



**"EVERY SINGLE PROBLEM YOU
FACE, IN BUSINESS AND IN LIFE IS
A LEADERSHIP PROBLEM"**

*Retired US Navy SEAL
Jocko Willink*

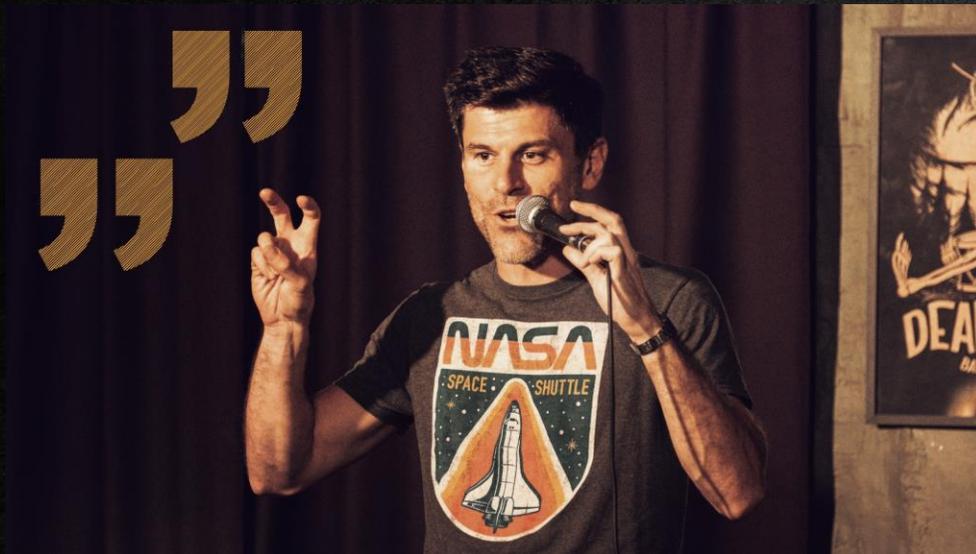
LOUIS ZEZERAN

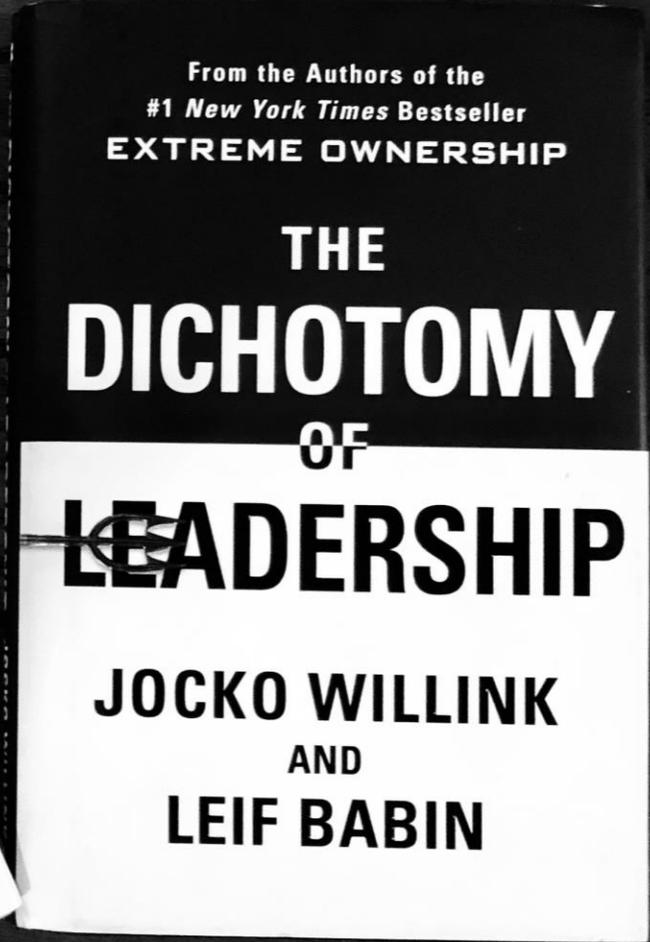
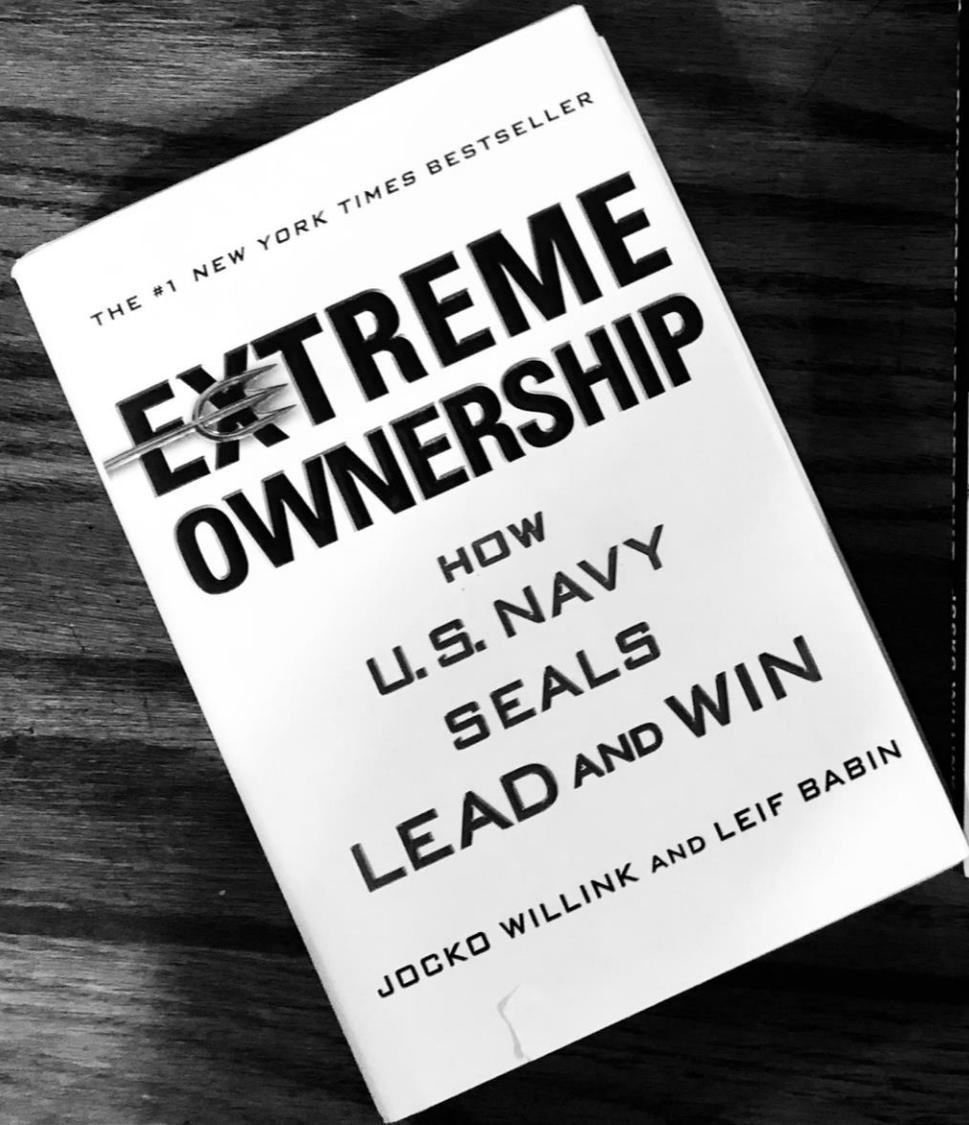


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LEADERSHIP IN ALL FORMS

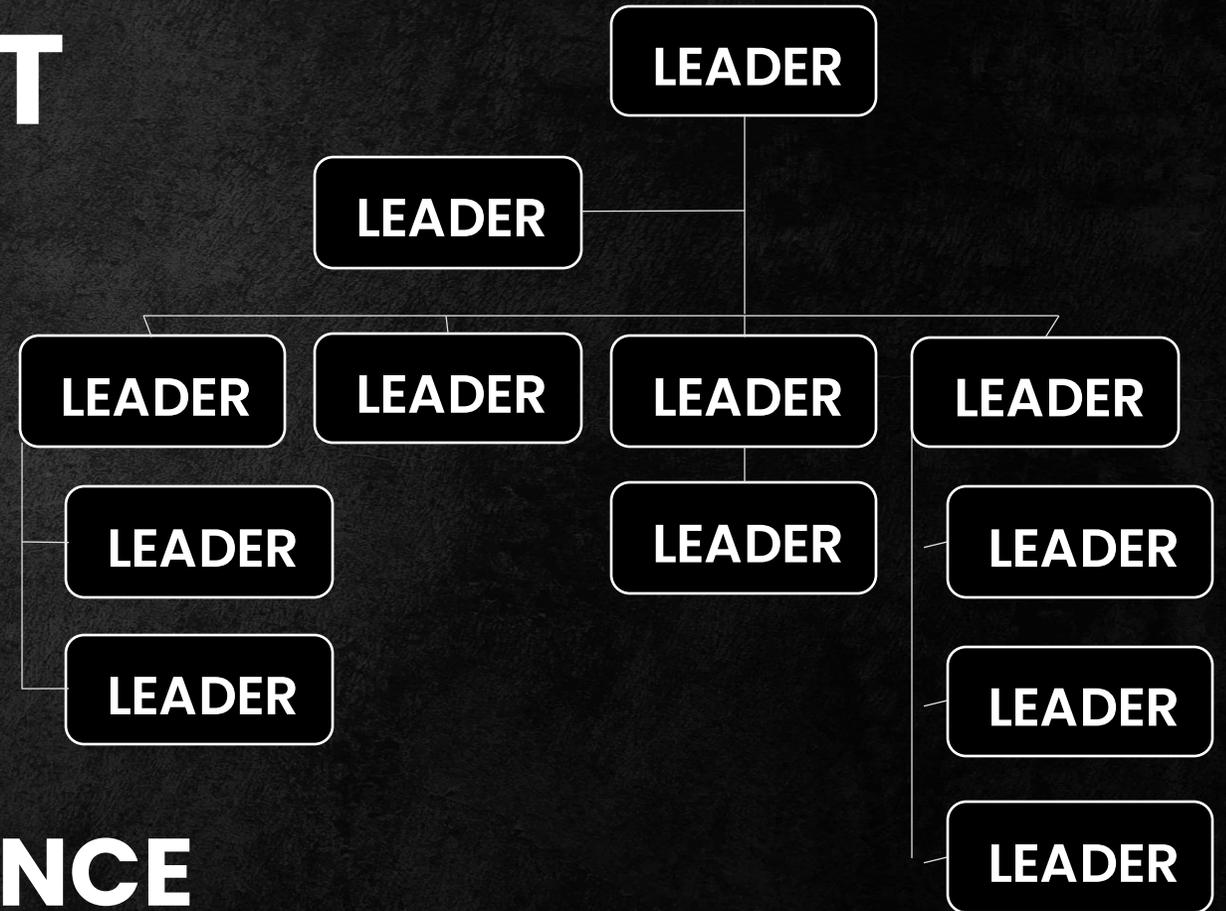


LEADERSHIP AT EVERY LEVEL

LEADER:

Any human being who interacts with other human beings

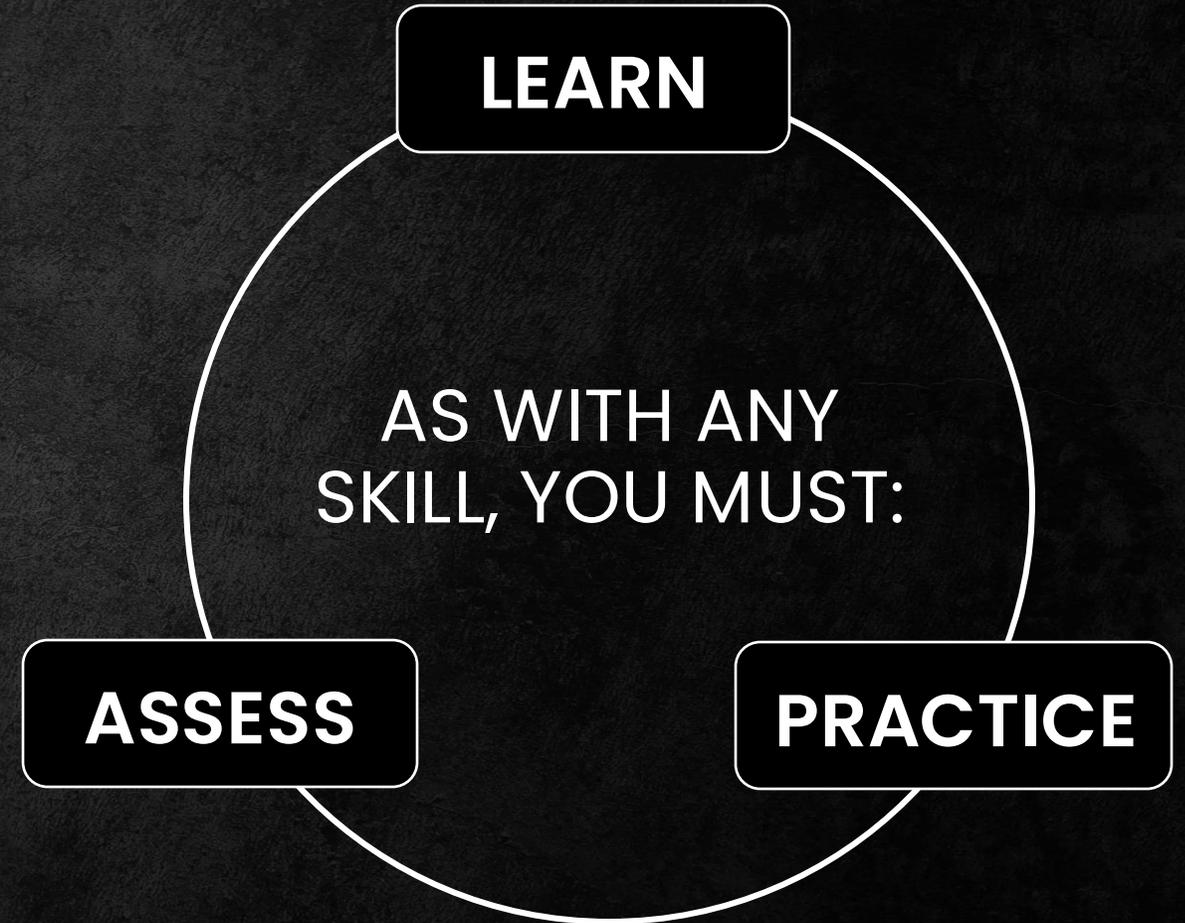
LEADERSHIP = INFLUENCE



LEADERSHIP IN EVERY CAPACITY



LEADERSHIP IS A SKILL





THE 4 LAWS OF COMBAT LEADERSHIP

1. Cover and Move
2. Simple
3. Prioritize and Execute
4. Decentralized Command

A DEEP LEVEL OF TEAMWORK

**IMPLEMENTATION TOOL:
BUILD RELATIONSHIPS
SUPPORT EVERYDAY**



SIMPLE



COMMUNICATIONS UNDERSTOOD

**IMPLEMENTATION TOOL:
USE A READBACK**



PRIORITIZE AND EXECUTE



**RELAX, LOOK AROUND &
MAKE A CALL**

**IMPLEMENTATION TOOL:
DETACHMENT**



DECENTRALIZED COMMAND



**EMPOWER YOUR TEAM
SO EVERYONE LEADS**

**IMPLEMENTATION TOOL:
EXPLAIN THE WHY**

4 LAWS READBACK

LAW

1. Cover & Move
2. Simple
3. Prioritize & Execute
3. Decentralized Command

WHY?

TOOL

1. Build relationships
2. Use a readback
3. Detach
4. Explain the why

TO WIN TIME



EXTREME OWNERSHIP



**NO EXCUSES,
NO ONE TO BLAME**

TENDENCY:

**MAKE EXCUSES, POINT FINGERS
OR CAST BLAME**

CONTROL OVER TIME

TIME = LIFE

4 LAWS OF COMBAT

1. Cover and Move
2. Simple
3. Prioritize and Execute
4. Decentralized Command

Extreme

Ownership

IT'S ON YOU, BUT IT'S NOT ABOUT YOU

FIND US:



**"OTHER THAN DEATH,
ALL FAILURE IS
PSYCHOLOGICAL"**

LEAD AND WIN!