

THE LEADERSHIP CHALLENGE

THE MOST TRUSTED SOURCE FOR BECOMING A BETTER LEADER

JULY 2009 NEWSLETTER

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"When you clarify the principles that will govern your life and the ends that you will seek, you give purpose to your daily decisions. A personal creed gives you a point of reference for navigating the sometimes-stormy seas of organizational life."

—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.

Join Pre-Forum Conversations on our Blog *LeaderTalk*

www.leadershipchallenge.com/go/blog

Thoughts on the Model

Co-owner Steve Coats of International Leadership Associates, a longtime training partner with The Leadership Challenge and Platinum Sponsor of the upcoming Forum 2009, calls on us all to live by a code that brings honor to our lives and our professions, and good to the world. [More](#)

Tips and Techniques

Help your next group of workshop participants get the most out of The Leadership Challenge® videos with this quick activity that engages everyone in learning the fundamental of leadership: values drive behaviors and results.

[More](#)

Ask an Expert

When confronted with puzzling LPI® results, Barry Posner looks to the upside of working with a group of potential leaders who could benefit from exploring more deeply The Five Practices and learning to become personally and organizationally more effective. [More](#)

Rants and Raves

Anytime. Everywhere. Reach out and get the latest on The Leadership Challenge. We're now on Twitter and don't forget to visit the Leadership Challenge blog, [LeaderTalk](#). [More](#)

What We're Reading

A few months ago, Jim Kouzes sent me a link from [Online College](#), a website dedicated to bringing you the best online educational tools and resources. [100 Incredibly Inspiring Videos for Leaders](#) features links to a variety of video clips of celebrities, professional athletes, politicians, and everyday people as well as select film clips and commercials. Since receiving the link, I make it a practice to visit the site ever few days and select a new video to watch. From Barack Obama inspiring a shared vision in *Yes We Can* (#50) to Josh Hinds learning from experience in *Embracing Adversity* (#78), it offers a myriad of options for illustrating The Five Practices of Exemplary Leadership®. Whether seeking inspiration to bring The Leadership Challenge to life in your work or to nurture your own leader within, this list is a must see.

Marisa Holland Kelley is an Assistant Editor on The Leadership Challenge product line at Pfeiffer, an Imprint of Wiley. She can be contacted via e-mail: mkelley@wiley.com.

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