

# THE LEADERSHIP CHALLENGE

THE MOST TRUSTED SOURCE FOR BECOMING A BETTER LEADER

APRIL 2007 NEWSLETTER

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"Leaders take charge of change. They instill a sense of adventure in others, they look for ways to radically alter the status quo, and they continuously scan the outside environment for new and fresh ideas."

— From *The Leadership Challenge, Third Edition*, by Jim Kouzes and Barry Posner

## Welcome to The Leadership Challenge Newsletter!

Welcome to the Leadership Challenge Newsletter! This monthly publication shares stories, examples, and information about the impact of The Leadership Challenge in all kinds of organizations. [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

**Six tips for Challenging the Process.** After researching hundreds of best practices, Master Facilitator Steve Coats unveils the best ingredients for success when it comes to confronting this often difficult task. [More](#)

## Tips and Techniques

**Use bricks and vines to overcome challenges!** Stanford University's Amanda Crowell Itliong shares an exercise that combines collaborative problem-solving with some not-so-heavy lifting to scale a wall of obstacles. [More](#)

## Ask an Expert

**Can the LPI predict individual success?** While not quite a crystal ball, author Barry Posner explains how this 360-degree feedback tool can accurately determine leaders' future triumph . . . or derailment. [More](#)

## Rants and Raves

In the Leadership is Everyone's Business® Workshop, the general philosophy is that leadership is not a position or place in organizations. It is not reserved for a few at the top. Suzanne Gaker, Director of Training and Development at The Kroger Co., touches on how this workshop empowers individuals to lead as a team. [More](#)

## What We're Reading

"Ever wonder why some ideas survive and others die?" wonders author Jim Kouzes, "Chip and Dan Heath did, and in their thoroughly delightful, continuously fascinating, and immensely practical book, [Made to Stick: Why Some Ideas Survive and Others Die](#), they tell us what they learned. The central chapters of the book skillfully describe The Six Principles of Stickiness:

1. Simplicity
2. Unexpectedness
3. Concreteness
4. Credibility
5. Emotion
6. Stories

Chip and Dan's discussions are immensely helpful when thinking of new ways to help our leaders develop their capacity to Inspire a Shared Vision. Each chapter offers a treasure trove of useful information, illustrative examples, and supporting evidence. Those who know me well are fond of teasing me about how I say, "According to the research . . ." about every third sentence when talking about leadership. But I think Chip and Dan may have me beat when it comes to sticky ideas! However, they tell the tale with such great wit that you can't wait to learn more. Through their talent for writing, their ideas are easily adapted and applied to what we and our clients do every day. It's an absolute must-read for facilitators of The Leadership Challenge as well as every leader we serve."

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