

# The Aperio\*

be worth following

**TIM SPIKER** is the founder of The Aperio and the *Who\* Not What Principle*, a profound research-based truth that has powered 15 years of leadership development success. Tim's book, *The Only Leaders Worth\* Following*, reveals that 77% of leadership effectiveness comes from who a leader is and not what they do. Using this principle, Tim helps people become, be, and stay leaders who are actually worth following. Tim's work includes delivering keynote talks, creating unique and customized learning experiences, and guiding long-term development journeys. Tim has worked with leadership teams in North America, Australia, and Asia. He currently lives in Atlanta, Georgia with his wife and four children.



## Interview Topics

- Understanding the two qualities that combine to account for 77% of a leader's effectiveness
- Engaging in leadership development that actually endures
- Ensuring your organization meets its long-term goals by investing in the principles that produce results
- Establishing and maintaining an organizational culture of leadership development
- Leading effectively in the midst of significant uncertainty

## Sample Questions

1. What is the *Who\* Not What Principle* and how was it discovered?
2. What is the most critical thing for organizations to understand about leadership?
3. Out of all the leaders out there, how do you choose leaders who are worth following?
4. Your book focuses on defining Inwardly Sound and Others Focused, but how do leaders actually become more Inwardly Sound and Other Focused? Or are they just born that way?
5. How does being a more well-developed person connect to producing results as a leader?
6. What is something listeners can do to apply the *Who\* Not What Principle* right away?
7. What are the biggest objections you hear to the *Who\* Not What Principle*?
8. How do you explain leaders who appear successful but aren't well-developed people?
9. What does your organization do to help leaders be worth\* following?

\* 3/4 of your effectiveness as a leader comes from who you are, not what you do.