution-of-the-month offering," explains Lisa. "For much to my pleasure, my two young children are voracious listeners and our nightly bedtime ritual involves a large stack of read-aloud stories. Over the years I have discovered that many of these books are filled with some insightful lessons in leadership. One of my favorites is a picture book, [Little Quack](#), by Lauren Thompson (beautiful and clever pictures by Derek Anderson). The story begins with five little ducklings—warm, safe, comfortable, and content in their nest. Stirring things up a bit, Mama duck tells her ducklings that it is time to leave the nest and venture out onto the water. 'No, Mama no! We're too scared,' the ducklings cry in unison, clinging close to each other in the nest. But with Mama duck's encouragement, each duckling finds just enough courage to venture into the water. By the end, it's just Little Quack left in the nest and as Mama duck utters her now familiar refrain 'You can do it. I know you can', he becomes 'just brave enough' to join his family in the water. The book is a simple, yet a vivid reminder of how difficult change is for most of us ducks. The story also underscores the importance and the power of Encouraging the Heart, and how those very simple words 'You can do it. I know you can.' make all the difference."

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