

# THE LEADERSHIP CHALLENGE

THE MOST TRUSTED SOURCE FOR BECOMING A BETTER LEADER

MARCH 2008 NEWSLETTER

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“The Kouzes-Posner Second Law of Leadership: DWYSYWD (Do What You Say You Will Do) has two essential elements: say and do. . . . they must put what they say into practice: they must act on their beliefs and 'do'.”

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

## Welcome to The Leadership Challenge Newsletter March 2008!

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.

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### Thoughts on the Model

When leaders do, leaders learn. Whether helping students or practitioners, or guiding fellow administrators in academia, esteemed scholar and leadership expert Barry Posner offers keen insight into how the 'doing' of leadership takes us to the very core of who we are, why we do what we do, and what is important to our essential selves. † [More](#)

### Tips and Techniques

Put the best ideas from the venerable Center for Creative Leadership into action. For you and your clients, build a first-class library of how-to resources that will take your understanding, practice, and development of leadership to the next level of excellence. † [More](#)

### Ask an Expert

Protect the credibility and integrity of the LPI. Using job-related metrics is a better way to determine employee promotions, advises experienced HR leader and The Leadership Challenge® Workshop Master Facilitator Steve Houchin. † [More](#)

### Rants and Raves

A new business fable by Robert Thompson takes a page from the playbook of The Leadership Challenge to show how passion and personal commitment are the bedrock of successful leadership, debunking the common myths about what makes leaders great. † [More](#)

## What We're Reading

Based on four years of intensive case-based research, [Forces For Good](#) examines exemplary nonprofit organizations and identifies the common practices that have made them so successful. In this groundbreaking first book, authors Crutchfield and McLeod Grant empower nonprofits, challenge conventional wisdom, and reconsider long-held tenants of nonprofit management and leadership.

**Forces for Good** incorporates compelling case studies, interviews, and lessons from top organizations, with frameworks designed to help readers apply these high-impact practices in their own work. The result is an insightful and inspiring look at the six business strategies that maximize nonprofit effectiveness: combining advocacy and service, partnering with for-profit businesses, creating meaningful experiences for supporters, nurturing networks of nonprofits, practicing collective leadership, and sustaining impact over time by investing in employees and infrastructure, as well as expansion.

This book is an important read for nonprofit leaders, foundation leaders, donors, board members, and volunteers—but it isn't just for the social sector. I highly recommend **Forces for Good** to business people, policy makers, consultants, teachers, and anyone who wants to make a difference.

**Lindsay Morton** is a Senior Editorial Assistant with Jossey-Bass and Pfeiffer. She has also worked for nonprofits, including America Reads, the Plumas County Historical Museum, and Yonkers Public Libraries.

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