

# Bridgeway to Success™

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**DON'T BOTHER  
READING  
COUNTLESS  
PUBLICATIONS.**

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## The Merits of Meta

How does the well-intentioned leader keep up with the explosion of information on any relevant topic? How does she reconcile conflicting opinions and perspectives? By seeking “meta-information.”

Meta-information is a summary of the existing information on a topic. There is more validity when 1000 people reach a conclusion than when one person reaches it. There is more power when 100 organizations successfully apply a practice than when one organization applies it.

The recently published book, “The Leadership Code”, by Ulrich, Smallwood and Sweetman is a great example of meta-information. The authors extensively studied the leadership literature and found that two-thirds of what makes leaders effective can be distilled down to five elements:

- Strategize with skill
- Execute quickly and effectively
- Attract talented people
- Develop others to create a new generation of leadership
- Continually self-improve

You don't need to read countless articles and books on leadership effectiveness. The authors have done that for you. They've sifted through the information and found the commonalities. Seeking meta-information like this is an effective and efficient way for you to consume information.

And if you follow this advice you'll enhance your effectiveness as a leader ... just look at bullet five.

Michael Canic