

[View this e-mail as a Web page](#)

# THE LEADERSHIP CHALLENGE

THE MOST TRUSTED SOURCE FOR BECOMING A BETTER LEADER

NOVEMBER 2008 NEWSLETTER

Present at The Leadership  
Challenge Forum 2009

[Get More Information >](#)

Public Workshop  
in the Lone Star State

[Learn More >](#)

"Leaders need to bring the vision to life... In making the intangible vision tangible, leaders ignite constituents' flames of passion."

—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 by emailing [leadershipchallenge@wiley.com](mailto:leadershipchallenge@wiley.com); we may even contact you about featuring your ideas and stories in future editions of this newsletter.

---

Check out the recent *LeaderTalk* post by Jim Kouzes on [Deliberate Practice](#).

---

## We Want Your Opinion!

We would like to learn more about your Web habits to inform us in our endeavors to improve the web-based functions of our community. [Complete the survey](#) and you'll get 20% off your next purchase from [The Leadership Challenge Web site](#).

## Thoughts on the Model

Maureen O'Leary Pickard offers an important way of looking at how the power of The Five Practices can help participants navigate the path to dream fulfillment—and ensure the success of organizational change. [More](#)

## Tips and Techniques

Spark the imagination of leaders in creating a new nonprofit venture based on The Five Practices—with "fictional" funding awarded by Jim and Barry—using this creative exercise from Certified Facilitator Angie Chaplin. [More](#)

## Ask an Expert

Gain insight into what it takes to be an effective leader in the face of competing priorities and growing customer demands with advice from Kelly Ann McKnight, a Master Facilitator of The Leadership Challenge® Workshop. [More](#)

## **Rants and Raves**

Listen to Jim Kouzes answer call-in questions and share his thoughts on the core practices of leaders in this October 2008 interview with co-hosts Cathy Greenberg and Relly Nadler of the Leadership Development News program, broadcast on the Internet's only all-business and financial network, Voice of Business. [▶ More](#)

## **What We're Reading**

In *The Dream Manager*, author Matthew Kelly has created an engaging parable of transformation that speaks to any leader whose business requires a motivated and committed workforce—even for the most routine jobs. Based on a true story, Kelly follows the travails of a janitorial company that is experiencing excessive turnover and employee disengagement. Although janitorial work may not be the most glamorous, it requires employees that truly care about the services they provide. The central question is: How do you transform that kind of work?

Trying to get to the root of the problem is not an easy task and there is typically no easy answer. But *The Dream Manager* presents leaders with the key steps that can make a big difference: attend to people's basic needs and what they care about; and discover what their passion is and respond in ways that help them fulfill that passion. While leaders can't give their employees everything, they can help open doors that might otherwise have been closed. They can provide the resources necessary to help people realize their dreams.

*The Dream Manager* demonstrates how important it is to:

- Ask employees their opinions.
- Help employees discover their dreams.
- Provide resources to enable your staff.
- Allow people to become the best version of themselves.
- Take the first step in creating trust and in serving the employees.

Transforming attitudes is essential. When people understand that they are working toward their own dreams, as well as the dreams of their leader, attitude and motivation change. And helping people realize their dreams, as *The Dream Manager* demonstrates, can significantly reduce turnover and increase profitability.

A quick and easy read that just may help you get back on track with your own dreams, *The Dream Manager* is filled with great ideas and strategies to engage and enable people. It challenges you to think about personal dreams and how to achieve them, no matter who you are or what kind of work you do.

[Valarie Willis](#) is a Master Facilitator of The Leadership Challenge® Workshop and principal of Valarie Willis Consulting in Loveland, OH, where she focuses on strategic management consulting, leadership development, and programs to help shape the workplace of tomorrow. She can be reached at [vwillis@cinci.rr.com](mailto:vwillis@cinci.rr.com).

## **Contribute to the Pfeiffer Annual of Leadership Development**

Do you have something to say about leadership? Now is your chance to [contribute to the Pfeiffer Annual of Leadership Development](#).

## **Connect with Leadership Challenge Communities Online**

We are now on [LinkedIn](#) and [Facebook](#). Simply search for "The Leadership Challenge" group and join our online communities today.

You are receiving this commercial e-mail message because you subscribed as [#EmailAddr#] to the Leadership Challenge e-mail service. [Unsubscribe or update your profile now.](#)

We will ALWAYS respect your e-mail privacy and NEVER sell, rent, or exchange your e-mail address to any outside company. For complete details, [review our Privacy Policy](#)

If you feel this message was delivered without your consent, please don't hesitate to notify us at [leadershipchallenge@wiley.com](mailto:leadershipchallenge@wiley.com).

---

Pfeiffer, A Wiley Imprint  
989 Market St., San Francisco, CA 94103  
phone: 800-274-4434  
fax: 800-569-0443  
email: [webperson@pfeiffer.com](mailto:webperson@pfeiffer.com)  
web: [www.pfeiffer.com](http://www.pfeiffer.com)

[Copyright 2000-2008](#) by [John Wiley & Sons, Inc.](#) All rights reserved.