BOOK BRIEF

Be A Best Boss

Leadership Happens in Moments

AUTHOR	Matthew J. Ellis
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BIG IDEA	Leadership happens in moments. Moments shape experiences, experiences shape who people become, and who people become drives results.

ABOUT THE BOOK

The best boss you ever had is probably still easy to remember. What stays with you is rarely a strategy or a policy. It is a moment: a candid correction that preserved your dignity, an idea someone took seriously, or a challenge that helped you see what you could do. In Be A Best Boss, Matthew J. Ellis makes the case that leadership happens in these everyday moments, and that they shape both the work people do and who they become.

Most leaders care about their people, yet the urgency of the work can pull attention toward tasks and away from the person in front of them. Matt calls this autopilot. A passing reaction to a mistake, an overlooked contribution, or a conversation cut short can teach someone whether it is safe to speak up, take ownership, and try more. Repeated over time, these experiences shape whether people hold back or bring more of themselves to work. That effort and those ideas are where performance comes from.

The book offers a practical way to notice and shape those experiences. Its six Momentum Markers™ (Clarity, Fairness, Trust, Familiarity, Recognition, and Growth) are the dimensions of experience worth paying attention to. C3™ (Catch. Clear. Choose.) helps a leader's intention catch up in the moment, and the i5™ Engagement Mirror helps them see what is happening and choose one useful next move. Nothing new gets added to the calendar. The practice lives inside the work already underway.

Through stories from frontline work, business leadership, and Matt's own experience, Be A Best Boss connects the small interactions of a workday to lasting behavioral and organizational change.

ABOUT MATTHEW J. ELLIS

Matthew J. Ellis, who goes by Matt, has spent more than thirty years in sales, operations, marketing, and executive leadership. He leaped from Vice President of Marketing to Vice President of Human Resources with zero HR experience, and helped move the organization, within two years, from deeply disengaged to top-tier engagement and the Gallup Exceptional Workplace Award, a distinction only 38 organizations worldwide won in 2020.

To find out whether even one of the world's 25 largest employers, with all its resources, still misses the mark on everyday leadership, Matt took an overnight job stocking shelves at one of its grocery stores. The gap between what the company intended and what happened between a manager and an employee was obvious. Today he leads Be A Best Boss™, a leadership implementation company that helps organizations and leaders put the philosophy into practice.

CONVERSATION STARTERS

Questions a host can lift straight into the interview.

- You went from Vice President of Marketing to Vice President of Human Resources with zero HR experience. What did you test, and what lost?
- You took an overnight shelf-stocking job at a top-25 employer to see whether big companies with big resources still miss the mark. What did the poster behind your manager say, and what did the manager say in front of it?
- What is autopilot, and why do leaders who care about their people still fall into it?
- A worker at a cutting station was asked how he would fix his own problem and had an answer in minutes. What changes on a team after that happens once?
- What are the six Momentum Markers™, and how does a leader spot which one is weakest on their team?
- If a listener could change one moment this week, which kind should they look for first?

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