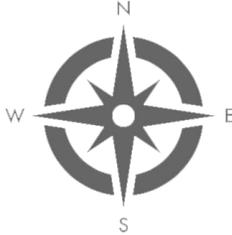


JULIAN CHAPMAN



Author | Speaker | Transformational Leader

JULIAN CHAPMAN



“Transformational leadership is leading through a vision of a better place. It is about stepping out of the reality of what is now and looking to the future.”

~Julian Chapman



ABOUT JULIAN

Julian Chapman has over three decades of experience engaging teams and organizations, from small groups to thousands of employees, building their leadership capability. His leadership knowledge is augmented by his 30+ year "second" career as a member of the Canadian Armed Forces from which he retired in 2014 at the rank of Brigadier-General. He joined Forreest & Company in 2002, taking over as President of the company in 2015.

Julian travels extensively to assist Forreest's clients in designing solutions to achieve extraordinary results using the Forreest methodologies. Known as a pioneer of thinking in the workplace, Julian is a master trainer in Effective Intelligence™, which he brings to organizations through keynote addresses or assisting individuals and teams in solving problems through effective thinking. His thoughts on leadership, organizational development, and accountability have been published in HR Reporter Magazine, CPA Bottom Line Newspaper, and HR Professional magazine.

JULIAN CHAPMAN

Recent consulting projects include:

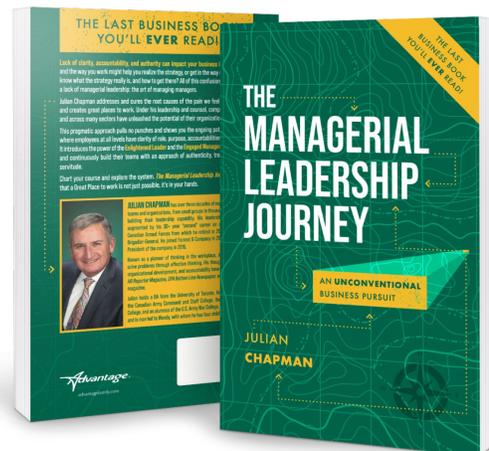
- Shepherding an international manufacturing firm to articulate its strategy, define its structure and then enable its leaders to effectively deliver the strategy;
- Auditing and making recommendations to the structure of a sizeable Canada-wide engineering firm to identify opportunities for efficiency and effectiveness while enabling the company to enhance its reputation with customers and stakeholders;
- Assessing the structure and systems of a large international gold mining company to enhance the accountability systems in place while ensuring the business was efficient and effective;
- Developing bespoke management systems for various business sectors to fulfill their strategic plans. Most notably was a complete roll-out through a sizeable Canadian utility to enhance their corporate reputation;
- Customizing and instilling core leadership practices for various businesses to enable the implementation of accountability management systems; and
- Ongoing consulting work with CEOs and C suites of various sectors to enhance their organizations' capabilities.

In his spare time, Julian is a member of the Board of Directors of the Wounded Warriors Project, a charitable foundation that provides support for veterans, focusing on those suffering from PTSD. He co-founded a charitable foundation for the Canadian Rangers of Northern Ontario that primarily supports at-risk aboriginal youth.

Julian holds a BA from the University of Toronto. He is a graduate of the Canadian Army Command and Staff College and the Canadian Forces College, and an alumnus of the U.S. Army War College. He lives in Toronto and is married to Wendy, with whom he has four children.

"Managers of managers can ensure alignment by demonstrating and discussing with their direct reports both context and insight into how their work fits into the bigger picture."

~Julian Chapman



JULIAN CHAPMAN

WHAT'S BEING SAID ABOUT JULIAN

“Julian Chapman is a deeply thoughtful coach, mentor, and leader. He is a living example of his argument that leadership is a craft of lifelong learning, and his book is the product of this masterful craftsman. Life is never black and white – the situations we face as managerial leaders always need nuanced understanding in order to provide maximum clarity in how we achieve our strategic organizational objectives. Chapman lays out the mileposts for how to do just that – it should be required reading for all managerial leaders.”

~The Rev. Dr. Carmen Lansdowne, Executive Director, First United Mission

“Julian is a thought leader that brings practical tools and simplicity to the complex world of what he's coining Managerial Leadership. Julian brings a fresh perspective to the interplay between the completion of tasks and the importance of inspiring people, both led by clear strategy. Having worked with Julian on a number of occasions, he borrows off his many past experiences, but recognizes each situation brings with it the opportunity for improvement and learning.”

~ Michael Read, President, Church & Dwight

“I was very fortunate to cross paths and work closely with Julian a few years ago. I had hoped he would write the book you are about to read! With over 30 years of Civilian and Military experience Julian has a valued and unique lens to explore Managerial Leadership. Julian is a gifted listener, thinker, and communicator and has written The Managerial Leadership Journey with authenticity and sincerity.”

~ Stefan Kristjanson, Chair of the Board of Directors, Irish Life Assurance

“Julian and I worked together as I transitioned to the more demanding CEO leadership role. He guided me through an organization development exercise and leadership approach using his extensive knowledge of leadership theory and leveraging his real-life experiences. A key message of Julian's that continues to resonate with me is his repeated emphasis on continuous learning being a critical element of leadership success; in particular, the notion that the lesson may not be obvious at first but with thoughtful reflection it will become clear.”

~Jenine Krause, Vice Chair, Enercare Inc.

WHY BOOK JULIAN?

Julian will captivate and embolden your audience. Julian is an author, businessman, and speaker. As there are several topics with rich content that Julian shares with various audiences through a mix of fresh ideas, clever humor, and deep expertise, he merges energy and enthusiasm to inspire and embolden the audience. Julian leaves his audiences with actionable steps as well as excitement to implement those steps.

JULIAN CHAPMAN

INTERVIEW TOPICS

- Managerial leadership and the art of managing managers.
- How to identify, develop and release the potential in leaders and their organizations, providing them with a strategic competitive advantage.
- The book - *The Managerial Leadership Journey: An Unconventional Business Pursuit*.

DISCUSSION QUESTIONS

- We all have been busier than ever at work, no matter what we do for a living. On the other hand, why do we feel more and more disconnected from our teams and the organization's' main goals?
- How can this lack of clarity, accountability, and authority can impact a business?
- Why the way you work might help you realize the strategy, or get in the way of it. How can someone identify what they and their organizations truly need? How do we identify what the strategy really is, and how to get there?
- Besides having over three decades of experience engaging teams and organizations, from small groups to thousands of employees, your leadership knowledge is augmented by your 30+ year "second" career as a member of the Canadian Armed Forces from which you retired in 2014 at the rank of Brigadier-General. How do you merge those two areas together?
- In your book, you mentioned that what leaders really need is a way to manage the journey. Can you tell us a little bit more about what the journey represents?
- How does the art of managing managers work? Is there a step by step?
- Based on your 30 + years of experience, the one common denominator you found for all organizations regardless of size or sector is people. Is the holistic managerial leader who brings the people together to achieve the objectives, the missing ingredient?
- Can you describe the Enlightened Leader and the Engaged Manager?
- According to your book, a great place to work is not just possible, it's in your hands. Would you say this is the one takeaway from the book?
- Where can we buy your book or contact you? (*leads to retailers and website*)

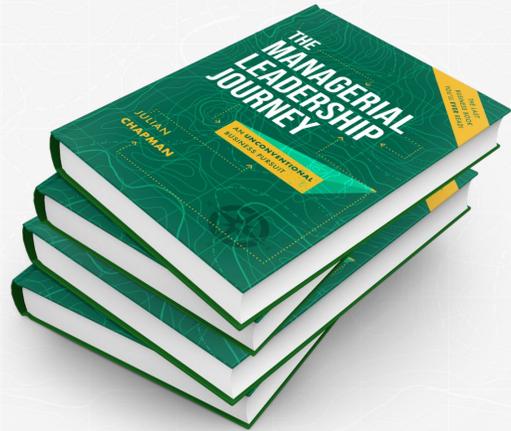
THE MANAGERIAL LEADERSHIP JOURNEY

ABOUT THE BOOK

Managerial Leadership:

The Art of Managing Managers.

*A Great Place to work is not just possible,
it's in your hands.*



Do you feel disconnected from your people? Are you in too many meetings and feel overwhelmed with emails and requests for clarification from your Direct Reports? This lack of clarity, accountability, and authority can impact your business in so many ways and the way you work might help you realize the strategy, or get in the way of it. **Do you even know what the strategy really is, and how to get there?** All of this confusion and discord can be traced to a lack of managerial leadership. The art of managing managers has been lost to the need to be seen "being busy". This is made doubly difficult with newly remote workforces and dispersed teams.

Based on experiences from working with many large and small companies, and a 30-year career as a senior military officer, Julian Chapman demonstrates the power of managerial leadership to address and cure the root causes of the pain we feel in organizations and create great places to work. Under Julian's leadership and counsel, companies of all sizes and across many sectors have done the work to bring clarity of purpose, expectation and accountability to their people, and unleashed the potential of their organizations.

This pragmatic approach pulls no punches and shows you the ongoing path to a workplace where employees at all levels have clarity of role, purpose, accountabilities and authorities. The self-assessments and tools inside will help you sort out the work ahead of you. It will show you the value of thinking before acting, proper planning, working at the right level and holding people accountable. It introduces the power of the Enlightened Leader and the Engaged Manager who confidently and continuously build their teams with an approach of authenticity, transformation and servitude.

Chart your course and explore the system. The path is proven, spans entire careers, and is, maybe, the last business book you'll ever read. *The Managerial Leadership Journey* shows you the map to a better workplace. A Great Place to work is not just possible, it's in your hands.

THE MANAGERIAL LEADERSHIP JOURNEY

PRAISE / ENDORSEMENTS

“Highly informative. Every C-suite executive, manager, and student of leadership should read this book. With over 30 years of experience in business and the military, Julian reinvigorates the case for managerial leadership as a profession and its importance across all types of organizations. The Managerial Leadership Journey is a must read for those who care about sustaining your organization’s long term mission and profitability.”

**- John Reucassel, President & Chief Executive Officer,
The International Group**

“Over the years as I have moved from being a sole contributor to being a senior executive, accountable for the outcome of hundreds of tasks that are performed each day, I have been exposed to various forms of leadership and management training. Until I had the opportunity to work with Julian Chapman and Forrest & Company nobody had ever managed to put the two together and to give me direction and practical help that would allow me to be able to achieve the goals that had been set whilst being able to have a great place to work and the reward of having had a positive impact on others. I credit the concepts and ideas and the recognition that Managerial Leadership is a profession as having allowed me to grow and develop great people and to have had great fun in doing so. I hope this book and the guidance in it allows you to develop those skills in the same way that working with Julian has done for me.”

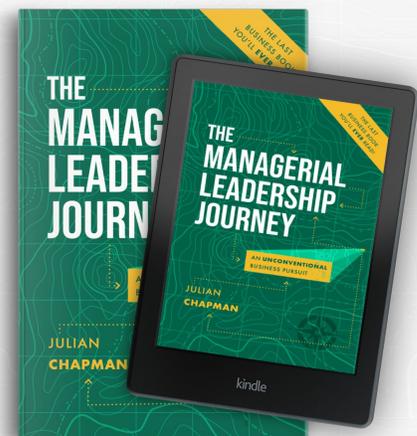
- Alexander (Sandy) Struthers, Vice President and Chief Financial Officer, NAVCanada

“We live and operate in a time when Leadership has all but eclipsed Management in popularity and is too often disconnected from business performance. Business is about delivering results and results are achieved through effective execution by people who are motivated and aligned towards common business objectives. Managerial Leadership integrates these core functions of Leadership and Management into a framework for sustainable business success in today’s complex and hypercompetitive environment. Julian’s adept explanation of this critical amalgamation of the two will enable you to meet that environment head on.”

- Adrian Mezenberg, Vice Chairman, StarTech.com

“Julian’s perspectives on managerial leadership are universal and hit to the heart of what is needed to effectively lead a business in this day and age. Julian never hesitates to speak plainly, engaging the client with what they truly need, not what they believe they want. Any leader looking to strengthen their teams and accelerate results should get to know Julian, read this book, and benefit from his insights.”

~ Jo-Anne Poirier, President & CEO, VON



THE MANAGERIAL LEADERSHIP JOURNEY

TITLE – The Managerial Leadership Journey

SUBTITLE – An Unconventional Business Pursuit

AUTHOR – Julian Chapman

PUBLICATION DATE – May 17, 2022

PUBLISHER – Forbes

CATEGORIES

AMAZON | ASIN

1 – Nonfiction / Business & Economics / Leadership

2 – Nonfiction / Business & Economics / Organizational Development

BISAC CODES

1 – Business & Economics / Leadership

2 – Business & Economics / Organizational Development

SUGGESTED RETAIL PRICE FOR PRINT – \$15.99 - \$19.99

SUGGESTED RETAIL PRICE FOR ELECTRONIC – \$7.99 - \$11.99

Available for purchase on [Amazon](https://www.amazon.com) globally. Retailers may purchase through Ingram globally.

BOOK SIZE – 5.5 x 8.5

OF PAGES – 252

WORD COUNT – 47,000

PAPERBACK ISBN # – 978-1-64225-3-313

LCCN # – 2011000000

AMAZON – [The Managerial Leadership Journey](https://www.amazon.com)

BOOK WEBSITE – ManagerialLeadershipJourney.com

COMPANY WEBSITE – ForrestAndCo.com

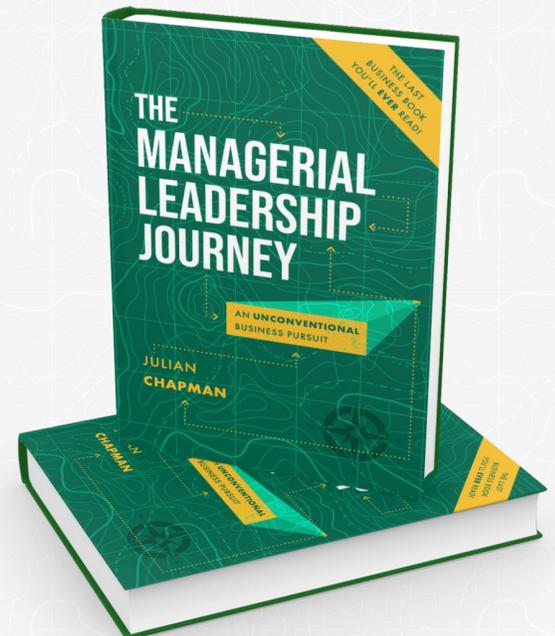
TWITTER – [@JulianC.Chapman](https://twitter.com/JulianC.Chapman)

LINKEDIN – [Julian C. Chapman](https://www.linkedin.com/in/JulianC.Chapman)

CONTACT – Contact@ManagerialLeadershipJourney.com

“Someone who is not real, honest, forthright, and trustworthy will not be able to engage direct reports.”

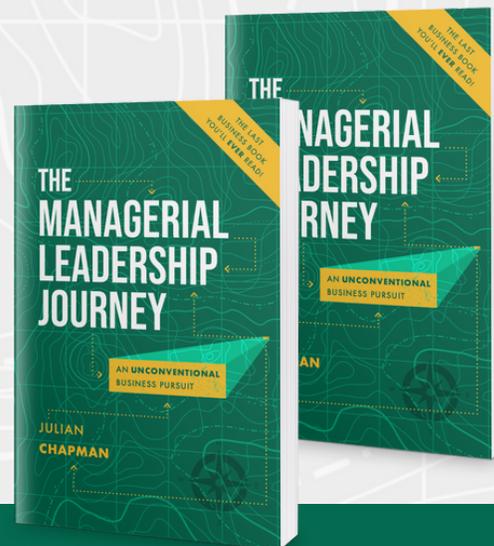
~Julian Chapman



THE MANAGERIAL LEADERSHIP JOURNEY

An UNCONVENTIONAL Business Pursuit

THE LAST BUSINESS BOOK YOU'LL EVER READ



Lack of clarity, accountability, and authority can impact your business in so many ways and the way you work might help you realize the strategy, or get in the way of it. **Do you even know what the strategy really is, and how to get there?** All of this confusion can be traced to a lack of managerial leadership: the art of managing managers.

Julian Chapman addresses and cures the root causes of the pain we feel in organizations and creates great places to work. Under his leadership and counsel, companies of all sizes and across many sectors have unleashed the potential of their organizations.

This pragmatic approach pulls no punches and shows you the ongoing path to a workplace where employees at all levels have clarity of role, purpose, accountabilities and authorities. It introduces the power of the Enlightened Leader and the Engaged Manager who confidently and continuously build their teams with an approach of authenticity, transformation and servitude.

Chart your course and explore the system. *The Managerial Leadership Journey* shows you that a Great Place to work is not just possible, it's in your hands.

JULIAN CHAPMAN



Julian Chapman has over three decades of experience engaging teams and organizations, from small groups to thousands of employees, building their leadership capability. His leadership knowledge is augmented by his 30+ year "second" career as a member of the Canadian Armed Forces from which he retired in 2014 at the rank of Brigadier-General. He joined Forrest & Company in 2002 taking over as President of the company in 2015.

Known as a pioneer of thinking in the workplace, Julian helps teams solve problems through effective thinking. His thoughts on leadership, organizational development, and accountability have been published in HR Reporter Magazine, CPA Bottom Line Newspaper, and HR Professional magazine.

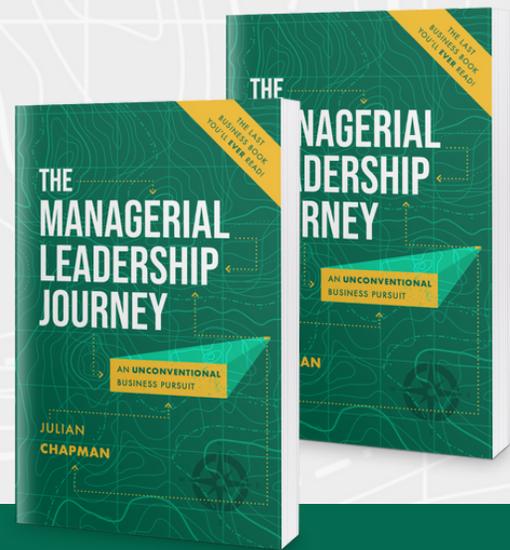
Julian holds a BA from the University of Toronto. He is a graduate of the Canadian Army Command and Staff College, the Canadian Forces College, and an alumnus of the U.S. Army War College. He lives in Toronto and is married to Wendy, with whom he has four children.

www.ManagerialLeadershipJourney.com

THE MANAGERIAL LEADERSHIP JOURNEY

An UNCONVENTIONAL Business Pursuit

THE LAST BUSINESS BOOK YOU'LL EVER READ



SUGGESTED BOOK CLUB DISCUSSION QUESTIONS

- Do you feel increasingly disconnected from your teams and the organizations' main goals? Why do you think that is?
- Could you share one example of how the lack of clarity, accountability, and authority impacted your own business?
- Are you able to pinpoint what your organization truly needs? How did you identify what the strategy really was and how you can get there?
- What does Managerial Leadership mean to you now?
- Have you used the self-assessments and tools from the book?
- Can you identify the Enlightened Leader and the Engaged Manager in your organization? Who are they?
- According to the book, a great place to work is not just possible, it's in your hands. Do you agree with that statement? Why or why not?
- Is the holistic managerial leader who brings the people together to achieve the objectives and the missing ingredient in your business?
- How does managing the journey look like to you?
- After reading the book, do you know now what your strategy really is and how to get there?

Thank you for reading *The Managerial Leadership Journey*

After reading the book, I welcome you to schedule a complimentary 30-minute phone or video call for a Q&A exchange.

Visit www.TheManagerialLeadershipJourney.com to schedule your call.

All good wishes, Julian Chapman

www.ManagerialLeadershipJourney.com