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## SETTING BIG GOALS

*"A common man with uncommon desire to succeed." Navy SEAL Ethos*

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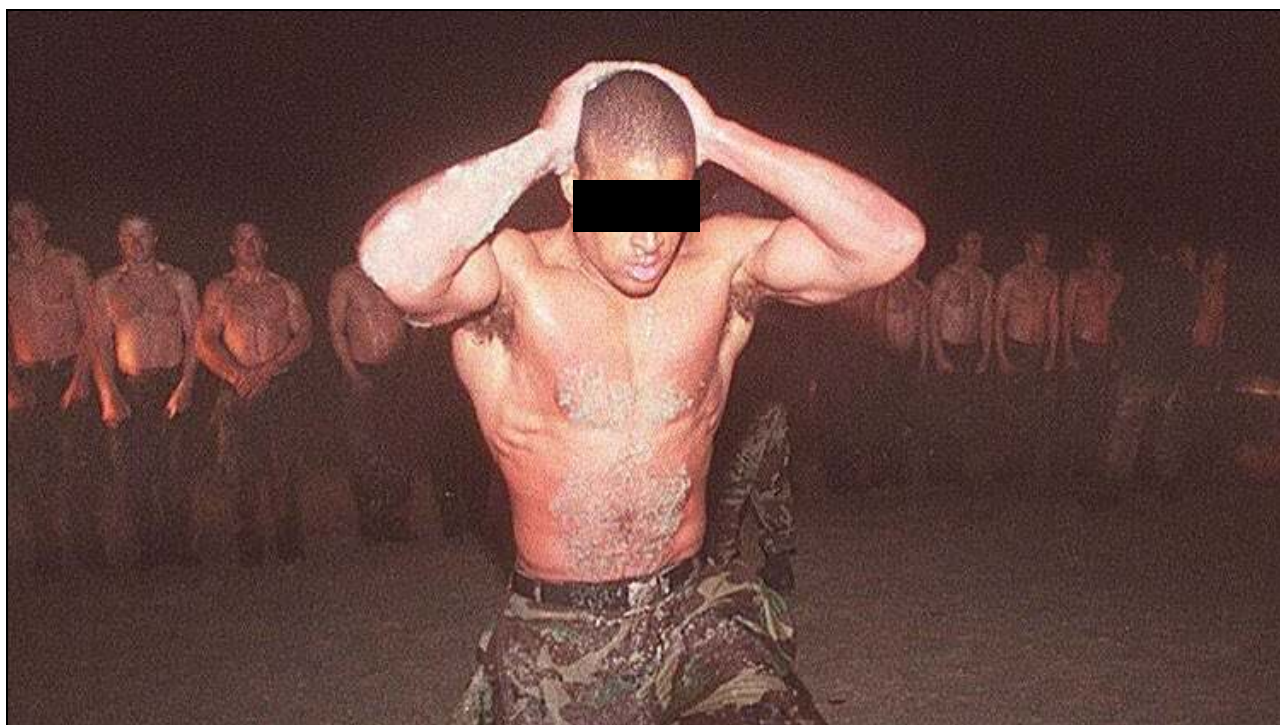
















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# The Anatomy of Elite Teams

Leverage culture to drive change  
Communicate a powerful vision  
Ethical on and off battlefield  
Maintain an elite mindset  
Inspire others to lead  
Courage in the face of adversity  
Maintain alignment on the vision

Believe in the mission  
Performance driven  
Hold themselves accountable  
Respect one another  
Participate at highest levels  
Shared sense of purpose  
Unwavering trust and loyalty

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## LEADERSHIP AT ALL LEVELS

*"We expect to lead and be led."* - Navy SEAL Ethos

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# Leadership in Winning Teams

Leadership VS Management	→	Vision and Execution
Decentralized Command	→	Top Down & Bottom Up
Empowered Team Members	→	Delegation & Silo Destruction
Planning VS Preparation	→	No Plan Survives First Contact
Values-based Leadership	→	Values Define the Behaviors
Extreme Ownership	→	Accountability From the Top

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## BUILDING A WINNING CULTURE

*"We train for war and fight to win." - Navy SEAL Ethos*

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# Culture of Adaptability

Building a Change Culture	→	Improving Trust
		Accountability for All
Preparing for the Change Battle	→	Communicating the Vision
		Planning the Mission
Winning the Change Fight	→	Buy-in & Participation
		Discipline & Resiliency

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# ACCOUNTABILITY

*"In the absence of orders I will take charge." - Navy SEAL Ethos*

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# Accountability for All

- Improves performance
- Drives ownership
- Inspires confidence
- Builds trust
- Improves efficiency & morale
- Measurable returns

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# TRUST

*"My integrity and honor are steadfast." - Navy SEAL Ethos*

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# Improving Trust

- Demonstrate trust
- Transparent communication
- Pass the word
- Consistency & follow-through
- Focused feedback
- Tackle challenges head on
- Lead by example

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*"We demand discipline. We expect innovation. My training is never complete." - Navy SEAL Ethos*

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NEW from Brent Gleeson

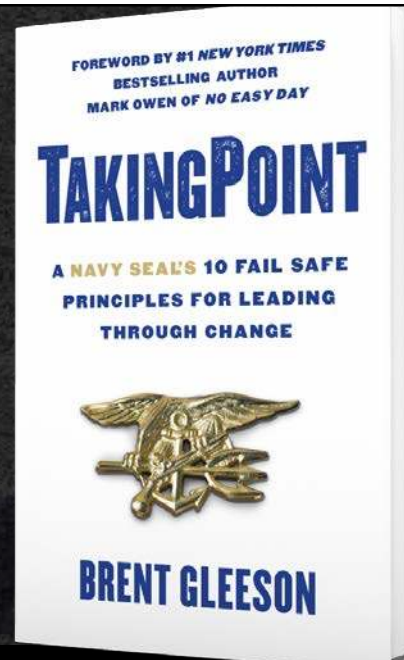
## ***TAKINGPOINT:***

***A NAVY SEAL'S 10 FAIL SAFE PRINCIPLES  
FOR LEADING THROUGH CHANGE***

Foreword by #1 New York Times Best Selling  
Author Mark Owen of *No Easy Day*

Release Date: February 20, 2018

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