



Leadership Principles

Give a Shit

- ★ People → Mission → Me
- ★ If you serve your team, they will produce for you
- ★ Leadership is forged through mutual respect
- ★ Know your people

Take Ownership

- ★ You are responsible for everything your team does or fails to do
- ★ You can delegate authority for tasks, but never responsibility for the outcome
- ★ Create a culture of accountability
- ★ Management requires face to face engagement

It's Not About You, It's About Your Team

- ★ Your leadership is measured by the performance of your team (however you choose to measure it), not by what you accomplish personally
- ★ Develop and empower your subordinate leaders to optimize your team

Have a Plan, but Remain Agile

- ★ Think critically about everything you do (action and impact on many levels)
- ★ Attempt to anticipate everything (plan for contingencies)
- ★ Expect your plan to change; don't be emotionally tied to the plan

Make Mistakes, but Don't Make the Same Mistake Twice

- ★ Train your team how to think, not what to think
- ★ If you don't take the time to reflect on your execution and remain open to constructive feedback, you're not growing and improving fast enough
- ★ Every event is an opportunity to learn- exploit it and grow as a leader and as a team