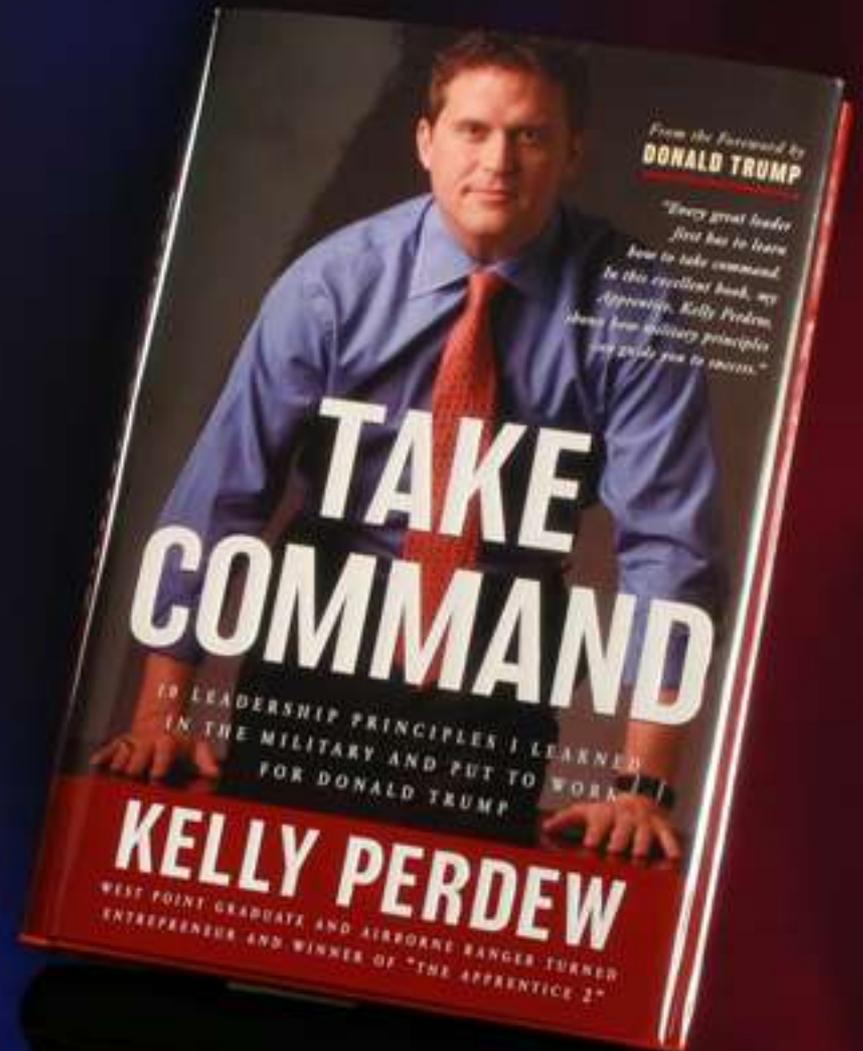


# TAKE COMMAND!

**10**

**Leadership Principles  
I Learned in  
the Military and Put to  
Work for Donald  
Trump**



# **Networking - Business Icons**

1. **Ross Perot.** Naval Academy, Founder/CEO – EDS, Presidential Candidate
2. **Jim Kimsey.** West Point, Founder/CEO – AOL, Philanthropist
3. **Marsha “Marty” Evans.** Navy, CEO – Girls Scouts/Red Cross
4. **Bill Coleman.** Air Force Academy, Founder/CEO – BEA Systems
5. **Pete Dawkins.** West Point, Heisman Trophy, Rhodes Scholar, Vice-Chairman Citigroup Private Banking
6. **Roger Staubach.** Naval Academy, Heisman Trophy, Dallas Cowboys, Founder/CEO - Staubach Company

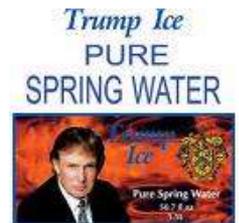
# 10 Leadership Principles

1. **Impeccability** – If it is worth doing, it is worth doing right.
2. **Planning** – Fail to plan, plan to fail.
3. **Passion** – Love what you do or do what you love.
4. **Duty** – Do what you're supposed to do, when you're supposed to do it.
5. **Perseverance** – It isn't the size of the dog in the fight, it's the size of the fight in the dog.
6. **Selfless Service** – Give back.
7. **Teamwork** – There is no "I" in TEAM.
8. **Loyalty** – Up, down and across the organization.
9. **Flexibility** – The person with the most varied responses wins.
10. **Integrity** – Take the harder right over the easier wrong.

# Impeccability

1. If something is worth doing, it is worth doing right
2. Raise the level of everyone's "game"
3. Set expectations!
4. Caveat: Diminishing returns – you have to make decisions with less than 100% info

Trump Branding = Quality Control = YOUR BRAND



*I find the harder I work, the more luck I seem to have.*

– Thomas Jefferson

# Planning

1. Identify the ultimate objective
2. Develop intermediate milestones and tasks
3. Monitor, measure and adjust your plan – it is a living document

**SOP, AAR, OPORD – Apprentice tasks are hard.**

*The reason most people never reach their goals is that they don't define them, or ever seriously consider them as believable or achievable. Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.*

– Denis Watley

# Passion

1. Your attitude is contagious
2. Define and understand success to YOU
3. Find out what makes the people who work for you passionate and match them

5<sup>th</sup> graders ask great questions.

*Only passions, great passions, can elevate the soul to great things. – Denis Diderot*

# 10 Leadership Principles

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# Questions and Contact

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