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JANUARY 2009 NEWSLETTER

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“There are no shortages of challenging opportunities...the abundance of challenges is not the issue. It’s how we respond to them that matters.”—from *The Leadership Challenge*, 4th edition by Jim Kouzes & 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; we may even contact you about featuring your ideas and stories in future editions of this newsletter.

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

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

Searching for more wisdom and advice from experts Jim and Barry? Go virtual! Check out The Washington Post’s innovative, new On Leadership discussion forum where each week you will find insightful commentary on today’s most compelling leadership issues. [More](#)

Tips and Techniques

Get your next group of workshop participants fully engaged and ready to learn right upfront with this quick and easy-to-use activity that invites each individual to take personal responsibility for engagement and risk taking. [More](#)

Ask an Expert

Barry Posner offers advice and insight into how even the most ordinary among us has what it takes to begin the leadership journey: turning a single idea into a shared vision that incorporates the dreams and aspirations of all. [More](#)

Rants and Raves

Learn how one faith-based healthcare system—battling competitive expansion, intense talent wars, and staff disengagement—put the power of The Leadership Challenge to work to become the Midwest area’s hospital of choice for patients and employees alike. [More](#)

What We're Reading

Looking at the harsh realities of the coming year, I am hungry for hope and inspiration, the nourishment that strong leadership provides. I will no longer accept sugarcoated platitudes; I need the truth and a sense of empowerment to affect the change I want to see in the world.

Frances Hesselbein’s writing in [Hesselbein on Leadership](#) is like the vitamin rich, energy-boosting snack I want to keep close at hand. This little gem is made up of essays written between 1996 and 2002. In rereading it, I was struck by the consistent challenges we face: violence throughout the world and lack of the basic essentials for our children (including education). Some challenges, like global warming and the global economy, have gotten more serious. In addition, what has become abundantly clear since this book was published is that we are all in this together. Never has there been more urgency for each and every one of us to lead from our unique place on this earth.

Creating positive change will require the commitment and engagement of all of us, not just those in power. That's what makes this book as relevant now as it was in 2002, when it was published. In the book’s “Note to the Reader” section Hesselbein writes, "This is a small book for leaders who, with each challenge, define and redefine leadership in their own terms, their own language, their own behavior, performance, and results....today's challenges demand an examination of our basic leadership definitions, values, principles, and assumptions. This is a time of testing."

Hesselbein on Leadership is divided into three parts:

Part I, “Leadership—A Matter of How to Be, Not How to Do It,” contains several articles that explore this crucial shift in thinking—one that embraces personal accountability and commitment.

Although the future Hesselbein often points to in Part II, “Leading the Organization of the Future,” has arrived, there is new relevance. With web 2.0 technologies, information is readily available, but it's what we choose to do with the information that is key. "It is an exchange of information, ideas, and innovation that can begin to address the unprecedented needs of today's world," she writes. “It is the task of leaders to open themselves and their institutions to that flow of ideas."

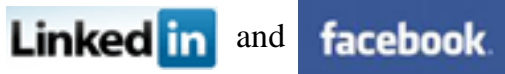
Part III, “Leading in a New Century, a New World,” contains articles that both challenge and encourage. Each is a delicious food for thought. If we can use this kind of thinking to release the leader in all of us, if we can get commitment and engagement to create a better world from every corner, we can truly change the world.

What Frances Hesselbein said in 2002 holds true for 2009: "This is a time of testing." I can think of no better study guide than Hesselbein on Leadership.

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

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