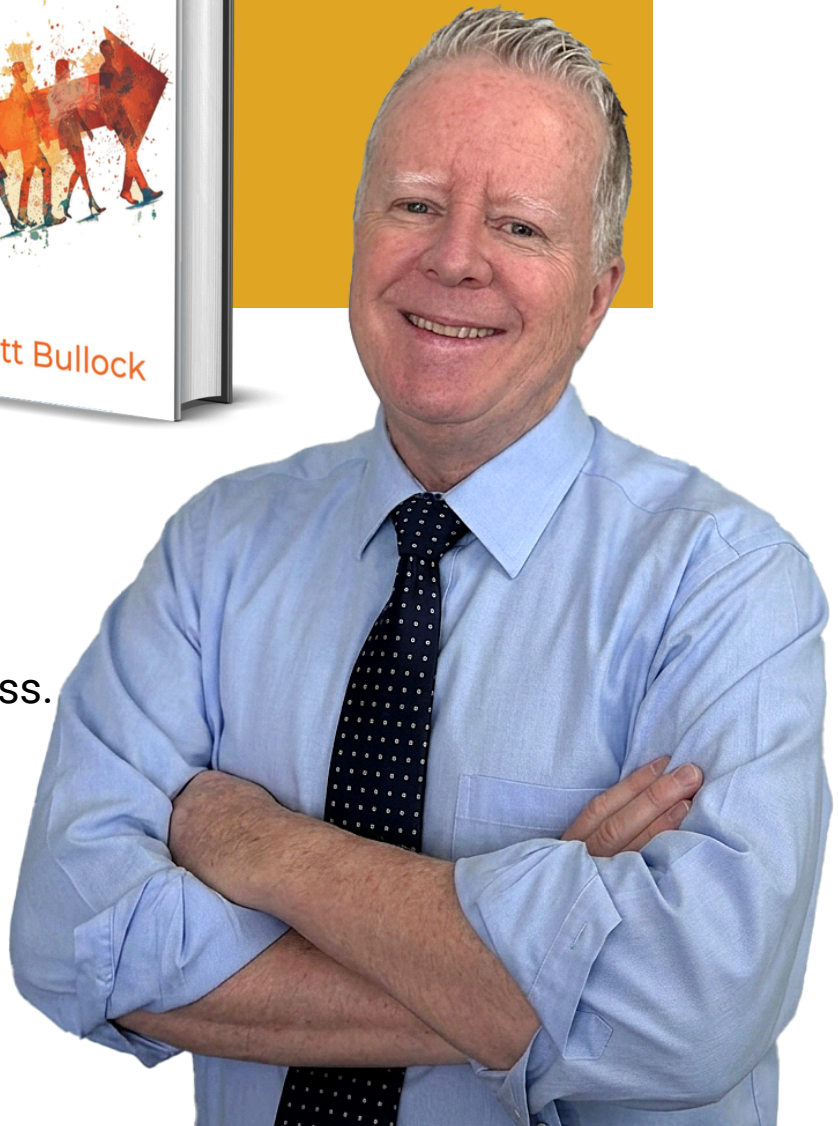




How to successfully “*lift-off*” as  
a new or aspiring leader and  
build a long-term foundation for  
career success and personal happiness.



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## ABOUT MATT BULLOCK

Matt's career has focused on hiring and training new and aspiring leaders. From starting four companies and hiring over 500 employees, to being elected president of a large school district governing board, Matt believes in the importance of mentoring and supporting future leaders to help them build successful, rewarding careers.

Matt began groundwork for a new leader mentoring company while helping his nephew apply for his first career job. Seeing the need to help him overcome a lack of confidence and create a career growth roadmap, Matt taught him the principles learned over 30 years of building businesses and successful new leaders. These techniques helped his nephew prepare for a successful job interview and then a leadership position a year later. Opportunities came soon after to help others prepare for and succeed during their first years as new leaders. These proven techniques became the foundation for Moving On Up.

Matt continues to develop professionally in the new leader space through his 2024 election to the Peoria, AZ City Council where he also serves on a regional Workforce Development Committee and the Education Committee, comprised of local K-12 school districts and University faculty, ensuring a skilled workforce to attract top companies to the region and build long-term economic development for the city.

Matt is a regular, featured speaker at leadership, economic development and technology conferences to present on the need to start early in building our future leaders. Matt also teaches one-day workshops for new and aspiring leaders to help them know what it takes to make that all-important first-time leader transition. He is also a strong advocate for understanding the importance and dangers of using Artificial Intelligence for new leaders.

Part of the difference Matt brings to in-person and virtual events comes from his love and participation in Improv comedy and stand-up comedy performances for many years. Matt brings the energy and audience participation techniques of Improv comedy to his events to ensure all participants leave with a positive feeling and several "nuggets of wisdom" and would say "that event was worth it and I had a good time!"

Matt is married to his wife Christy and has six children and currently seven grandchildren. Hobbies include golf (which he isn't very good at), hiking (even with two bad knees) and cooking new dishes (and expecting his family to love them all).

A handwritten signature of 'Matt Bullock' in black ink, written in a cursive style. The signature is centered at the bottom of the page, flanked by decorative dotted patterns on both sides.

Matt Bullock

# ABOUT THE BOOK

Have you been thinking of starting or growing your career, knowing it takes leadership skills? Have you recently been promoted to “the boss” when you used to be “one of the team”? Are you ready to prove you have what it takes to become a leader at your company? What about starting your own business – do you have the leadership skills to manage employees, customers, vendors, etc.?

Becoming a leader is a leap of faith in yourself. You already have leadership talents, which I call “seeds”. All your “seeds” need is the time, dedication and mentoring to grow and bear fruit that you will enjoy for many years to come.

Leadership isn’t about leading, it is the ability to focus the talents of your team on a specific goal, thereby benefiting all who participate. How will you handle failure? How will you handle project hurdles and roadblocks? How will you handle toxic members of your team?

Will it all be worth it? YES! It’s time for you to join a small, but dedicated group of leaders who are working to progress on their leadership journey and willing to navigate the twists and turns of leadership to get more out of their career and themselves. More responsibility and more expectations equal more satisfaction and more pay.

You already have what it takes. Are you ready to start?

**Moving On Up: 9 Success Tools for New and Aspiring Leaders** is your step-by-step roadmap to learning what it takes to start and stay on a successful leadership journey. Today is a good day to start.

A stylized, cursive signature that reads "Welcome Aboard". The letters are fluid and connected, with a large, sweeping 'W' and 'A'.

## CORE TOPICS COVERED

- New leader development
- Handling failure as a new leader
- The 9 leadership talents and how to develop them
- How to use Artificial Intelligence - AI as a new leader
- How successful business leaders started their leadership journey
- Transitioning from an employee to a manager
- Cultivating your “seeds of leadership” leadership talents
- Leadership talents needed to start your own business
- Overcoming a fear of public speaking
- How to handle toxic team members or employees
- Building a roadmap for a successful new leadership journey

# HOW MATT BULLOCK MEDIA HELPS NEW AND ASPIRING LEADERS

Matt Bullock has been working with new leaders for over 20 years, in his own businesses and with local high schools and universities. These teaching and mentoring opportunities are focused on those who are thinking about or ready to make the leap into a first leadership role.

Why is it so important to help new leaders? If they have a good transition into a leadership role, our economy and society will be in good hands for decades to come. The entire purpose of the **Matt Bullock Media** company is to provide tools and experiences to build confident and proactive first-time leaders. We provide learning opportunities through:

1. **Books:** Available in print, eBook and audiobook versions, the books are “success roadmaps” for creating an enjoyable leadership journey. Whether it is “**Moving On Up – 9 Success Tools for New and Aspiring Leaders**” or the forthcoming “**The Selling Sherpa – 9 Success Tools for New Sales Leaders**”, the books will help build a successful career for new leaders.
2. **Keynote Speaking:** Highly energetic and highly interactive (audience participation), our live and virtual speaking events provide focused and actionable “nuggets of wisdom” for all new and aspiring leaders who attend these typically 45 - 60-minute talks. Topics include “New Leader Liftoff – Successfully Launching Your Leadership Career”, “How AI Can Help and Hurt Your New Leadership Journey”, and “Building Trust and Opportunity – The Next Generation Sales Professional.”
3. **“New Leader Liftoff” and “New Sales Professional” 1-Day Workshops:** In-person and virtual, these 1-day (either 4 or 8 hours) events are a deep dive into all the core principles needed to launch a new leadership career. These events are interactive and energetic to ensure all participants leave having learned several “nuggets of wisdom”. They also leave with assignments to continue their development after the workshop concludes. Due to the high-level of interactivity, participants also build comradery with their fellow attendees which provides a powerful “group-think” to build confidence in each new leader who attends.
4. **On-Line Training Courses:** These courses are self-paced and comprise 4 – 5 hours of content (video and text) for each topic. Each section of the course has a quiz and extra assignments for the student to work on after the course is over, to help build long-tail memory of the items covered in each course. Certificates are also given after each course is completed to report back to management that the course has been completed. Students of the various courses will learn actionable and “real-world” techniques for overcoming fear, dealing with toxic employees, how to give better presentations, how to overcome the fear of speaking to groups, etc.
5. **Private Corporate and Organization Events:** These private events are in-person or virtual and provide a customized version of the Matt Bullock Media training material for the specific company or organization. These events often focus on opportunities and challenges of the specific company or organization, and can be half-day or full-day events.



## HOW MATT BULLOCK MEDIA HELPS NEW AND ASPIRING LEADERS continued...

Regardless of how you interact with **Matt Bullock Media**, the end result will be more confident, more aware and more proactive new leaders for your company or organization.

How will it increase sales, decrease expenses and help build a more enjoyable company culture if all your key employees were focused on a productive leadership journey? How would it benefit your employee attraction and retention efforts to have a solid plan in place to help those making the leap into first-time leadership? We are ready to help.

Let's have a quick call to discuss how we can benefit your company or organization.

“

As a director at the hospital, I was always looking for some sort of training for those newly promoted to leadership positions. I wish something like ***Moving On Up*** was available to me. Most employees are hesitant to take a leadership role because they feel they don't have the necessary leadership skills. One of the cruelest things we do to employees is to promote them and then watch them drown due to lack of necessary skills.

— **Cheryl Burton**, Director – South Davis Community Hospital, Salt Lake City, UT

”

“

As a recent college graduate, I appreciated that the ***Moving On Up*** book doesn't assume you're already a leader; it shows you how to become one regardless of your starting point. Even though I've never considered myself a natural leader and wasn't actively seeking a leadership role, the practical steps and insights helped me discover leadership qualities in myself that I didn't know I had and sparked an interest in exploring leadership opportunities in the future.

— **Maya Earl**, College Graduate (2026) – Pursuing Occupational Therapy Certification. Phoenix, AZ

”

“

This book was engaging from start to finish, offering practical guidance for young adults entering or preparing for their first leadership role. The author's examples reinforce key lessons without feeling repetitive, making them easy to understand and apply. This is an excellent read for new and aspiring leaders.

— **Nick Nehring**, Council Coordinator - Office of the Mayor and Council – Peoria, AZ

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## TESTIMONIALS AND REVIEWS

“

As a young business owner, ***Moving On Up*** provided me with knowledge, insights and real world applications to improve how I conduct myself personally and professionally with confidence. I did not even realize how many qualities of leadership I was underdeveloped in or potentially over-investing in, but this book opened my eyes to a more positive and realistic approach to sustainable growth in leadership!

—**Kiana Vindel**, New Small Business Owner - Phoenix, AZ

”

“

***Moving On Up: 9 Success Tools for New and Aspiring Leaders*** is a meaty, step-by-step instructional manual on how to be a more effective leader. It covers everything one needs to know and explains exactly how to implement those lessons. The first-hand stories and real-life experiences really bring the message home. This would be an excellent book to have in the training classes I mentored at Citibank. With the possibility of career growth potential at any company, handing this book to new employees would arm them with tools to meet that growth opportunity.

—**Bernice Catherine**, Sales Manager – Citibank, Tucson, AZ

”

“

***Moving On Up*** is an encouraging and practical guide for young and aspiring leaders in all career fields. I read the entire book and found that it flows naturally, keeps readers engaged, and inspires them to reflect on their own potential. Many young leaders often feel overwhelmed and afraid of making mistakes. This book helps them see failure not as something to fear, but as a powerful tool for growth. Matt's writing dispels the old myth that 'bosses only care about themselves.' Instead, he shows how effective leaders value their teams, invest in their development, and rise by lifting others.

—**Michael Branham**, Public Safety Professional & Public Policy Consultant

”

“

In reading ***Moving On Up***, I found the flow effective for the target audience. The tone is conversational and authentic. Good job on avoiding sounding like an academic book and a corporate manual. It reads like a mentorship coffee chat. I also like how scannable it is when we know people in their 20s want to consume info quickly. a good read for young leaders!

—**Sharon Fan**, Founder of Youth Entrepreneurial Summit, Las Vegas, NV

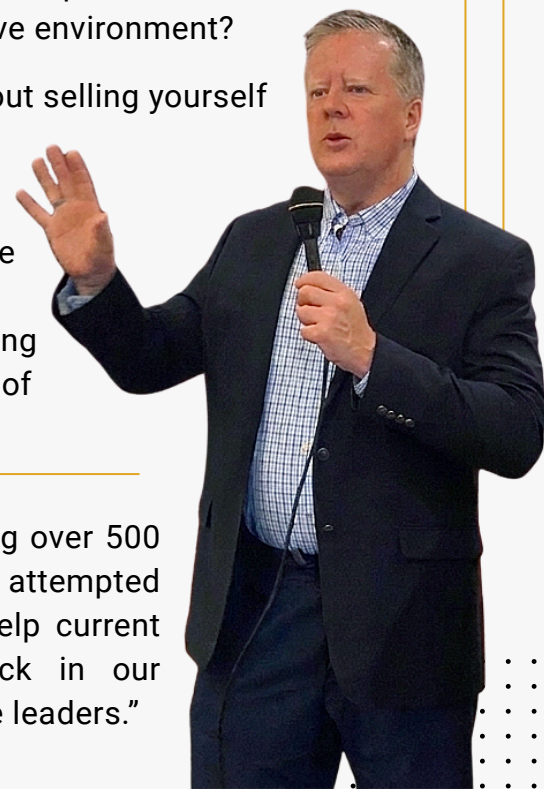
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# INTERVIEW QUESTIONS

1. Why do so few people want to get into a leadership position at their company? More pay, a corner office and lots of respect. Who wouldn't want all that?
2. One of the biggest translations for anybody is to be an employee one day, and then be "in charge" or "the boss" the next day. How can these new leaders make a smooth transition to being "in charge"?
3. You mention in your book, ***Moving On Up***, about the "seeds of leadership" which are the talents people have. Why do you call them seeds and how can a new leader make them grow?
4. Is there a danger in trying to climb the company ladder too quickly? You mention in your book that each higher position in a company has a certain "weight" to it. Help us to understand what that means.
5. You have hired and trained over 500 employees in your years of owning four different companies. What are the top three things you look for when hiring someone for a new leadership position?
6. Are we doing enough in our communities and schools to prepare high school and college graduates for career success? What should we be doing to better prepare our future generation for their career and leadership success?
7. How are business leaders such as Elon Musk or Jeff Bezos able to manage a hundred thousand employees around the world with the same 24 hours in each day that everyone has? Can anyone achieve what they have achieved?
8. What should upper management do to help new employees prepare for their first leadership roles? There is a lot of "watch out for yourself" in corporate America. How can new leaders gain traction in that type of competitive environment?
9. How do you get respect from your team or employees without selling yourself and saying "yes" all the time to win their favor? Can you last long if you are always the "nice guy"?
10. Do men and women have different rules for how to climb the company ladder and achieve leadership success? Is the current system "fair"? What would it take to "even" the playing field and give everyone the opportunity to rise to their level of competence?

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"After 30 years as a business owner, hiring and training over 500 employees and seeing first-hand the ups and downs of attempted leadership "launching," ***Moving On Up*** is needed to help current and future generations to be what we most lack in our communities and businesses – balanced and proactive leaders."



# Why This Book Now?

## The First Principle of Leadership

### You already have what it takes:

1. You were born with natural (innate) leadership talents.
2. Cultivating your natural talents will help you discover additional talents.

## The Second Principle of Leadership

### People will follow you for one of two reasons:

1. They have to. You stand between them and their paycheck.
2. They want to. You provide an opportunity for them to progress and achieve success while being part of something bigger than themselves.



## Talking Points & Topics

How can you overcome previous failures and start your leadership journey?

If leadership isn't about leading, then what is it?

The downside of going from being an employee to being "the boss."

Everyone has leadership abilities, but how do you cultivate them for success?

How do you know you are ready to make the leap into a leadership role at your company?

What if you fail in your first leadership role at your company? How do you recover?

Why you should build a "mastermind group" and why they are pure gold for your leadership success.

What tools do you need to build a solid first-time leader foundation?

What is a "pop-up leader" and how can being one benefit your career and daily enjoyment?

The three reasons why most first-time leaders regret their decision to get into a leadership position at their company.

Thinking of starting your own business?

Why you need a different approach to leadership to ensure new business success.

Using the techniques and lessons in ***Moving On Up*** you will learn to identify existing and undiscovered leadership talents "seeds" and cultivate them into becoming a confident, consistent and "360-degree vision" leader for business, non-profit, corporate opportunities, and legacy impact.





## CONNECT WITH MATT



### Speaking Inquiries

Whether you're looking to book Matt for your next event, explore leadership training for your team, or simply have a question, Matt and his team are here to help.

 <https://mattbullockmedia.com/contact-matt/>

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 623-688-1903

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 <https://www.instagram.com/mattbullockmedia/>

 <https://www.youtube.com/@MattBullockMedia>

"A refreshing approach to leadership writing. Matt Bullock starts with real life situations and examples and then follows with the management theory that supports the advice. Makes for more believable mentoring."

— **Kevin Burke**, Deputy City Manager Peoria Arizona

