



WINGMAN LEADERSHIPSM

How to Build a Culture of Courage in Business and Life

- How can you instill a climate of **ownership** in your organization so that every person feels like they are **accountable** and responsible for its success?
- What tools can you employ to motivate the members of your organization to **focus on the mission** rather than themselves?
- How can you help create an organization where change and innovation are not met with fear, but embraced with **courage** and respected as a tool to beat the competition?

The key to building a high powered organization that encourages **innovative thinking, loyalty to the mission, effective communication**, and a relentless **commitment to excellence** lies with its leadership. In this high energy, multimedia workshop, Lt Col Rob "Waldo" Waldman highlights the difference between managing people, and *leading* them to be responsible, empowered and confident wingmen! What results is a more productive and efficient organization with superior morale that can rapidly overcome challenges in a competitive marketplace.

Waldo discusses proven leadership principals based on his experience as a graduate of the US Air Force Academy, as a seasoned Air Force officer and combat decorated fighter pilot, and experienced businessman. **Relentless self-discipline, passion for the mission, dedicated teamwork**, and a **commitment to excellence** are just a few key elements of this engaging and highly interactive seminar.

Following this **highly interactive and fun session**, audiences will learn peak performance leadership tools based on 4 key concepts:

- I. **Shared Vision**
 - a. Each and every wingman in your organization must know exactly what they are fighting for. They must be committed to the mission, and understand exactly how their unique role in the organization is essential to its success.
- II. **Values Based Culture**
 - a. Integrity, accountability, mutual respect, and teamwork must serve as the foundation for all relationships between employees, and with partners and clients as well.
- III. **Effective Communication**
 - a. Leaders listen aggressively and communicate their vision with passion. They promote open communication and connect with the heart and soul of their wingmen.
- IV. **Train to Win Mindset**
 - a. Successful leaders command *flawless preparation, not flawless execution*. They encourage their wingmen to expand their capabilities, and consistently reward high performers who take calculated risks and 'push the envelope' in order to grow.

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How to Build a Culture of Courage in Business and Life

Speaker: Lt Col Rob "Waldo" Waldman, Your Wingman[®]

MISSION DEBRIEF

KEY WingTips and Phrases

YOUR WINGMAN[®]: A Trusted Partner in Business and Life

PUSH IT UP![®] Add Power and Take Action. 100% Focus, Energy, & Commitment to Excellence.

WIN: WORK IT NOW!

FEAR: Focus Energy and Accept Responsibility

CHAIR FLY – Visualize and Mission Rehearse every business mission. Plan for contingencies.

CHECK SIX – Cross check your vulnerable position and monitor your wingmen's blind spots.

BREAK RIGHT! Accept and provide feedback to and from your wingmen. Take action.

MAYDAY, MAYDAY! The Wingman's call to action is "I need help!"

WINGGIVER - A wingman who encourages others to reach new heights in life.

"You're always on parade" – Gen George S. Patton

"Leadership is solving problems. The day soldiers stop bringing you their problems is the day they have either lost confidence that you can help or concluded you do not care."

Colin Powell

If you want them to work hard and endure hardship, you must work even harder and endure even greater hardship. They must see you sacrifice for them." Colin Powell

"Be an example in your duty and in your private life." Field Marshall Erwin Rommel.

"Work harder on yourself than you do on your job." Jim Rohn

"Lose Sight, Lose Fight!" U.S. Air Force

"Fear un-faced leads to doubt, and doubt robs us of our winning spirit" Waldo

"The More You Sweat in Peace, the Less You Bleed in Battle!" Waldo

"Prepare for the Worst, but Expect the Best." Waldo

"Survivors fly solo. Winners fly with wingmen." Waldo

"Think outside the cockpit." Waldo

"Wingmen Never Wing it!" Waldo

"Survivors focus on the competition. Winners focus on the customer." Waldo

MISSION OVERVIEW

- I. **WINGMAN ATTITUDE: “Attitude plus Action determines Altitude”**
 - a. **Push it up!** Always be committed to taking action and giving 100%. A passionate and enthusiastic mindset is the product of training, focus, & a commitment to excellence.
 - b. **Accountable** – *You Have the Aircraft!* You’re in charge of results.
 - c. **Courage** – Leadership is not about being fearless. It’s taking action despite fear. Leaders turn their *Fear into Focus* and have the courage to break the fear barrier.
 - d. **Fly to your strengths** – focus on what you’re good at and ‘outsource’ the rest.

- II. **VISION: “Beware of Distractions Disguised as Opportunities!”**
 - a. Keep focused on your long term target/objective and what you’re fighting for.
 - b. Share your vision - How do you see the world and your responsibilities?
 - c. Set expectations – let your wingmen know what to expect from you & be consistent.
 - d. How do your wingmen *see* you? Are you the same in and out of work?
 - e. Learn the vision of your wingmen – find out where *they* want to go and see the world through their eyes before asking them to commit to your vision.

- III. **VALUES: “They won’t care how much you know until they know how much you care”**
 - a. **Break Left!** – Monitor your wingmen. Will they listen to you when it really counts?
 - b. Core Values: *i. Integrity First ii. Service before Self iii. Commitment to Excellence*
 - c. Watch your “Over-G’s.” Small cracks in your ‘integrity airframe’ turn into big cracks.
 - d. Honor your word & admit when you’re wrong. Be willing to say “I don’t know.”
 - e. Value wingmen as people first, and as employees second. Make them feel worthy.
 - f. Your values will be tested. *Face the Brutal Truth* and know when to abort. It takes courage and empathy for those you serve to do the right thing.

- IV. **COMMUNICATION: “It’s not what you say or do, it’s what they perceive.”**
 - a. Listen – Your wingmen must come to you and ask for help when they need it. Be mindful of the questions you ask of your wingmen. They are listening.
 - b. **LBWA** – *Leadership by Walking Around*. Get out and connect with your troops.
 - c. Ask questions, be approachable, and let them hear the good *and* bad news from you.
 - d. Briefing – Set objectives, gather intelligence, assign roles, and contingency plan.
 - e. De-Brief – Follow-up and Follow-through. Pass on lessons learned to organization.

- V. **TRAIN TO WIN – “You Fight Like You Train!”**
 - a. **Chair Fly** – Mission Rehearse: Prepare to handle contingencies.
 - b. Sharpen your sword through Education, Technology, and Relationships.
 - c. Promote risk taking, creativity, and innovation...complacency kills relationships.
 - d. Who’s in your formation? Who are you spending time with outside of work. Nurture those relationships that lift you up and jettison those that drag you down.
 - e. Recognize and Reward your Top Gun Wingmen – They are your future leaders!

LEADERS NEVER FLY SOLOSM

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