

TRIPLE THREAT LEADERSHIP

A **PROVEN LEADERSHIP FRAMEWORK** TO BUILD INFLUENCE, LEAD WITH CLARITY AND SUSTAIN GROWTH.



Overview

As the pressure and complexity of today's world intensifies, reports show that 80% of business leaders feel unprepared for leadership roles. **Most teams expect leadership—but few actually train it at the levels necessary to win where it counts.**

Junior leaders are told to lead, managers are expected to drive culture, and senior leaders are left frustrated when standards fade and accountability slips.

We're not in a talent crisis—we're in a leadership crisis, and it's costing teams wins, culture, and consistency.

In this powerful keynote, former Marine Ground Force Commander, Joe Mac delivers a transformative concept that introduces the **Triple Threat Leadership** framework—developed to build aligned, pressure-tested teams with a focus on the 3 C's of **Character, Communicator, & Competitor**.

Built from experience leading units in combat and training elite performers around the globe, Joe Mac's Triple Threat system prioritizes clarity over uncertainty, creativity over status quo, and focused execution over perfect planning. Your team will have the confidence to move forward to win consistently, no matter the circumstances.



THIS EXPERIENCE SERVES LEADERS AND TEAMS WHO ARE:

- Facing uncertainty and volatility
- Looking for proven ways to drive desired outcomes on a consistent basis
- Seeking to build a culture that ignites current leaders, retains talent and attracts future leaders



THE AUDIENCE WILL LEAVE WITH:

- A proven model for leaders to own the standard, solve problems and seize opportunity
- Innovative strategies to turn communication into a weapon instead of a weakness
- The confidence to take initiative and drive better results every day