



Introduction to the Leadership Mastery Club at leadershipmasteryclub.com

Video Transcript

Hello and welcome to the Leadership Mastery Club. This is the Members' home page where you will arrive when you log in using your membership credentials – your username and password, in other words.

My name is David Fraser and I am the founder and host of the Leadership Mastery Club. I have an industry background with experience of other sectors too, and I have been involved in the development of leadership in various ways – certainly all my adult life and actually longer than that. That amounts to more than 40 years' experience. I'm able to bring you tools and techniques and ideas that really work in practice. I've also researched leadership thinking extensively and gathered much useful learning that's available for you to benefit from. It can make a tremendous difference.

The purpose of the Leadership Mastery Club is to provide you with a convenient resource to strengthen your leadership abilities – I could say your leadership practice – and to help you strengthen other peoples' – your team, in other words. The Club is intended for busy people, just like you, who want to learn more ways to lead effectively in the comparatively small amounts of time they have available for their own development.

Briefly for now – we'll say more about these things later – by "leadership" we mean leading people – getting the best of them, essentially, in order to achieve success for the organisation, and for them too. By "mastery", we mean the idea of continual learning, always looking for ways to improve what we do and an attitude of curiosity and openness to feedback. Our ultimate aim is an advanced level of ability – a mastery of the subject, if you like – but as importantly, we mean deliberately setting out to learn and grow and improve.

The Club is called a club because it's not open to everybody: It's only open to people like you and me who are keen to share the journey of learning to be better leaders, which is a lifelong pursuit really, because there's always something more to gain.

The Club includes live events where we meet on-line and discuss a leadership topic or possibly interview a distinguished leader in an appropriate field. There is also a wealth of material here you can access to help you with your leadership. That is being added to all the time.

The centre ground of both the subject matter and the membership is engineering and manufacturing and scientific research. Other participants are welcome too though. The principles of leadership are, quite honestly, universal. However, the context we will be thinking of will be mostly the sectors I've mentioned. We'll cover industry and academia and where these two worlds meet, as well.

So, if you'd like to work on your leadership issues and opportunities with people with a similar outlook, you're in the right place.

The learning material in this on-line resource is organised by topics which you can access from this page. Next step is to pick one and have a look.

There is also a kind of quick response section – FAQs, if you like – called "My issue is..." with quick, actionable ideas that may well be the very thing you need for a breakthrough in a difficult situation. You'll find this on the menu above, along with the Resources section just mentioned.

Thank you for coming on the journey with me. I'll see you on the video you watch next.