



Gordon Bethune has the Leaders Touch

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I have been passionate about leadership in business for many years. I have taught it, spoken on it and even authored a book on the subject. I believe an exceptional leader is a key factor that helps define good or truly great companies. Imagine my surprise when a chance meeting leads to my working with one of the world's top business leaders, Mr. Gordon Bethune. Mr. Bethune is the former Chairmen and CEO of Continental Airlines. He orchestrated close to a BILLION-dollar turnaround of the struggling airlines in just 18 months. To this day, it is still considered one of the largest corporate saves of all time. Bethune went on to lead the company to JD Powers Award and other numerous accolades including the best company of the decade. Then and even now he still gives praise to his employees. His name is still applauded worldwide as he sits on several boards such as Honeywell and Sprint. Mr. Bethune can be seen on news programs as the media still seeks his opinions and insights. He is still adored by all his former 40,000 Continental employees.

In my working with Mr. Bethune, I could immediately identify his world-class leadership style. **First**, he was genuine. I felt from our first meeting he was very likable and trustworthy. He made me feel at ease always. **Second**, even though I was working to achieve his goals, I truly felt he wanted me to succeed as well, not just for what I was doing for him but overall. **Third**, he always listened and was supportive of my ideas. He would ask questions on details, make suggestions and we always came away with a plan. **Fourth**, he always made me feel his wins were also my wins. He gave me praise and tangible perks along the way. I still revere him as a trusted business advisor.

One can read all the self-help books available and glean some fantastic information, strategies, and insights to help the company going forward in business. The one defining feature is what I call the "leaders touch." It takes a special set of people skills to always feel that one is part of the inner circle. I commented in my book on leadership, "Some people are just magical, and Gordon Bethune is one of these people". If you read Mr. Bethune's book *From Worst To First*, you will get the insiders view of this unbelievable success story.