

LEAD.WIN.

LAWS OF COMBAT

COVER & MOVE

- TEAMWORK • BREAKING DOWN SILOS • IF THE TEAM FAILS, EVERYONE FAILS • **RELATIONSHIPS**

SIMPLE

- SIMPLIFY THE MISSION • COMMUNICATION: SIMPLE, CLEAR, CONCISE
- IF PEOPLE DON'T UNDERSTAND, THEY CAN'T EXECUTE • **REDFBACK**

PRIORITIZE & EXECUTE

- RELAX, LOOK AROUND, MAKE A CALL • EXECUTE HIGHEST IMPACT TASK • **DETACH**

DECENTRALIZED COMMAND

- EVERYONE LEADS • DON'T WAIT FOR ORDERS; LEAD
- TEAM MUST UNDERSTAND NOT JUST WHAT TO DO BUT **WHY**

MINDSETS FOR VICTORY

DEFAULT: AGGRESSIVE

- MAKE THINGS HAPPEN • MOVE FAST • SEIZE INITIATIVE
- MITIGATE RISK • **SOLVE PROBLEMS**

INNOVATE AND ADAPT

- NEW TACTICS EMERGE • TECHNOLOGY EVOLVES • EDUCATE YOURSELF
- **EMBRACE AND DRIVE CHANGE**

HUMILITY

- EGO IS THE NUMBER ONE KILLER IN BUSINESS & LIFE • **CHECK YOUR EGO**

DISCIPLINE EQUALS FREEDOM

- BEING DISCIPLINED WITH HIGH STANDARDS LEADS TO MORE FREEDOM • **SELF DISCIPLINE IS THE KEY**

EXTREME OWNERSHIP

- NO EXCUSES • NO BLAMING OTHERS • **OWN ALL PROBLEMS**

