

CREATING THE **LEADERSHIP** WE NEED TODAY



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Leaders Deserve Better: A Leadership Development Revolution

BY JENNIFER MACKIN

Are great leaders born or are they made? Too many men and women have taken up the role of a leader and failed because they were not truly ready, they didn't know what leadership really required of them, or they didn't evolve with the business needs.

In *Leaders Deserve Better: A Leadership Development Revolution*, Mackin gives authentic insights into the environment companies can create to build great leaders, while offering practical advice for powerful change. Mackin relies on her experience and that of other successful C-suite leaders, taking readers step-by-step through the leadership development process, starting with evaluating the history of leader development. Have we been developing leaders the same way for decades without strong results? Maybe they were placed in a leadership position without any understanding of what it means to lead, maybe they weren't prepared for the level of leadership they were put in, or not yet in the mindset of a leader when they took the role. Then once helping readers determine the extent of the problem and money wasted, she provides what many leadership books don't: a solution.

Mackin's company cultural approach to leadership development is outlined by her Four Drivers of Leader Development Success: the overarching people strategy must be connected to the business strategy; leadership development must be leader-led; leadership development must have face-to-face components; leaders must be able to put into play the skills they learn.

The book's warning is an urgent one. "Ultimately business success is all about people's success," Mackin explained. "You can't have one without the other. Without strong, happy, productive people in the workforce, the health of our teams, businesses, and communities is at stake." With so much at risk, Mackin's call-to-action is a revolution of the mind and will for today's leaders. Anything less would perpetuate the problem.

Developing people is high on most senior team's list and they would improve if they knew how to improve. Jennifer tells readers that now is the time to reevaluate, redirect, and refocus to move forward in a groundbreaking direction.

Pick up a copy of *Leaders Deserve Better: A Leadership Development Revolution* on Amazon today!

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Jennifer Mackin is a change agent at heart and a passionate believer that the path of development is an ongoing and lifelong journey. As a leader in two consulting firms—CEO of Oliver Group, Inc. and President and Partner of Leadership Pipeline Institute US—Jennifer enables companies to transform by inviting their leaders to revolutionize the way they develop people. She has a bold goal for all CEOs and other leaders to transform people who then transform businesses. As an author and speaker with over twenty-five years of consulting experience, she is a recognized leadership development influencer.

Jennifer earned her BS in marketing from Indiana University in Bloomington and her MBA from Owen School of Management at Vanderbilt University. She and her husband have three sons and live in Louisville, Kentucky.

Leadership is how we achieve an outsized influence on events and others. Good leadership is the reason. No matter what the untoward circumstances or injuries to their shortstop, some teams always finish near the top. Jennifer Mackin understands those principles. Even more importantly, Jennifer can teach you and your team.

—**DAVE OLIVER**, Author, *Lead On, Against the Tide: Rickover's Leadership Principles and the Rise of the Nuclear Navy*, and *A Navy Admiral's Bronze Rules: Managing Risk and Leadership*.
Rear Admiral, US Navy, Retired, and former CEO

"Drop the mic! I loved *Leaders Deserve Better* and found myself nodding in agreement with this astute assessment of leadership development in the twenty-first century. Mackin reminds us that increasing revenues, retaining customers, and attracting talent don't just manifest because the alarm clock of disruption sounds off. It will happen when leaders wake up to revolutionize and make leadership development a strategic imperative. This is a must-read manifesto for any organization committed to achieving a meaningful purpose through people."

—**SIMON T. BAILEY**, Author and CEO of Simon T. Bailey International

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