

## Book Synopsis on

# “The Leadership Secret of Gregory Goose”

by Judith E. Glaser

(Synopsis by Gary Tomlinson)  
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I first heard about *The Leadership Secret of Gregory Goose* from Joel Marks. Joel is the vice president and executive producer for Learning Communications; a company that develops and distributes video based training programs. I’ve known Joel for several years and have a great respect for him and his recommendations. So, when he called last month to tell me about *The Leadership Secret of Gregory Goose*, I listened. He told me this would be a little different from my other book synopsis. In fact, it wasn’t really a book at all, but a seven minute video that comes with a 45-page workbook and facilitator’s guide. He asked me to watch the video and read the facilitator’s workbook before making a decision. When I finished, I immediately called both the author, Judith Glaser and the executive producer, Joel Marks for an interview.

**W.E.:** How did *The Leadership Secret of Gregory Goose* come about?

**Judith:** I was working on two new books; *Creating We: Change I-Thinking to We-Thinking* and *The DNA of Leadership* when I was diagnosed with breast cancer. As I was going through chemo, I got what was called chemo-brain and could not think or write linearly. It was hard for me to hold my thoughts in place and my writing skills diminished almost entirely. After my second chemo treatment, while taking a shower, I got a picture in my head about this goose who was becoming a leader. By the time my shower was finished, the whole story seemed to flood out of my mind and the story of *Gregory Goose* was born.

**Joel:** When Judith told me about *Gregory Goose* I knew we had something special. Video is such a strong learning medium and *Gregory Goose* is a great way to kick off a discussion about leadership. It’s a safe way for leaders, both new and seasoned, to talk about leadership without feeling self-conscious. It is one of the best video-based educational training products I’ve come across.

**W.E.:** In both the video and the workbook you use the term ‘co-creating.’ I wasn’t familiar with this word. Tell me about it.

**Judith:** Over the past 30 to 40 years our definition of great leadership has changed. In the 70’s and 80’s we talked mostly about the strong and tough leader, the courageous leader, the results-driven leader and the leader who measured their success by how many people followed them. Over the past 15 years, our view of leadership has changed. We have redefined great leadership by adding more human capabilities and capacities into

our view including behaviors such as empathy. Supporting and developing others and caring about the impact we have on those who look up to us. Co-creating is a new and different word. Its meaning is not about negotiating, or giving in or accommodating one time so I can get what I want another time. Co-creating is a state of mind and a way of working with others that is much more inclusive than what most leaders have been used to, and therefore requires that leaders learn how to facilitate conversations with others in a new way. Co-creating has as its first condition that all parties are included and have an equal say in the work they are doing together. Co-creating is based on a deep trust and respect that each person gives to others in their group so that all the interactions that follow are based on open sharing and discovering of what would work best for the whole.

**W.E.:** What are the key messages you want others to know about *The Leadership Secret of Gregory Goose*?

**Judith:** It's not what we do to others; it's what we do with others. The whole concept of *Gregory Goose* is about dealing with our different views and the understanding that leadership is the power "with" not the power "over."

**Joel:** Our experience with the video is that leaders, whether they're new or C-level executives all identify with *Gregory's* story. The important message, especially for new leaders is that you don't have to do it alone. Often, new leaders are worried about whether they can do this. But, that's the wrong question. The right question is what can we do together? When you ask for help and trust others, you release the leadership instinct in them. That's the big lesson in *Gregory Goose*.

*The Leadership Secret of Gregory Goose* video and accompanying workbook and facilitator's guide will help you set the stage for conversations about leadership perspectives. It will help you introduce the importance of leaders understanding the distinctions between power-over and power-with relationships with their direct reports, peers and colleagues for mutual success. This is a wonderful educational tool for facilitators, business coaches, and trainers.

To learn more about this program visit [www.learncom.com](http://www.learncom.com) or call Learning Communications at (800) 622-3610.