

THE LEADERSHIP CHALLENGE

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APRIL 2008 NEWSLETTER

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The Offsite

Read the foreword by
Jim Kouzes [Go Now >](#)

“Call it what you will—*vision, purpose, mission, legacy, dream, aspiration, calling or personal agenda*—the point is the same. If we are going to be catalytic leaders in life, we have to be able to imagine a positive future.”

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

Welcome to The Leadership Challenge Newsletter April 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.

Join the conversation on our new Leadership Challenge blog
[LeaderTalk](#)

Thoughts on the Model

Master Facilitator Michael Neiss draws together his workshop experiences and client successes to examine the importance of helping participants develop the skills needed to write an inspiring vision that will drive change. [More](#)

Tips and Techniques

Noted author of [The Offsite: A Leadership Challenge Fable](#) and Master Facilitator of The Leadership Challenge® Workshop, Robert Thompson brings the art of storytelling to life with The Never Ending Story Community Building Process—a new way of realizing the power of developing a shared vision. [More](#)

Ask an Expert

A focus on 'leadership as a relationship' provides the ideal antidote for leaders struggling with the burdens of leadership: loneliness, isolation, and the feeling that only those super-humans, without flaws, will succeed. [More](#)

Rants and Raves

[Forbes.com](#) calls upon leadership expert Jim Kouzes to offer fresh insight into the risky business of leadership, where even the mightiest can fall when hubris and self-importance take the place of honesty and vision. [More](#)

What We're Reading

How perfect is this? An outstanding new book, [The Art of Followership](#), edited by three eminent leadership scholars in the middle of an historic presidential campaign in which we are collectively trying to manage the complexities of powerful and seemingly competing cadres of followers? Astute political strategists, at least on the Democratic side, understand that the focus this year has shifted from the candidates to "how do we retain the vast number of Clinton and Obama followers" once that fateful decision is made. And McCain, too, is struggling to pull his party's conservative followers back into the fold.

In short, nothing is more important these days than the mobilization and retention of followers, whether in politics, business, or nonprofits. Researchers concede that the surest means of studying great leadership is to study its followership. If you agree, then this is your book. It carries forward the tradition of Ed Hollander, Robert Kelley, Jean Lipman-Blumen, and Jim Kouzes and Barry Posner, offering fresh insights and research on this most gossamer relationship of leader and follower which is at the core of the human condition.

My long-time collaborator, James MacGregor Burns, who wrote the foreword, deemed it a "landmark book in the complexities of the leader-follower dynamic." I agree.

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