

# LEADERS CREATING LEADERS

Building a **CERTAIN FORCE** in an uncertain world

## LEADERSHIP LESSONS FORGED IN BATTLE

**The Greatness of an organization is directly proportional to the greatness of its leaders.** It is rare for teams to rise above their leaders. So how do we grow organizations prepared to be successful through the complexities of today? The key is to develop their leaders.

An environment characterized by effective Small Unit Leaders actively pursuing mission success and solving complex problems at the lowest levels possible revolutionizes teams and builds unstoppable cultures.

**Strong Leaders create more leaders.** Creating and developing effective Small Unit Leaders transforms teams from passive followers into a network of active leaders. Active leaders that take ownership, ignite others, and solve complex problems at the lowest levels.



**JOE McNAMARA**

Former ground force commander and combat decorated U.S. Marine, Joe McNamara, helps unlock the full potential of your team by showing you the tactics, techniques, and procedures they used to turn passive followers into active leaders and cultivate winning cultures.

## THIS KEYNOTE SERVES LEADERS AND TEAMS WHO ARE:

- Facing uncertainty and volatility and in need of better leaders throughout the organization
- Looking for proven ways to drive desired outcomes on a consistent basis
- Seeking to build a culture that ignites and retains current talent and attracts future leaders

## THE AUDIENCE WILL LEAVE WITH:

- A proven leadership model that turns passive followers into active leaders
- Communication techniques that increase ownership at all levels and allows their junior leaders to drive winning results
- The confidence to face the unknown and achieve greatness



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The Leaders Creating Leaders Keynote ignites your leaders and challenges them with the mindset and tools needed to lead effectively. We help align decisions and actions to drive desired outcomes by introducing a leadership success profile across the following categories:

## ★ WHO LEADERS ARE

Become someone worth following. Great leaders align their actions to their values to drive consistent desired outcomes.

## ★ WHAT LEADERS DO

Great leaders create more leaders. By assessing competencies of high-performers, we drive an approach that turns passive followers into active leaders -empowering small unit leaders to lead at the lowest level possible.

## ★ HOW LEADERS BEHAVE

Behaviors drive culture. Great leaders set the example, hold themselves and others accountable to the standards, and demand excellence from their teammates.



*Our Fundamentals*  
ACCOUNTABILITY  
COMMUNICATION  
COMPETITION  
**DETAILS**  
MENTALITY



### CONNECT WITH US

(908) 642-7035

[info@ironleaderteam.com](mailto:info@ironleaderteam.com)

[ironleaderteam.com](http://ironleaderteam.com)

