

## Learning It, Teaching It, Sharing It, and Living It at The Leadership Challenge Forum 2010

Earlier this month, San Diego was abuzz with laughter and learning, networking and note-taking, and sharing of stories as over 170 eager learners came together for The Leadership Challenge Forum 2010. Recently named one of the seven ‘must-consider’ leadership events of the year by *The Washington Post*, this year’s Forum was packed with exciting keynote speakers, thought-provoking breakout sessions, and plenty of opportunities to connect with friends—old and new—to share experiences and plan future collaborations. Attendees were treated to the unveiling of the latest additions to The Leadership Challenge product line, many for the very first time, including the just-published book by Jim and Barry, *The Truth about Leadership*. And in a new opportunity offered at this year’s Forum, participants flocked to the Grab ‘N Go Expo where they ‘shopped’ for tools and techniques and had a chance to engage on-to-one with Pfeiffer and Jossey-Bass staff, along with Platinum Sponsors International Leadership Associates and Sonoma Leadership Systems, and learn more about the latest resources available to help participants deepen their practice.

From the opening keynote by Jim Kouzes to the closing “Monumental Finish” with both Jim and Barry Posner, the 2010 Forum provided participants plenty of take-aways, including several ‘firsts’:

- A kick-off introduction, author meet-and-greet, and book signing event that focused attention on the results of over two years of study by Jim and Barry to identify the leadership lessons that have stood the time, which they captured in their new book, *The Truth about Leadership*, and presented—hot off the press—to all Forum participants.
- Global leadership lessons from around the world by way of the always entertaining and insightful Barry Posner, as he shared his experiences during the past year on sabbatical from Santa Clara University traveling the globe in a quest to learn and understand the intricacies of leadership behaviors, from Hong Kong to Turkey.
- With boundless energy and raucous humor, author of such bestselling books as *Extreme Leadership* and *Greater Than Yourself* Steve Farber regaled the audience with wonderful stories of the power of GTY (Greater Than Yourself) to change lives and challenged every participant to identify a GTY “project”—to boost the talent of another individual, improve productivity, and develop the next generation of effective leaders.
- Set in a unique “Inside the Actor’s Studio” setting, Jim engaged million-selling author and influential business thinker Marshal Goldsmith in a friendly, intimate, and joyful discussion of the essential life lessons he has learned from his many decades as a coach and business guru—both his successes and, especially, his failures. Through stories and laughter, exercises and sage advice, Dr. Goldsmith shared his philosophy of leadership development and of his most fundamental belief in what it takes to live life to the fullest: Be

Look for other Wiley Imprints



Happy Now.

- The first-ever Student Leadership Challenge Certification Program, conducted just prior to the Forum, brought together dedicated educators, administrators, and others in higher and secondary education committed to effectively communicating and training aspiring student leaders in The Five Practices of Exemplary Leadership®.

Plans for next year's Forum are in process. As dates and schedules are finalized, please visit [www.theleadershipchallenge.com](http://www.theleadershipchallenge.com) for additional information.