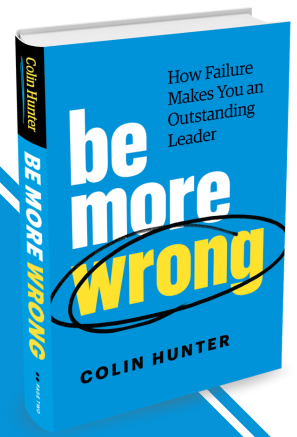


Be more **wrong**



Colin Hunter

A Creator of Playgrounds for Leaders,
Founder and CEO of Potential Squared International,
Be More **Wrong**: How Failure Makes You an Outstanding Leader

Colin Hunter is an Author, Mentor, Coach and the Founder and CEO of PotentialSquared, an international business that specializes in creating playgrounds to disrupt the way people are led. Colin works with leaders and their teams around the globe in the area of leadership impact – helping them to create an engaged, capable group of followers and bringing fresh ideas and stories to their teams and clients alike. With the use of actors, cutting-edge virtual realities, and a new leadership framework, clients have shown an award-winning difference in how they have transformed their leaders. Colin prides himself by practicing what he preaches with being **wrong** more and learning fast from it.

About Be More **Wrong**: How Failure Makes You an Outstanding Leader

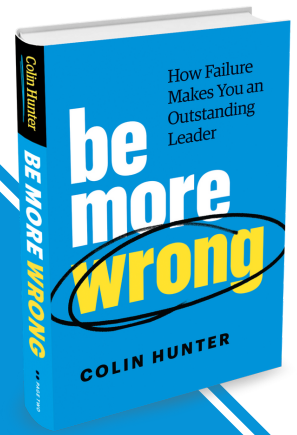
Relearning failure as a valuable outcome, when combined with focused, purposeful reflection, makes for an outstanding and successful leader. Embracing your doubting inner voices and purposefully stretching yourself and your teams is essential to leadership. However, that's easier said than done. What if you could build a workplace culture that was less like a chore, less stressful, and more like a playground: a place filled with opportunities to take risks and test boundaries, with soft ground on which to fall? A place where you and your team are free to experiment, make mistakes, and get things wrong—a place where it's okay to fail? In the age of disruption, it's never been more important to fail early, fail often, and fail forward. Be More **Wrong** uncovers the systems, habits, and practices you need to develop critical leadership skills and learn fast. If you are recovering from Imposter Syndrome, feeling limited by your capabilities of being a solid leader, Be More **Wrong** will change your mindset and encourage you to believe you can be successful growing from failures.

Be More **Wrong** is rooted in Colin's own experiences of Leadership. He draws on this and his profound understanding of the difficulties and vulnerabilities of leadership to show you how to create systems and build habits through purposeful practice that will help you lead with greater confidence, conviction, and connection. You'll learn how to recognize different leadership styles and what transforms a good leader into an outstanding one.

#BeMoreWrong

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Potential topics of Colin's expertise and commentary **include:**

- Why leaders need to relearn that failure is valuable and should be seen as a core ingredient of learning fast.
- How to create your own playgrounds to help leaders find a place where they can take more risks, make mistakes, test boundaries, and learn.
- Leadership faces a crisis in its need to engage with a rapidly changing, volatile, global, and virtual world. The ability to build a culture of innovation, storytelling, and resilience whilst amplifying the voices and capabilities of the team are needed by leaders to sail these rougher seas.
- Why leaders should not be afraid to bring their own type of quirky, flawed, natural personality and energy to their leadership.
- The three dimensions that every leader must work on as an overlapping system: Confidence, Conviction, and Connection.
- How he and PotentialSquared are using the cutting edge, immersive technology of virtual reality, real actors, and measurable data to help leaders reveal and learn from their true behaviors and habits.
- His own story of being a recovering imposter syndrome sufferer and what he has learned along the way.

Notable Endorsements for Be More **Wrong**:

"Be More **Wrong** is a refreshing change from the books that promise better leadership in three easy steps. This is an invaluable manual for those leaders who are ready to experiment and get it **wrong** in service of getting it right."

Liane Davey, author of You First and The Good Fight.

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Be More **Wrong**: How Failure Makes You an Outstanding Leader will be released nationwide on September 21, 2021, and is available for pre-order on Amazon and wherever fine books are sold.

For more information, visit:

Website: <https://www.potential2.com/en-gb/> or <https://www.BeMoreWrong.com>

LinkedIn: <https://www.linkedin.com/in/colinhunter/>

Twitter: https://twitter.com/ch_potential2 and https://twitter.com/Potential_2

Instagram: https://www.instagram.com/potential_2/

Facebook: <https://www.facebook.com/potentialsquared2>

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