



L3 LEADERSHIP PODCAST

Episode #213: Brad Lomenick

L3Leadership.org/episode213

ABOUT BRAD LOMENICK:

Brad Lomenick is passionate about raising up great leaders around the globe. He is a renowned speaker, writer, leadership advisor and founder of Blinc Consulting, and has built a reputation as a strategic connector and convener of America's most respected and sought-after leaders over the last two decades. For more than 10 years, he served as the lead visionary and president of Catalyst, one of America's largest and most influential conference movements of young leaders, convening hundreds of thousands of leaders through high energy and experiential conferences across the United States. Lomenick is largely credited with growing the organization into one of the largest and most recognized leadership brands and conference gatherings in the world. Brad is the author of *The Catalyst Leader: Eight Essentials for Becoming a Change Maker*, as well as his most recent leadership book entitled *H3 Leadership: Be Humble, Stay Hungry, Always Hustle*.

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KEY TAKEAWAYS:

- Your job as a leader is to empower them and to give them what is helpful to them
- Start preparing now what you want to be doing later so that your now is creating opportunities for your next.
- The people closest to you need the best from you.
- You never get to the point where the people who know you well don't have the right to call you out and speak into your life.
- When you get a place where you can no longer receive feedback, that is a really dangerous place to be as a leader.
- Aim small, miss small when it comes to knowing your audience.
- For creating and managing events in today's world, it's about creating community, not content.
- What can I provide in a conference community that is different than what others can experience anywhere else?
- Community, connection, and conversation are what's important at events today.
- Go niche with what you're practically providing people with.
- The cycle of a conference: telling a story, selling a story, getting revenue, creating an experience, and retaining people.
- We knew we couldn't get to know 30,000 people, but we could get to know 3,000 people. That's what we focused on.
- When you're big, you have to act small. When you're small, you need to act big. Personalize people's experience.
- Be Humble, Stay Hungry, Always Hustle
- 3 parts of purpose: Identity, who you are, calling, why you are here, and assignment - what you do
- Don't let your assignment become your identity or calling
- Our job is simply our assignment in the season we're in. We'll likely have 10-20 assignments in our lifetime.
- The best leaders notice people and pull the best out of people.
- When you get to the top of the food chain, don't start acting like you belong to be there.
- It's one thing to build your own platform, the next level is to help build the platform of others.