

BRAD LOMENICK

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Brad Lomenick is a renowned speaker, sought-after leadership consultant, author and longtime President of Catalyst largely credited with growing the organization into *the* premier leadership brand that it is today. For over 12 years, Brad led the Catalyst Conference and garnered the reputation as a convener of America's most respected leaders including John Maxwell, Jim Collins, Malcolm Gladwell, Seth Godin, Mark Burnett, Tony Dungy, Marcus Buckingham and Rick Warren. In 2013, he published his first book, *The Catalyst Leader*, and his second book, *H3 Leadership: Be Humble. Stay Hungry. Always Hustle*, publishes in the fall. A prolific content creator, for seven years Brad hosted the Catalyst podcast interviewing change makers from across the globe and attracting hundreds of thousands of listeners per month. Additionally, he frequently blogs about leadership, the next generation, creativity, innovation, social media, teamwork, personal growth, generational issues, and execution on his website. He has been featured in *Time*, *Washington Post*, *Fast Company*, *Business Insider*, *CNN.com*, *Religion News Service* and others. For more information, visit www.bradlomenick.com.

Why Brad Lomenick?



- From years working with John Maxwell to leading Catalyst, Brad's 20-year career has offered him an opportunity that very few people have to connect and learn from the best of the best among today's key influential leaders.
- Brad built the largest movement of young faith leaders in the world. He is an expert at gathering tribes and creating a movement.
- At what many considered the peak of his career, he experienced burn out and a self-professed leadership crisis. He speaks very candidly about his own leadership shortcomings and what it took to get back on track.
- He understands and can discuss the future of leadership – the new realities, the generational tension, and the many ways it has changed over the past 20 years.

“ Leadership is more than hard work; it is habitual work.”

- Brad Lomenick, *author of H3*

Leadership

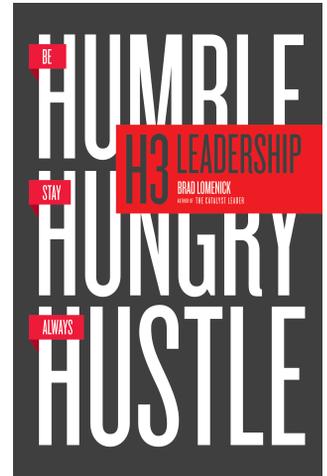
“ I think of ambition as I do money or technology – morally neutral but susceptible to manipulation. Gang leaders have ambition, sure. But so did Mother Teresa. Ambition isn't inherently evil, but leaders must learn to channel it.”

- Brad Lomenick, *author of H3 Leadership*

About the Book

*H3 Leadership:
Be Humble. Stay Hungry. Always Hustle.*

Leading is difficult, and anyone who has been in a position of authority or influence for very long grapples with it. Renowned speaker, sought-after leadership consultant, author and longtime President of Catalyst Brad Lomenick knows this first-hand. Upon experiencing his own leadership crisis and taking a much-needed sabbatical, he cleared his mind and determined that effective leadership, the type that enables one to become a change agent in the modern world, is more than hard work; it is *habitual* work. It is worked out every day in the tasks we complete, the ways we approach our work, and the rhythms we nurture in our lives. It hangs on the hooks of the patterns we create, not just the success we may stumble upon. *H3 Leadership* is an application-driven, practical leadership resource guide that provides much-needed guidance on how to run the leadership race well. Based on his own experience and the gathered insights of America's most-respected leaders from wide-ranging fields, *H3 Leadership* offers 20 key leadership habits that will teach you to be a better, stronger leader.



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Why *H3 Leadership*?



- Brad offers his personal leadership mantra and what he deems the most important questions every influencer and emerging leader must ask themselves – Humble (Who am I?), Hungry (Where do I want to Go?), Hustle (How will I get there?).
- **“Creativity isn’t necessarily inborn.”** Despite leading Catalyst, an organization that many deem highly innovative, Brad reveals that he is not naturally creative. He says that the key to creativity and innovation is intentionality and becoming an architect of “yes,” and he provides key strategies to developing this much-needed business characteristic.
- Readers will learn how to lead millennials and nurture the next generation of leaders. Brad writes “hope is the true currency of this generation,” and he details how leaders can be “vision casters” for this generation that craves the feeling of being a part of something bigger than themselves.
- In today’s leadership climate, Brad says that the habit of execution is the most important habit. “Everyone is required to execute and take projects from start to finish. It’s a non-negotiable in the new economy of leadership.”
- Brad shares the difference between your “calling” and your “assignment” and how “failing to recognize the difference is a one-way ticket to frustration.”
- **Is your company too you-centric?** Discover the key diagnostic questions to ask yourself to know if your company culture is too centered and dependent on you.