LEADERSHIP
BEYOND THE THEORY

PROGRAM OVERVIEW
MARCH 2027 COHORT

LEADERSHIP BEYOND THE THEORY:

Become the leader they promote, in 9 weeks.



- **Leadership Beyond the Theory (LBT)** is a 9-week online leadership program from Your CEO Mentor.
- Built by former multi-billion-dollar CEO **Martin G. Moore**.
- You get **practical, tested tools** to build teams that perform.

No theory ✦ Real tools ✦ 9 weeks ✦ Tested in the CEO seat ✦ Weekly live Q&A ✦ Lifetime access

THE MARCH 2027 COHORT AT A GLANCE

Starts Mon 1 March 2027
Enrolment closes Friday 26 February.

9 weeks, about 3 hours a week
Watch the lessons whenever suits you.

Live Q&A every Tuesday
90 minutes with Marty and Emma. Recorded.

$3,850 inc GST per person
Tax deductible. Tax invoice provided.

Lifetime access
Every lesson, template and recording. For life.

100% money-back guarantee
At any point. No questions asked.

TRUSTED BY LEADERS FROM

IBM Microsoft BHP News Corp Google RIO TINTO

WHAT IS LEADERSHIP BEYOND THE THEORY?

A leadership operating system, built in the CEO seat.

Leadership Beyond the Theory (LBT) is a 9-week online leadership program from Your CEO Mentor, built by former multi-billion-dollar CEO Martin G. Moore. It gives senior leaders practical, tested tools to build high-performing teams, handle tough conversations and drive accountability. The focus is people leadership, not technical skills. **Every lesson gives you something you can use with your team the same day.**

SEVEN YEARS OF PROVEN RESULTS

Running since 2019. Over 3,400 leaders through the door.

3,400+ Success-driven alumni

99% Would recommend

89% Completion rate

100% Money-back guarantee

HOW THE PROGRAM WORKS

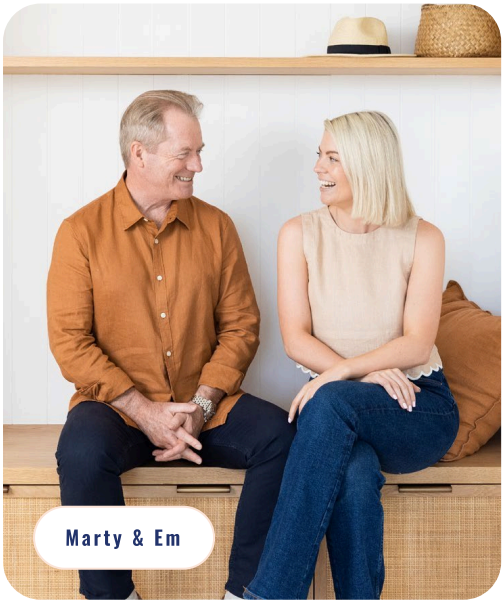
Lifetime access, with direct support from Marty and Emma.

Online content
Five short videos a week, plus templates and worksheets.

Weekly live Q&A
90 minutes with Marty and Emma. Every question answered.

Strong peer community
Leaders from around the world, in a private Skool group.

About 3 hours a week
For 9 weeks. Two hours of lessons, plus the live Q&A.



YOUR MENTORS

Meet Marty and Emma

Martin G. Moore spent 30+ years working his way up the corporate ladder, eventually becoming CEO of a multi-billion-dollar company, where he grew EBITDA from $17 million to $441 million in 5 years. He puts that down to exceptional leadership: he entered the CEO role with no technical expertise in the industry. His book, *No Bullsh!t Leadership*, is a Wall Street Journal bestseller. The podcast has 9 million+ downloads.

His daughter, **Emma Green**, built a career in marketing before convincing Marty to leave his CEO role and start Your CEO Mentor in 2018. Eight years and thousands of leaders later, Emma knows the real-world challenges leaders are dealing with today.

Together they bring every angle: the executive view, the practitioner view, and the hard-won experience of helping leaders apply it in the real world.

Who this program is for

AMBITIOUS LEADERS
Moving into bigger roles in the next 12 months.

PROVEN PERFORMERS
Who want to step up, not just manage.

OVERLOADED OPERATORS
Ready to raise standards and hold people accountable.

ACTION-TAKERS
Willing to invest about 3 hours a week for 9 weeks, and implement.

Built for senior leaders.
If you lead a team and you're accountable for results you can't deliver on your own, it will work for you.

What you'll achieve

Eight outcomes. One per module. All of them measurable by your boss.

01 Cut the busy work.
Stop the non-value-adding work and put your team on what actually drives results.

02 Handle any conflict.
Use Marty's tried and tested methods to have the tough conversation comfortably, and confidently.

03 Build real resilience.
Develop perspective and find grace under pressure, so you can face anything that comes at you.

04 Work at the right level.
Leave your comfort zone, stop dipping down, and be the leader your people deserve.

05 Master ambiguity.
Handle it with confidence, use it as a competitive advantage, and still give your people clear next steps.

06 Make better decisions, faster.
Use Marty's decision-making framework to get the most out of your people.

07 Drive accountability.
Build a strong accountability structure and a no blame, no excuses culture.

08 Become the most promotable person in the office.
Multiply your effectiveness and show you're ready for the next level.

THE FULL CURRICULUM

What you'll learn

8 modules, 40 lessons, built from Marty's 30+ years of leadership experience. One module a week, each one built around the No Bullsh!t Leadership framework.



1 MODULE 1 · 5 LESSONS
Deliver Value

Delivering value should be at the core of everything you do as a leader. Most organisations try to do way too much, so one of the hardest jobs leaders have is to actually stop non-value-adding activities. You'll learn how to cut through low-value work and focus your time where it actually moves the needle.

LESSONS

- How to Define Value
- Activity vs. Value
- Value Ranking and Streamlining
- Better, Faster, Cheaper
- Building It Into Your Team's DNA

BONUS RESOURCES

- AI Value Brainstorming Assistant
- 7-Step Spreadsheet for Effective Value Ranking

WHAT YOU'LL WALK AWAY WITH

You can name the value your team creates, rank the work from highest value to lowest, and cut the rest without apologising for it.

2 MODULE 2 · 5 LESSONS
Handle Conflict

Every exceptional leader knows how to manage tough conversations. The ability to handle conflict is a core leadership capability. Without it, a leader will eventually fail. You'll build the confidence to have tough conversations early and often, with no more avoidance or watered-down feedback.

LESSONS

- The #1 Career Killer
- Winning Trust
- The Psychology of Feedback
- Difficult Conversations
- Conflict Without Control

BONUS RESOURCES

- Feedback Conversation Template
- Sample Feedback Conversation Script

WHAT YOU'LL WALK AWAY WITH

You can sit in the discomfort, say the hard thing cleanly, and keep the relationship intact on the other side.

3 MODULE 3 · 5 LESSONS
Build Resilience

Everyone faces obstacles, setbacks and disappointments in their career, and success depends heavily on how well you manage these inevitable setbacks. This module reveals how to control your mental, emotional and physical state in the face of adversity.

LESSONS

- What Is Resilience?
- Identifying a Problem
- Control, Influence, and the Cold Hard Facts
- Developing Perspective
- Grace Under Pressure

BONUS RESOURCES

- Determining Your Trusted Advisor Worksheet
- Control, Influence and Cold Hard Facts AI Assistant

WHAT YOU'LL WALK AWAY WITH

You scope problems down instead of catastrophising, and your calm spreads through the team by osmosis.

4 MODULE 4 · 5 LESSONS
Work at Level

You're paid to do a job, and the job at every level is different. If you're busy doing someone else's job, you're not doing your own. This module shows you how to move through each leadership level effectively, how to make yourself promotable, and how to deal with a micromanaging boss.

LESSONS

- The Job at Every Level Is Different
- Becoming a Professional Leader
- Building a Strong Team
- Don't Dip Down
- Fast-Tracking Promotions

BONUS RESOURCES

- The Toggle Challenge: How to Know Where You're Really Spending Your Time
- The Dipping Down Self-Assessment

WHAT YOU'LL WALK AWAY WITH

You get hours back in your week, your people grow into the space you leave, and you make yourself redundant rather than indispensable.

Modules 5 to 8

5 MODULE 5 · 5 LESSONS
Master Ambiguity

Your job as a leader is to sit comfortably in ambiguity and to provide certainty and clarity to your team so they can work through it. This module gives you the tools to work out what matters and what doesn't when you're facing uncertainty.

LESSONS

- The Job of a Leader
- Ambiguity and Risk
- No Regrets Moves
- Using Ambiguity to Your Advantage
- Communicating Through Ambiguity

BONUS RESOURCES

- No Regrets Moves AI Brainstorming Assistant
- Communication Structure Template

WHAT YOU'LL WALK AWAY WITH

You make no-regrets moves early, and give your people enough certainty to keep working while you carry the rest.

6 MODULE 6 · 5 LESSONS
Make Great Decisions

Every exceptional leader is also a great decision maker. This module covers what makes a truly great decision, how to communicate major decisions to your people, and why speed usually beats accuracy.

LESSONS

- What Makes a Great Decision?
- Speed or Accuracy?
- What's Real, and What's Just Noise?
- Getting the Most From Your People
- Communicating a Major Decision

BONUS RESOURCES

- Decision Tracking Template
- Communicating by Storytelling Template

WHAT YOU'LL WALK AWAY WITH

You can predict whether a decision will be good or bad before you make it, and make the tough call on time even when it carries personal risk.

7 MODULE 7 · 5 LESSONS
Drive Accountability

Shared accountability is no accountability. This module shows you how to set clear accountability structures within your team, and how to create an environment where people feel genuinely empowered to make decisions.

LESSONS

- Your Success Depends on This
- One Head to Pat, One Arse to Kick
- The Role of Empowerment
- Accountability in Complex Organisations
- Keeping Accountabilities Strong

BONUS RESOURCES

- Accountability Team/Org Culture Assessment
- Accountability Self-Assessment
- Assigning Accountability Worksheet

WHAT YOU'LL WALK AWAY WITH

Every outcome has one name against it, and the gaps, overlaps and duplicated work disappear.

8 MODULE 8 · 5 LESSONS
Connect the Dots

By this point, you've studied the No Bullsh!t Leadership framework in depth and have the tools to improve your leadership confidence and performance. This module brings every concept together so you can make sustainable change in your own context.

LESSONS

- Rolling Out the Changes
- Building a High-Performing Team
- Setting the Tone, Pace, and Standard
- Challenge, Coach, Confront
- Leadership Drives Culture

BONUS RESOURCES

- Implementation Communication Planner
- High-Performing Team Builder
- Performance Standard Template
- Stretching Your People Assessment

WHAT YOU'LL WALK AWAY WITH

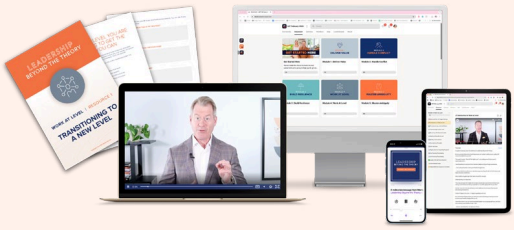
You stop learning and start doing, with a rollout plan that does not try to change everything in month one.

THE MARCH 2027 COHORT

Your 9 weeks, March to May 2027

ENROLMENT CLOSES	Friday 26 February 2027
PROGRAM KICKS OFF	Monday 1 March 2027
MODULE RELEASE	A new module every week for 9 weeks
LIVE Q&A	Tuesdays 8am Sydney time, 90 minutes. That's Mondays 4pm New York and 9pm London.
PROGRAM WRAPS	First week of May 2027. Then lifetime access.

Everything lives in one place. Video lessons, worksheets and every Q&A recording sit in a private Skool community. Phone, Mac, PC or tablet.



TIME COMMITMENT

~3 hrs a week

About 2 hours of lessons and worksheets, on demand. Most people do it on the commute or before the day starts.

Plus 90 minutes for the live Q&A. If you can't make it live, the recording is up within 24 hours.

No assignments. No group projects. No exams.

YOUR WEEK, EVERY WEEK

1

Watch the module

Five short, direct videos with a worksheet. Apply one idea with your team that week.

2

Meet your Peer Pod

Optional 60-minute session with a small group from your cohort to work the module into your context.

3

Live Q&A with Marty

Bring the real situation you're dealing with. Every question you submit is answered personally by Marty.

WHAT'S INCLUDED

- **9-week cohort program:** 40 video lessons, templates and practical tools
- **Weekly live Q&A** with Marty and Emma, recorded
- **Direct support** from Marty and Emma in the private Skool community
- **Optional weekly Peer Pods** with leaders from your cohort
- **Lifetime access** to every lesson, resource and recording
- **The 127-page Implementation Playbook** and Post-Program Plan, digital plus a bound copy posted to you
- **Private student-only podcast feed** for learning on the move

PLUS THESE BONUSES

- **Masterclass:** How to Make 1:1s Your Most Powerful Leadership Tool
- **44-week post-program email series** so the habits stick long after week 9
- **Short course:** Motivating Your Team
- **Short course:** Landing Your Dream Job
- **Live workshop:** Build Your Personal AI Leverage Plan (2 hours)
- **Masterclass:** Save 10+ Hours a Week With AI for Leaders

THE INVESTMENT

$3,850 inc GST per person

That's **$3,500 + GST**, and it's tax deductible. Pay in full, or go on a 3 or 6 month payment plan. We provide a tax invoice made out to your organisation, and we support company reimbursement.

Did we mention **lifetime access**? The investment isn't for nine weeks. It's for the rest of your career, and every team you lead after this one.

100% MONEY-BACK GUARANTEE

If it doesn't deliver, you get every dollar back. At any point in the program. No questions, no form, no conversation.

3,400+
leaders through the program

0.18%
refund rate

THE CASE FOR YOUR ORGANISATION

The numbers your boss will care about.

5 hrs

A week. That's how much time most leaders spend doing work their people should be doing. For some it's 3. For some it's 10.

6 weeks

A year, over 46 working weeks. Time spent doing someone else's job on top of your own. You can't get any of it back.

$40,000+

A year. What one person running at 60% of capacity costs the business in lost productivity. LBT is less than a tenth of that.

And that's one person. A leader who works at the right level, handles the hard conversations early and holds people to a clear standard lifts a whole team.

WHAT YOUR ORGANISATION GETS BACK

- **Less low-value work.** Your leader can name what drives results, and stop the rest.
- **Problems handled early.** Difficult conversations happen in week one, not month six.
- **Clear accountability.** One name against every outcome. Fewer gaps and overlaps.
- **Faster, better decisions.** Made on time, communicated properly.
- **A stronger bench.** A leader who builds capability under them, and reduces key-person risk.
- **A shared language.** Tools and templates the whole team can use, for life.

MAKING THE CASE TO YOUR BOSS

Use the pitch builder

It writes the email to your manager in four steps, in their style, using the arguments that matter most to you.

lbtpitchbuilder.netlify.app

Bring your manager along

Ask us for the manager's guide, *Supporting Your Leader's Growth through LBT*. It has a before-and-after assessment and catch-up questions for every module, so they can see the change.

Trusted by leaders worldwide

Proven across banking, mining, technology, government, healthcare, energy, retail and more. The tools are about people, not technical skills.

★★★★★

"Every single session brought the opportunity to reflect and revisit how I show up and present myself as a leader. I got more practical, implementable outcomes from LBT than any other personal development course or activity that I have undertaken before."



Natasha Read
Senior Executive, For Purpose Sector

★★★★★

"Martin's a natural teacher and his ability to make the complex simple is second to none. This is without doubt the best leadership material available. You get immediate results and best practices that you can implement quickly. 10 out of 10."



Mike Buckingham
VP, EMEA Operations, Digital Realty

★★★★★

"The immediate practical application that I could take to my workplace as soon as I finished a module was perfect. It enabled me to stop doing and take more time to lead. As a busy GM and mother of 2 young kids, this course was perfect for me."



Nicola Burke
CIO / Head of Technology, The GPT Group

★★★★★

"This program is the missing piece of the puzzle you need to become a better leader. My mindset about leadership has completely changed and now I feel ready to face any difficult conversation or complex decisions with confidence."



Miglena Mladenova
Hardware Operations Manager, Google

★★★★★

"Historically I haven't been confident enough to lean into some of the opportunities that my organisation has offered because I felt I lacked the leadership 'polish'. LBT has given me the missing tools I needed to step up."



Rupert Cullen
National Director, Colliers International Australia

★★★★★

"The content, the webinars and the complexity of issues raised by the cohort will help you become a better leader. Enrolling in LBT is one of those 'no regrets' moves."



Wilson Del Socorro
Global Director of Government Affairs, Diageo

★★★★★

"I've been able to implement the learnings with my team and upskill my leaders to drive accountability, focus on value, and cut out meaningless work, so we get more done in less time."



Mikaela Cunnington
Head of Life Insurance, Medibank & AHM

★★★★★

"Jump in with both feet. LBT is life-changing, simple as that. Since completing the program, I have absolute clarity on direction, on messaging, and on getting everyone on the same page."



Scott Spencer
National Sales Manager, Exedy

★★★★★

"LBT is an absolute powerhouse. I've nailed accountability, and the tools Marty gives are practical and immediately usable. Honestly, stop overthinking it and just sign up."



Giuliana Marshall
Operations Director, Defence Sector

99% **would recommend the program.** More leader stories at join.leadershipbeyondthetheory.com/stories

QUESTIONS, ANSWERED

Common questions

When does the cohort start?

The program kicks off Monday 1 March 2027. Enrolment closes Friday 26 February.

Is it live or self-paced?

Both. The modules are on demand, so you fit them around your week. The weekly Q&A with Marty and Emma is live, 90 minutes, Tuesdays 8am Sydney time.

How much time do I need each week?

Around 3 hours. About 2 hours to get through the lessons and worksheets, plus the 90-minute live Q&A. There are no assignments to hand in.

What happens if I miss a week?

No problem. Each week is modularised, so you can move straight into the next module. Every session is recorded and uploaded within 24 hours, and you have lifetime access.

What support do I get?

Direct support from Marty and Emma in the private Skool community. Every question you submit is answered personally by Marty. Plus the weekly live Q&A, optional Peer Pods, and the rest of your cohort.

How do I access the materials?

Through a private Skool community. Video lessons, PDF downloads and webinar recordings all live there. It works on phone, Mac, PC and tablet.

How much does it cost?

$3,850 inc GST per person, and it's tax deductible. Pay in full, or on a 3 or 6 month payment plan.

Will my company pay for it?

Plenty do. We provide a tax invoice and support company reimbursement. Use the **pitch builder** to write the email to your boss, and we'll send whatever else your finance team needs.

Do you have a money-back guarantee?

Yes. 100% money back, no questions asked. If you don't feel you got significant value from the program, we refund you in full. Our refund rate is 0.18%.

What if I'm not a senior leader?

The program is built for senior leaders, and that's who gets the most out of it. Middle managers, new leaders and CEOs have all come through and got real value. If you lead a team and you're accountable for results you can't deliver on your own, it will work for you.

Does it work in my industry?

We've proven it across banking, mining, education, insurance, emergency services, technology, real estate, not for profit, government, supermarkets, manufacturing, childcare, hospitality, marketing, healthcare, energy and transport.

Can my organisation enrol several leaders?

Yes. Teams often come through together, so the whole leadership group shares the same language and tools. Talk to us about group enrolments and enterprise pricing: **book a call**.

Ready to become the leader they promote?

Explore your options, book a call with the team, or enrol directly. Doors close **Friday 26 February 2027**.

I'd like to explore my options

join.leadershipbeyondthetheory.com/lbt-call

NEXT STEPS

1. Share this overview with your manager.
2. Build your email with the **pitch builder**.
3. **Book a call** before 26 February 2027.

LEADERSHIP BEYOND THE THEORY

Leadership Beyond the Theory, by Your CEO Mentor
join.leadershipbeyondthetheory.com · Program overview, March 2027 cohort