

THE LEADERSHIP CHALLENGE

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JULY 2006 NEWSLETTER

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“In leading by example and practicing the essentials, leaders become the model for what the whole team stands for, rather than just standing up for some personal idiosyncratic set of values.”

—From *The Leadership Challenge, Third Edition*

Welcome to the The Leadership Challenge Newsletter!

This monthly publication shares examples about great leaders and their role in inspiring those who choose to follow. [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.

Thoughts on the Model

How do sopranos lead? Dick Heller (The Leadership Challenge® Workshop Master Facilitator) reflects on a story in the [New York Times](#) about an opera singer who attained her dream through persistence, demonstrating that leaders know their role is not about themselves, but "something to be transmitted to other individuals." [More](#)

Tips and Techniques

Author, speaker, professor, and business consultant Mark Warner shares a humorous exercise that demonstrates how inspiring a shared sense of direction can also help to Inspire a Shared Vision.

[More](#)

Ask an Expert

¿Habla español? How about Portuguese? Russian? Korean? Simplified Chinese? [The Leadership Challenge](#) materials are available in languages other than English. Wiley's Vice President, Director of Global Rights explains how you can get your hands on translated versions. [More](#)

Rants and Raves (PDF)

Montana Fish, Wildlife & Parks, a 105-year-old organization dedicated to conserving the state's fish, wildlife, recreational and cultural resources, taps into The Leadership Challenge to develop its next set of leaders as they prepare for the Baby Boomers' retirement. [More \(PDF\)](#)

What We're Reading

Steve Coats of International Leadership Associates recently read [Changing Minds](#) by Howard Gardner. "The book presents a scientific approach to explain how one goes about getting others to change their minds. Looking at mind change in large populations as well as individuals, Gardner (the multiple intelligences thought-leader and Harvard professor), identifies seven levers that contribute to mind change: reason, research, resonance, re-description, resources and rewards, real-world events, and resistances. Through the practice of Inspire a Shared Vision, leaders are frequently involved with attempting to change people's minds, in getting them to believe in a vision of the future that today seems unreachable. And as leaders Challenge the Process, they must find ways to change the minds of people who are unwilling to accept new ways of doing things. The book also helped reinforce the fact that to change the minds of others, leaders must understand other peoples' needs and then craft their messages in relation to those needs. Not a breezy read, but certainly a thought-provoking book." » [Read Steve's Bio \(.doc\)](#)

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