

Spotlight on ILA Members

ILA Members are doing amazing leadership work around the world, from starting new degree programs to nurturing young people who make a difference, from running innovative workshops and seminars to fostering organizational change. We are pleased to shine an ILA spotlight on the programs of our members. If you would like to nominate yourself or another ILA institutional member to be featured on these pages, please contact ILA at ila@ila-net.org.

Spotlight on Limitless Leadership's New Internet Radio Show:

Reaching the Whole World with State-of-the-Art Storytelling: Leaders on Leadership on World Talk Radio

Great leaders are great storytellers. They are also quick to use the technology of the day to maximum advantage. Franklin Delano Roosevelt used his radio fireside chats to paint a picture of a brighter future and help lift America's spirits in the Great Depression. Winston Churchill inspired Britain over the airwaves at the outset of World War II. "We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender."

They understood radio's intimate power to connect deeply with all listeners—one listener at a time. They spoke with the public voice that engages and evokes the private imagination in a way that the flickering lights of TV and computer screens never can.

While commercial radio may now be the poor cousin in the media family, the Internet has given radio broadcasting a new lease on life. In addition to expanding radio's reach to encompass the whole world, it has also made it easy for anyone to start his or her own streaming media broadcasting service through a personal Internet radio outreach. By far the most popular format is talk radio. Now there are myriad stations that offer a variety of hosted talk shows

that welcome subject matter specialists who share their expertise and interact with the listening audience.

In early 2008, Limitless Leadership Inc. (www.limitlessleadership.com) principals Brenda Chaddock and Carollyne Conlinn were approached to host their own radio show on World Talk Radio (WTR), an Internet station devoted to creating an online space where "the world comes to talk" (www.worldtalkradio.com). Listeners had told WTR producers they wanted information about leadership so the station set about filling this programming gap.

Brenda and Carollyne quickly embraced the opportunity in this new technology application. Innovators by nature, they also do the bulk of their work on the telephone and understand the medium's far-reaching geographical and emotional reach. Brenda teaches classes on how to best facilitate in an auditory environment; not surprisingly, this will be a topic on one of the shows. WTR provides the technology to host the show as well as a complete package of Internet streaming media broadcasting and support services in web, marketing, and interactive solutions. "This really is a state-of-the-art storytelling medium that lets us talk to the whole world—one person at a time," says Brenda.

Everything You Ever Wanted to Know about Leadership...

What: 13 weekly radio shows on World Talk Radio. WTR reaches an estimated 500-800 thousand listeners, primarily from North America, the UK, and China.

When: Tuesday mornings, 11 a.m. PDT from May 6 – July 29th, 2008. All shows will be recorded and air again 12 hours later – 11 p.m. PDT

How: Go to: www.worldtalkradio.com and click on **Listen Studio A** near the top left corner.

Questions? Contact Brenda Chaddock at 604-929-4290 or Brenda@limitlessleadership.com

An Invitation: After the 13-week pilot series, Limitless Leadership has an opportunity to continue this show. If you have a story of a leadership journey, success or message that you would like the world to hear, or if you have an interest in sponsoring the sharing of the important work of emerging, evolving and groundbreaking leaders who are dedicating their lives and work to creating the best possible world for us all, please contact Namath Hahn, Executive Producer, World Talk Radio, namath.hahn@worldtalkradio.com.

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Choosing subject matter for their 13-show pilot series was easy. Vancouver, Canada-based Limitless Leadership Inc. is in the business of enabling professionals to expand core leadership skills and strengthen their overall individual and organizational effectiveness. It's a 'one start shop' for whole leader development.

Brenda, a Master Facilitator, and Carollyne, a Master Coach, decided that the show's subject matter would also be its title: *Everything You Ever Wanted to Know about Leadership...*

Brenda has more than three decades of experience as a speaker, facilitator, mentor and teacher. Founder of the Odyssey Leadership Centre, she draws on her wide-ranging work to develop programs and projects worldwide. Carollyne is an international executive coach who taps more than 30 years of corporate and entrepreneurial experience to create programs such as the Excelerator coaching program, and the Great Question Game that introduces coaching to managers and leaders.

While they both know a lot about leadership, Brenda and Carollyne also know a lot of leaders from every walk of life and from around the world. So they invited a different leader (or leaders) to be guests on their show each week so listeners can learn everything they ever wanted to know about leadership directly from the source. Brenda and Carollyne were especially interested in sharing the framework that they use in their work, Legacy Leadership®. They believe it is the most comprehensive leadership model available.

Their guests on the first of 13 weekly shows are Dr. Lee Smith and Dr. Jeannine Sandstrom, authors and designers of Legacy Leadership®.

Both are master Executive Coaches, researchers and business consultants. Their Legacy Leadership® Model has five Best Practices; Brenda and Carollyne devote two whole shows to each one of these Practices: 1. Holding vision and values™; 2. Creating collaboration and innovation™; 3. Influencing inspiration and leadership™; 4. Advocating differences and community™; and 5. Calibrating responsibility and accountability™.

As a side note, if you have an interest in certifying as a Legacy Leadership Practitioner or Facilitator in your coaching practice, business, organization, community, or educational environment, Limitless Leadership offers these certifications for delivery from local to international applications. See <http://limitlessleadership.com/flyer/limitless-ll-institute.html> for information on their upcoming certification program June 4-7, 2008.

"We have found that two of the most powerful drivers of leadership emergence and evolution are compelling questions and story," says Carollyne. That thinking led Limitless Leadership to take a conversational approach that lets her and Brenda invite their guests to tell stories of how they embrace and apply the Practices to become the best leaders they can be – and to intentionally develop the leaders who will follow them.

The format balances structure with spontaneity. Each show unfolds so that listeners can actively engage in leaders' experience as they hear firsthand what leaders actually do, and when, where, why and how they do it.

The second show in the series will showcase the International Leadership Association with guests Cynthia Cherrey, President of the ILA; Brian Sullivan, Canadian Board Member

of ILA; and Ted Baartmans, ILA Vice President for External Affairs. The topic of that show is "Where Leaders Gather"; it will focus on how our global group enables leaders from around the world—and of every age—to meet in person and online to share their experience and expertise. Brenda and Carollyne agree that there is simply no other forum like it on the planet for benefiting from other leaders' experience, getting inspired and feeling a sense of community.

Some other guests will be familiar to ILA members:

- **Charles Holmes** of the Dalai Lama Centre in Vancouver, BC
- **Meg Wheatley**, Founder of the Berkana Institute and leader of the Women's Leadership Revival Tour. Meg was the Keynote speaker at ILA's 2001 Conference in Miami
- **Debby Edelstein**, founder of Quality life and Host of "We Are the Leaders We've Been Waiting For" an annual conference for women leaders in Johannesburg, SA
- **Jim Horan**, author of the Amazon.com bestseller *One Page Business Plan*® and founder of the One Page Business Plan Company

Show topics will include measuring leadership success, collaborative and peer leadership, transformational change through conversation, leaders developing leaders, business planning, leadership in education, wisely choosing future leaders and leading by example.

To see the complete schedule of guests and topics, go to ILA's online events Calendar: www.ila-net.org/Calendar/index.asp and click on "Everything You Ever Wanted to Know Abt. Leadership" each Tuesday.