# DO/ LEAD/

Share Your Vision. Inspire Others. Achieve the Impossible.

BOOK STUDY FOR PREDICTABLE SUCCESS AND LEADERSHIP

Leadership Study Guide and Workbook



INTRODUCTION

#### Hello, Leader!

Thank you for investing your time and energy in the pursuit of sustainable, predictable success. As a serial entrepreneur myself, I have been involved in the launch of over 40 businesses and not-for-profits, and I've seen good leadership, great leadership...

...and plenty of bad leadership as well.

Just by showing up and committing to this study, you are on track to be one of the great ones. Wherever you are in your journey – just getting started or already scaling a business – it's critical that you share your vision, inspire others and achieve the impossible.

As you read DO/LEAD and use this accompanying guide to deepen your understanding of leadership and your style's strengths and challenges, please remember: my goal is that at the end of this journey, you will be convinced that you too can lead, and make a real difference in your sphere of influence.

Let's get started!





This study guide is intended to complement your experience, as you read DO/LEAD by Predictable Success founder and CEO Les McKeown. While you may go through the book and the guide at your own pace, this workbook provides writing prompts and thought-provoking follow-up questions, to ensure that you're not just consuming... you're learning, and taking action!

Our recommended cadence for reading and filling out this workbook is:

Week 1: Chapters 1 and 2 Week 3: Chapters 5 and 6
Week 2: Chapters 3 and 4 Week 4: Chapters 7 and 8

This workbook follows that pattern, and so you may find it most productive to read each week's chapter assignments, complete the workbook for those chapters, and begin the next section the following week.

Head to the Predictable Success Leadership Center (my.predictablesuccess.com) to connect with others who are completing this book study, as well as a community of thousands of people who are pursuing their highest leadership, as well!

Take a few moments to think about why you committed to this 4-week study program, and what you hope to get out of it. As you move through your weekly assignments, you may return to this worksheet and see how the book is living up to your initial expectations, and reflect on what new leadership skills you are gaining.

#### **QUESTIONS**

My vision for leadership looks and feels like
I inspire others when I
Something that seems impossible to achieve but is important to me is
I will feel like a leader when I
The biggest challenges to my leadership and success are

Then, I want you to make this commitment real, by signing your name to the statement below.

"I can lead, and I am ready to take action in pursuit of my goals. I am committed
to stepping up, adopting a leadership mindset, developing new skills, preparing
for failure (and navigating through it). I will explore my natural leadership style
and gifts, and work to make a real difference in my sphere of influence."

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# Week 1: Chapters 1 and 2 OUESTIONS

Who are the people – famous or not! – that you consider or define as leaders? Consider and then write down three "leadership" stories that have shaped your perspectives.

Consider and then list three actual acts of leadership that you've witnessed from other people. (On page 15 of the book, you'll find examples from Les' own experience. Feel free to reference them if you need inspiration!)

Chapter 2 has great examples of the Visionary, Operator, Processor and Synergist styles in action, but can you think of more real life examples? Below, list four people you know who embody the characteristics of one of the VOPS styles, and why you chose them:

#### A Visionary I know is:

The characteristics displayed by this person are:

#### An Operator I know is:

The characteristics displayed by this person are:

#### A Processor I know is:

The characteristics displayed by this person are:

#### Synergist I know is:

The characteristics displayed by this person are:



# Week 1: Chapters 1 and 2 QUESTIONS

My three main to	ikeaways from Chapter 1 are:	
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## Week 2: Chapters 3 and 4 QUESTIONS

Start by closing your eyes and picturing a "leader" in action. Once you're done, open your eyes and then write down what you pictured. What was the leader doing? Where was he or she? Who else was around?

Think about times when you felt you were being led well by someone else. What types of things did that person do that gave you confidence?

Reflect on your leadership style. When you're in your place of authority, having a positive impact, what kinds of tasks or actions are you likely to be doing?

Note: Visionaries often contribute by brainstorming, problem-solving and being creative. Operators are most comfortable discussing pragmatic issues around execution. Processors typically find ways to harmonise, standardise and/or scale the enterprise's activities. And Synergists use interpersonal relationships to help get the team "unstuck."

What is your consistency of purpose, or underlying precept that so motivates you that you spend an inordinate amount of time and energy thinking about it and working on it?



# Week 3: Chapters 5 and 6 QUESTIONS

What are some activities that you engage in that involves two or more people? Write down a list, and for this stage of the exercise, don't worry if those activities would be considered important or impactful. This is where you identify all of your clear and non-obvious opportunities for leadership. Share a time when you did not place the interests of others ahead of your own, while working in a team or group environment. What happened, and how did it make you feel? What are some of the strengths of your individual leadership style that may actually prohibit you from leading others well, or operating successfully in a team environment?



# Week 3: Chapters 5 and 6 QUESTIONS

There's nothing like having a role model, and if you can find someone you know from experience who is also a natural Synergist, even better. List all of the people who could potentially fit this position in your life.

Set your Single Pre-eminent Goal by writing it out below. This should be the single largest transformational challenge you currently face in achieving your overall mission.

Reflect on a time when you were on the receiving end of a difficult conversation.

How well did your leader handle it, from your perspective? How did you feel during and after the discussion? Is there anything that you experienced at that time that you would not want anyone else to feel, if you were on the other side and leading a difficult conversation yourself?



# Week 4: Chapters 7 and 8 QUESTIONS

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Reflect on a time when you experienced failure. What happened? How did you feel? Did you anticipate the failure ahead of time or did it come as a shock?
Thinking back to that time, what steps did you take to fix, finish or scrap the initiative? What lessons did you learn from that failure?
If you were to fail in the future – what steps would you take to assess the key learning points, take necessary actions and then move on?



# Week 4: Chapters 7 and 8 QUESTIONS

When thinking about your SPG (single pre-eminent goal), which application feels like the best fit and why?

Start Small, Start Big, Start Early, Start Later

Answer the following questions: what actions can you take today, this week, this month and this quarter to start to lead or to be a more effective leader than you currently are?

Today:

This Week:

This Month:

This Quarter:



By completing this workbook, you've learned what it truly means to lead, and you've started to take action. You should also now have a better understanding that leadership can be undertaken by anyone, even if they're not the recognised leader of the group; and that true leadership – leadership that really counts and makes a difference – happens every day, not just at times of crisis.

### So, what's next?

- Be sure to take part in the Predictable Success Leadership

  Center, where you will find additional resources, training, support, accountability and networking opportunities.
- Spread the word! Invite others to access their own
   DO/LEAD book and DO/LEAD Study Guide and Workbook
   at my.predictablesuccess.com/doleadbook
- Start leading! Review the leadership toolkit listed in DO/LEAD and access additional resources at predictablesuccess.com/do-lead-book



Les McKeown is the Founder and CEO of Predictable Success.

Les first began to recognize recurring growth patterns early in his career as a serial entrepreneur. Struck by the similarity of issues faced by all growing organizations, Les began to codify his understanding of the repeating patterns of growth, publishing his Wall Street Journal and USA Today bestseller "Predictable Success: Getting Your Organization On the Growth Track - and Keeping It There" in 2010, followed in 2012 by "The Synergist: How to Lead Your Team to Predictable Success".

Les is a trusted advisor to fast-growth SMEs and thriving not-for-profits as well as Fortune 500 companies and a number of the largest government agencies in the world.

ABOUT THE PS

The Predictable Success Leadership Center is the future of leadership, your personalized roadmap to success and the NEW way to take advantage of the Predictable Success growth model.

Level up your leadership, learn how to use your unique gifts to scale your success and connect with some of the world's top business and not-for-profit executives.

ACKNOWLEDGEMENTS

DO/LEAD would not exist without the vision of David and Clare Hieatt, co-founders of Do Lectures and the unstinting hard work of Miranda West, publisher at The Do Book Company.

# PREDICTABLE SUCCESS Leadership Center



#### **Individual Chapter Resources**

8 chapters, 2 chapters/week

Intro

INTRO

What Leadership Is, and Where It Happens

p22 "What This Means for You"

**CHAPTER 1** 

The Four Leadership Styles

p33 "What This Means for You"

**CHAPTER 2** 

**WORKSHEET** 

How (and When) to Lead p47 "What This Means for You"

CHAPTER 3

**Everyday Leadership** p57 "What This Means for You"

CHAPTER 4

The Mindset

p68 "What This Means for You"

**CHAPTER 5** 

**WORKSHEET** 

The Skillset

p81 "What This Means for You"

**CHAPTER 6** 

**Overcoming Failure** 

p93 "What This Means for You"

**CHAPTER 7** 

Lead the Way

p104 "What This Means for You"

**CHAPTER 8** 

**Chapter Resources** 

ALL
















