

THE LEADERSHIP CHALLENGE

THE MOST TRUSTED SOURCE FOR BECOMING A BETTER LEADER

JULY 2008 NEWSLETTER

We're excited to announce [LeaderTalk](#) has been named a finalist for the [2008 Best of Leadership Blog competition](#).

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If you have a moment, please check out [LeaderTalk](#) and [vote now](#).
Voting ends July 31, 2008.

"Everyone performs better when they take charge of change . . . proactive people tend to work harder at what they do. They persist in achieving their goals . . . especially when faced with strong objections or great adversity."

—From *The Leadership Challenge*, 4th Edition, by Jim Kouzes and Barry Posner

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

Facing a corporate-style tsunami—such as a major takeover—one company's experience offers a powerful example of how the Five Practices can help your best talent develop a personal vision to guide them through the change and transition, and into their future roles as leaders. [More](#)

Tips and Techniques

Put into play a dynamic combination of techniques and tools to ensure that the essential systems and processes are in place to extend learning beyond the classroom and maximize the impact of leadership training. [More](#)

Ask an Expert

Barry Posner sheds light on how to assess the results of the *Characteristics of Admired Leaders* and communicate the relevance of your findings to others. [More](#)

[Rants and Raves](#)

We're excited to announce [LeaderTalk](#) has been named a finalist for the [2008 Best of Leadership Blog competition](#) hosted by Kevin Eikenberry at the [Remarkable Learning blog](#). He and his team created the contest to give leadership bloggers the opportunity to spread their wisdom more broadly. Kevin's "Blue Ribbon Panel" selected the ten finalists from more than 20 nominated leadership blogs. The contest runs through the month of July and winner will be announced August 4th on Kevin's blog. Thanks in advance for supporting [LeaderTalk!](#) [Vote Now](#)

[What We're Reading](#)

[The Blogosphere](#), Wikis, YouTube, Facebook . . . unless you've been living under a rock, these terms have crept into your world. They are all part of a powerful trend that authors Charlene Li and Josh Bernoff refer to in their new book as "the groundswell: a spontaneous movement of people using online tools to connect, take charge of their own experience, and get what they need: information, support, ideas, products, and bargaining power-from each other."

Drawing on a wealth of data gathered from [Forrester research](#), the authors build a framework that helps readers fully grasp this phenomenon and contemplate its implications-for themselves and the organizations they serve. Li and Bernoff describe the characteristic ways that people interact with the groundswell and help readers think through how to most effectively connect with people in this environment: clarify our intentions, target our audience, and design our interactions to meet these unique consumers' needs.

[Groundswell](#) also helps readers understand the tools of the movement by covering the "why" and "how to" of: brand monitoring, [social networking](#), blogging, energizing an audience with customer ratings and reviews, creating a community or engaging an existing one, or using a [wiki](#) to reassure a client audience.

So what does this trend have to do with leadership development? I'd like to suggest, a lot. I have been a passionate advocate of [podcasting](#) as a mechanism to supply an easily accessible, steady flow of targeted information. I also believe strongly in the value of blogging. A good blog can feel like that great dinner party you never want to leave. For those interested in creating leadership cultures, [blogging](#) is a great way to build community, provide inspiration, and encourage the reflection so crucial for ongoing development. For me, Groundswell reinforced those beliefs. More importantly, it got me thinking about how we all can connect and be inspired more effectively-virally; how we can connect leaders globally, across genders, young and old, experienced and newbie.

There is such a wealth of opportunity to connect. It is overwhelming, feeling much like a flood. But Groundswell helps us understand the blue ocean and encourages us to ride the wave. The authors' website and associated blog is rich and I plan to start a conversation about how the groundswell might impact the growth and inspiration of leaders. Join in, won't you?

Beth High focuses on helping clients establish ongoing development practices to sustain them on their journey through her work as head of High Road Consulting in Chapel Hill, NC. She also is a Master Facilitator of The Leadership Challenge Workshop® and can be reached at highroadconsulting@mac.com.

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