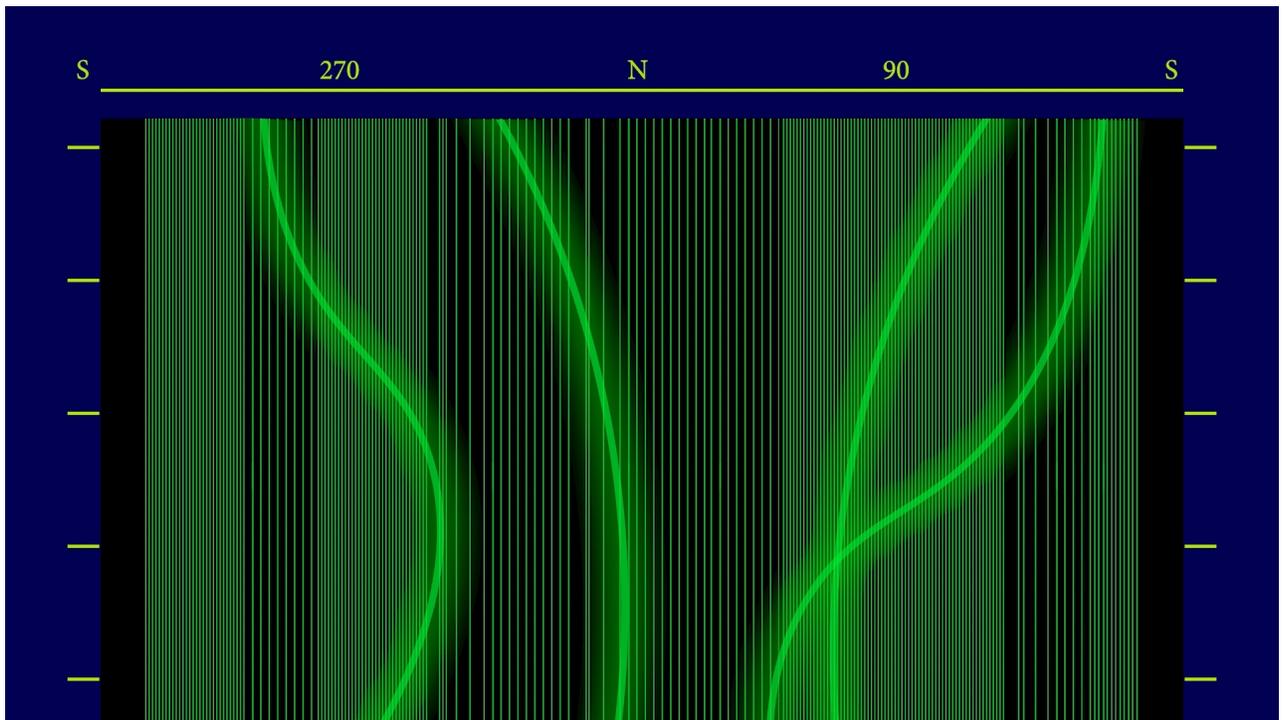
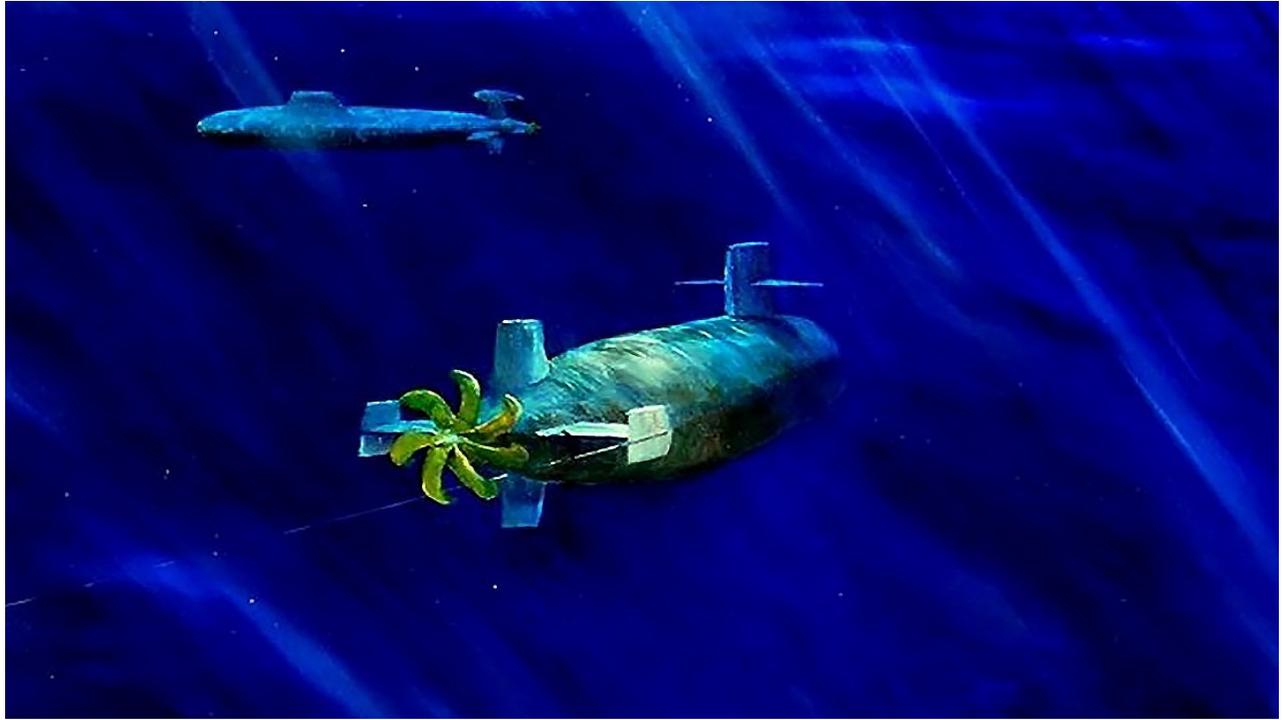


**“Either We All Come  
to the Surface or No  
One Does”**











**1**

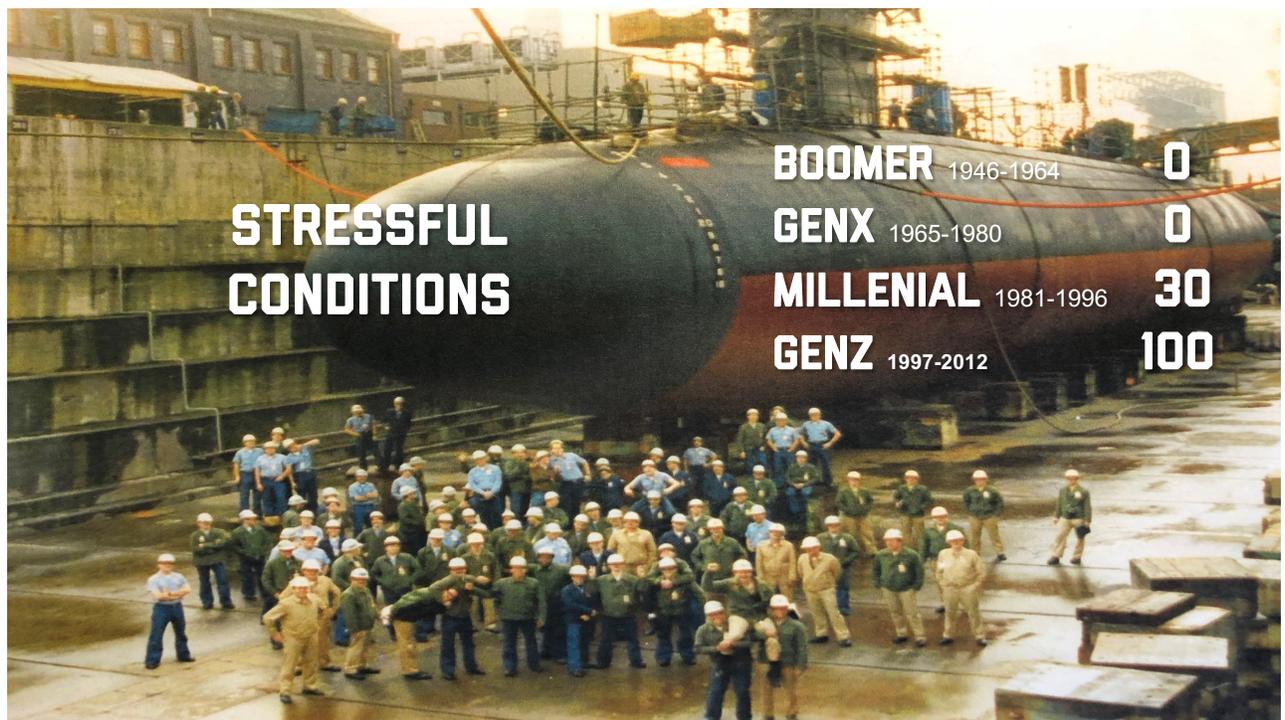
**MISSIONS  
IMPORTANT**

**2**

**MANAGING  
CHAOS**

**3**

**HIGH  
TURNOVER**



**STRESSFUL  
CONDITIONS**

**BOOMER** 1946-1964 **0**

**GENX** 1965-1980 **0**

**MILLENIAL** 1981-1996 **30**

**GENZ** 1997-2012 **100**

**EVERYONE IS  
A LEADER**



**#1**

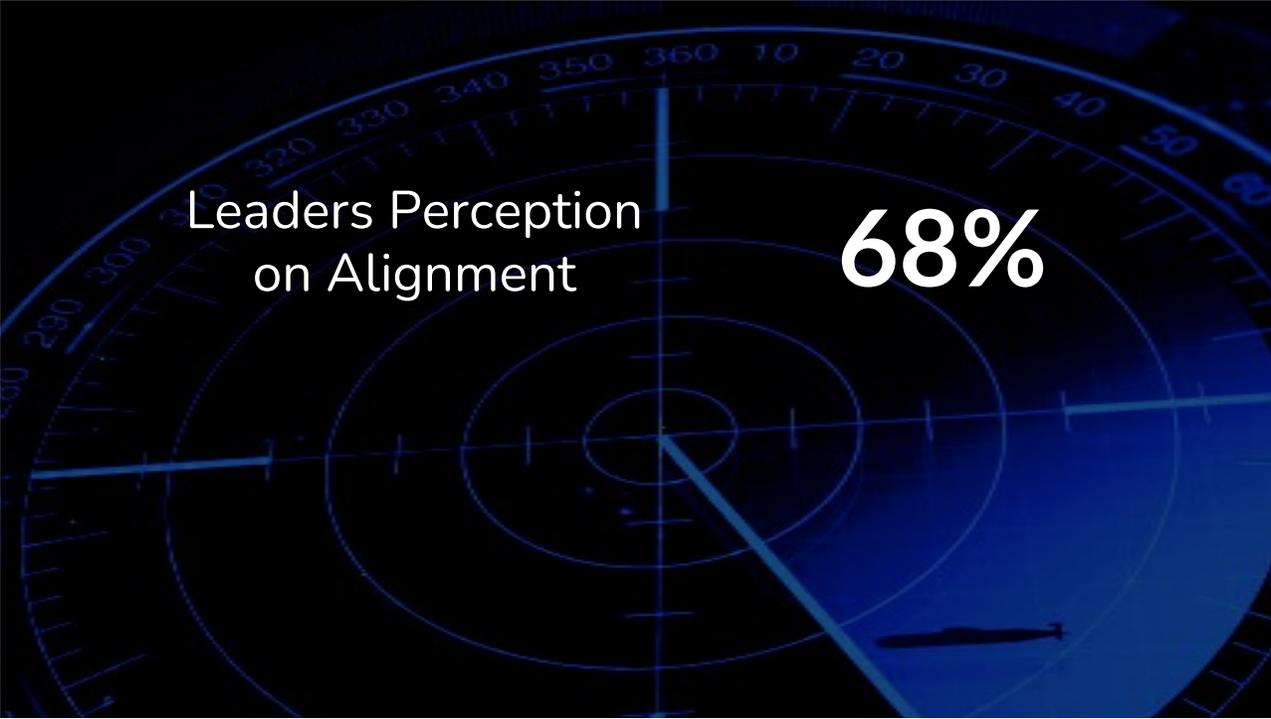
**CONNECT TO  
MISSION**





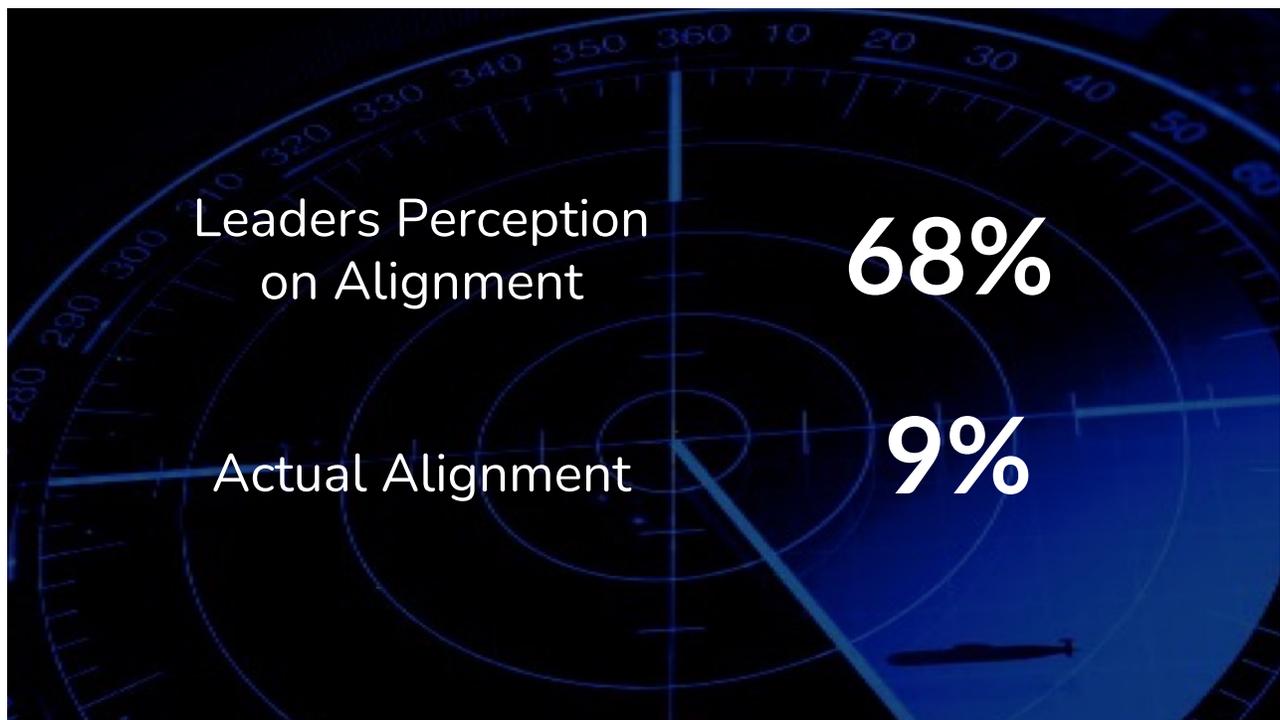
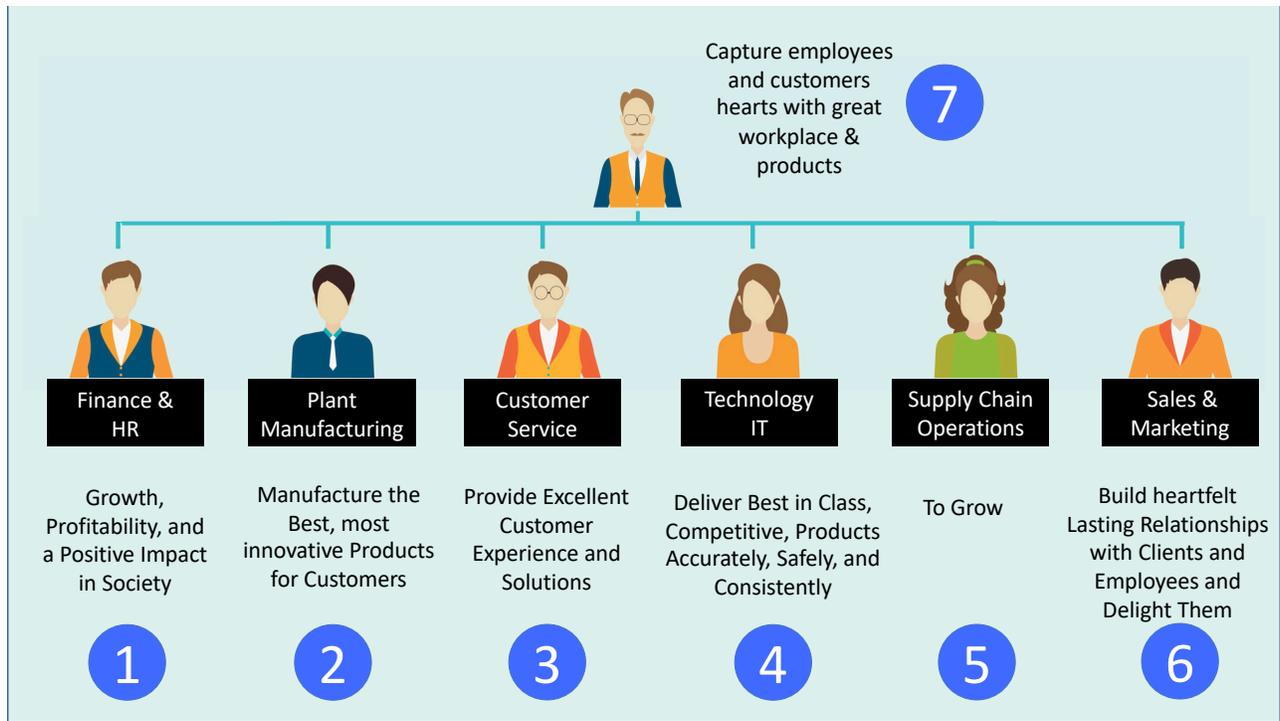
# MISSION

*We are dedicated to capturing the hearts of our customers by nurturing long-term relationships, using the most innovative technology, world class processes, and excellent customer service resulting in total satisfaction, the best quality, and the highest returns*



Leaders Perception  
on Alignment

**68%**







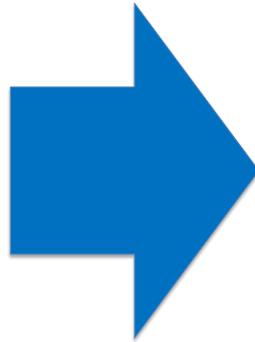
**"EVERYONE IS A LEADER"  
MINDSET**



**ENGAGED & FOCUSED**

## Initial

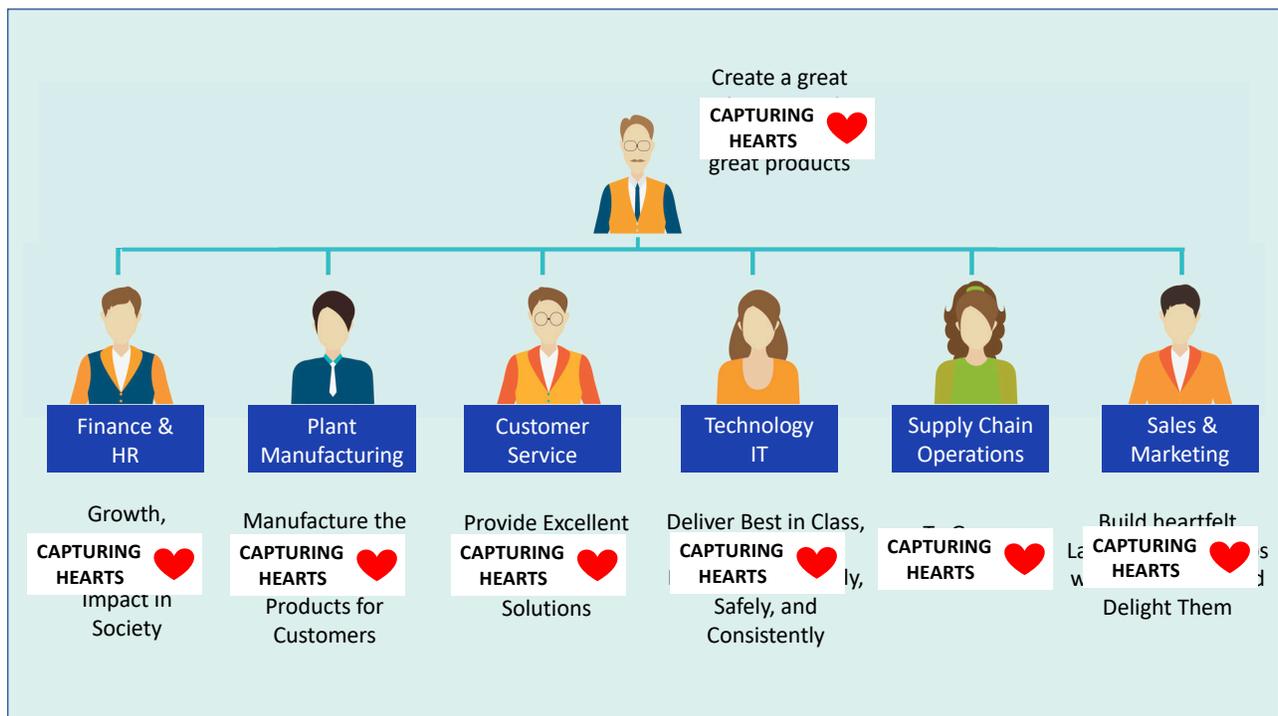
We are dedicated to **Capturing** the **Hearts** of our customers by nurturing long-term relationships, using the most innovative technology, world class processes, and excellent customer service resulting in total satisfaction, the best quality, and the highest returns



## Fast Attack



**Capturing  
Hearts**





# HUMAN BEINGS

- Crave Simple Meaningful Messages
- Belong to Something Bigger
- Excited When Make Difference & Recognized



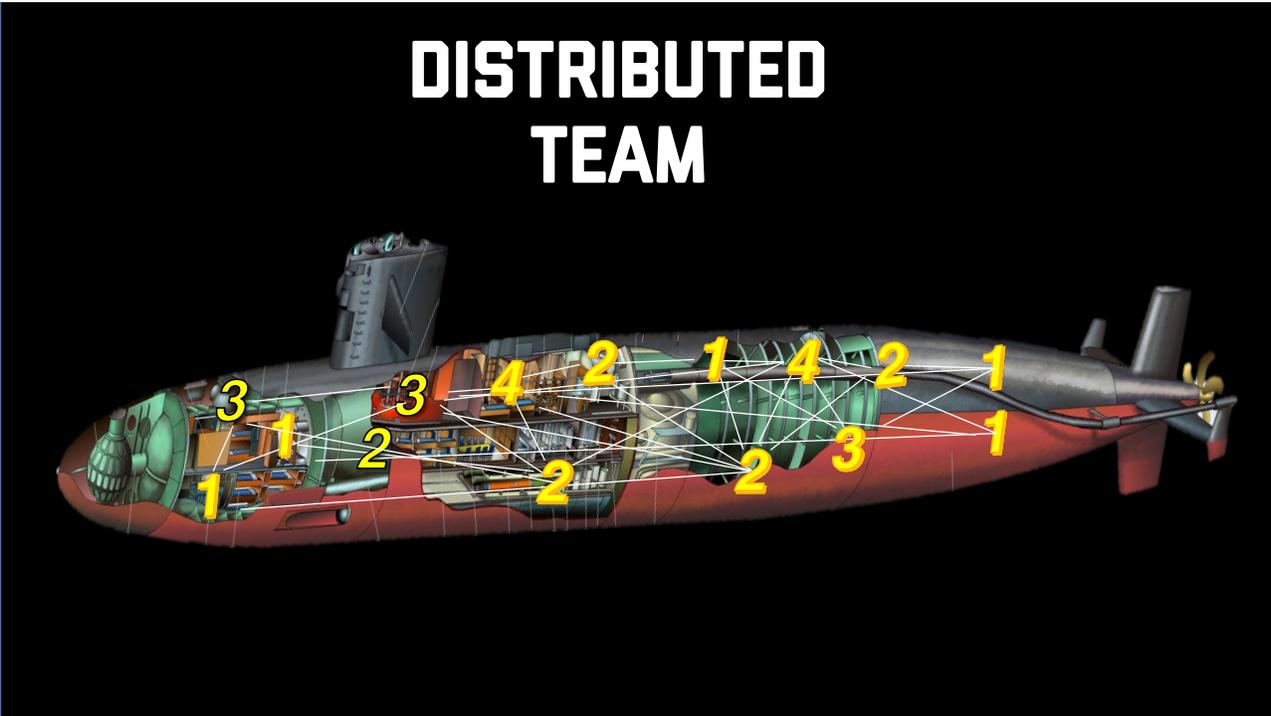
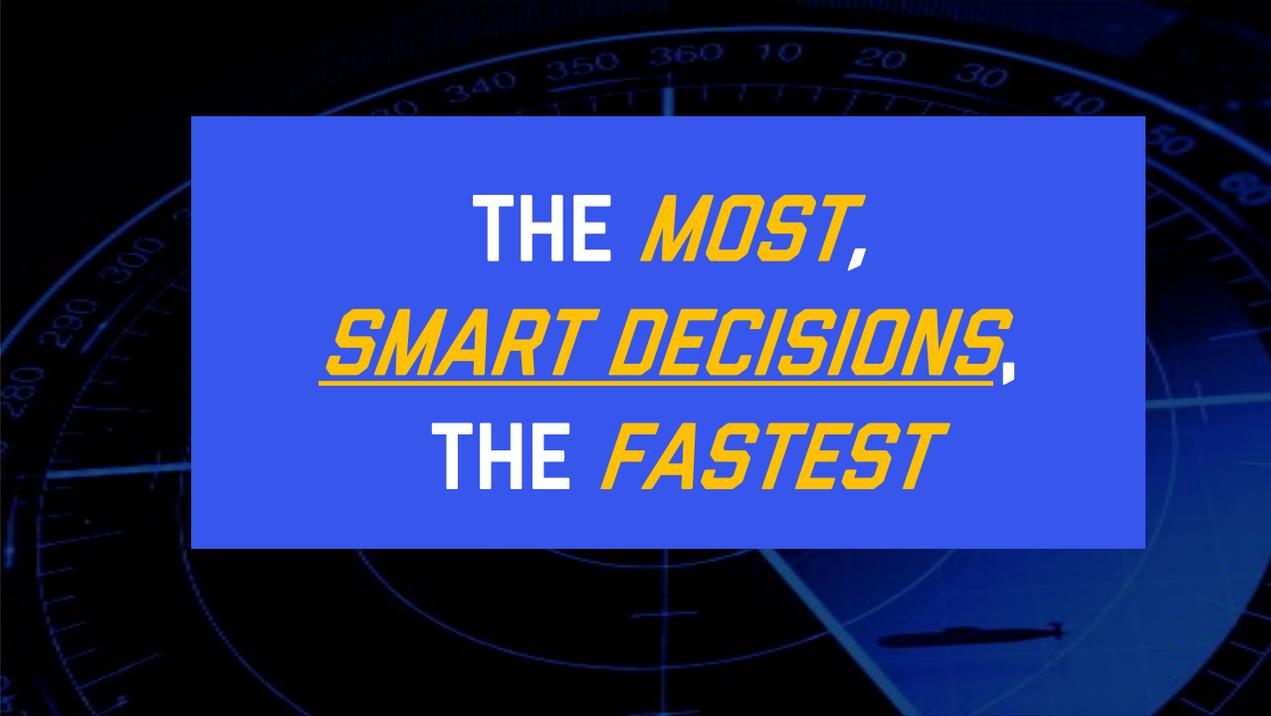
# FAST ATTACK LEADERSHIP



## 1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire





# Captain Daily Decisions

45% 60% **1** 01% 0% 35%





# *CHOICE* MANAGEMENT



Decisions are  
**65%**  
More Complex

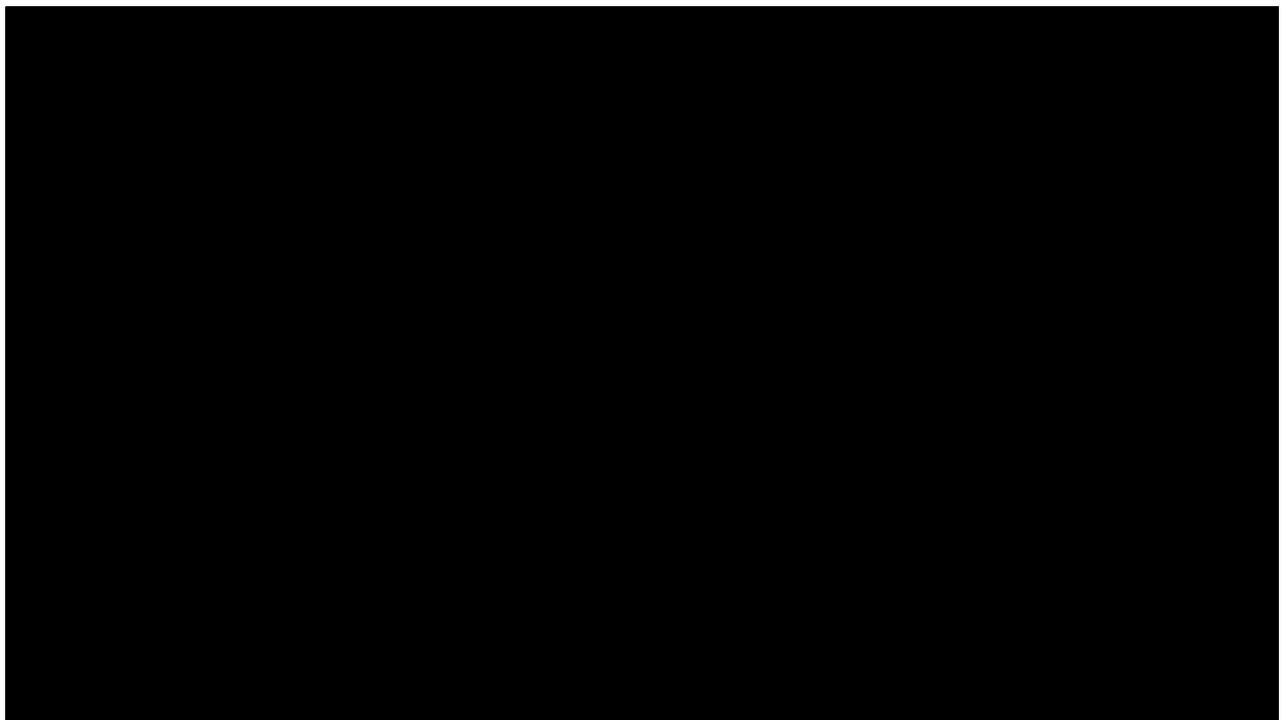
# MORE "DIMMER SWITCH" CHOICES

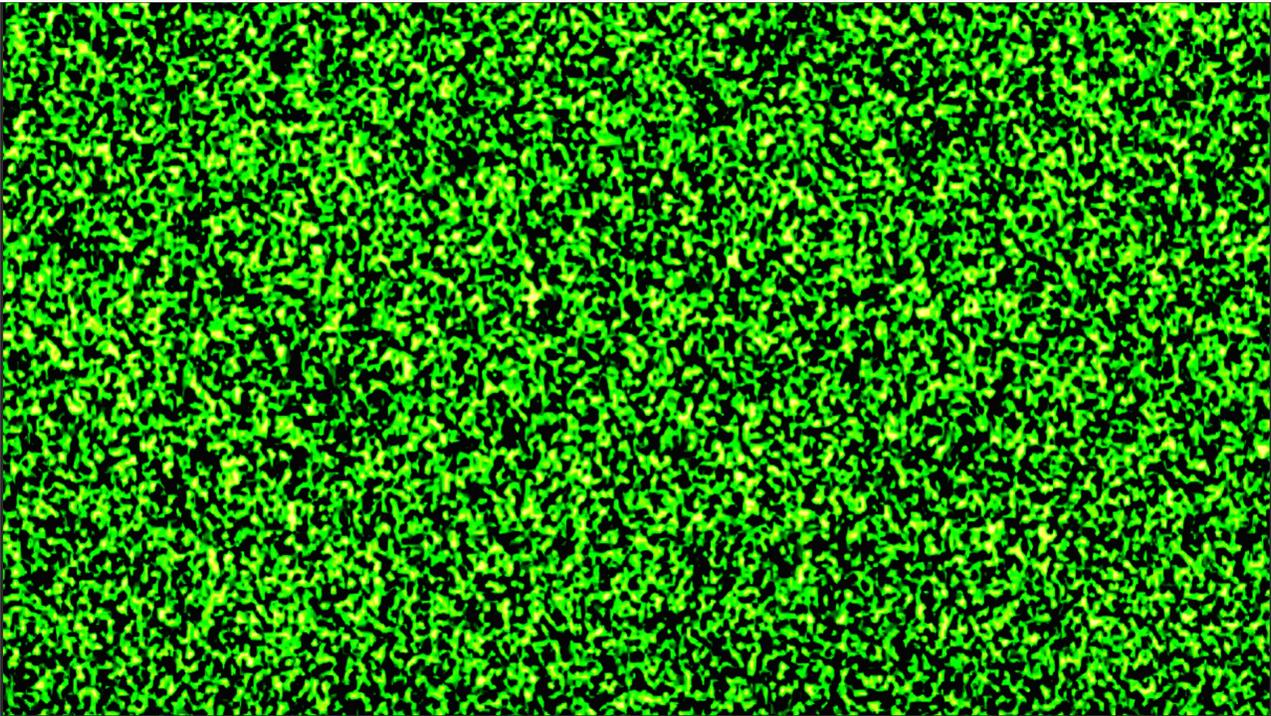
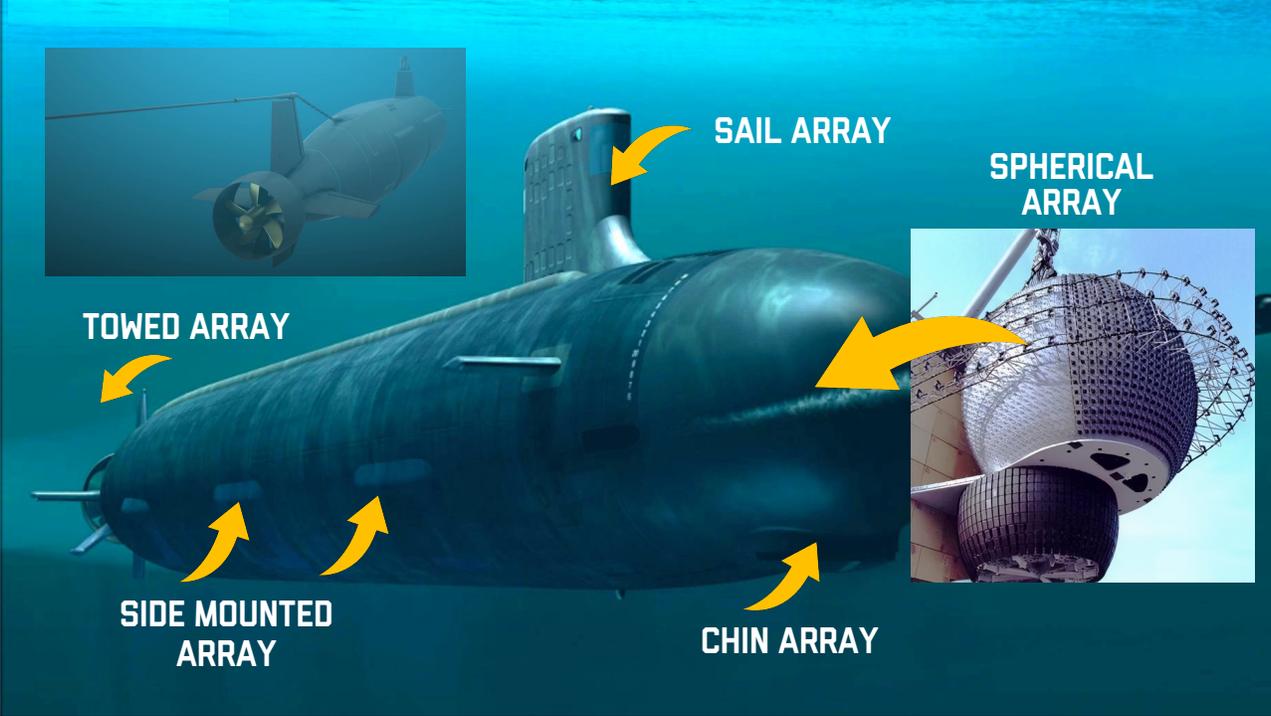
85% DECISION FATIGUE AND OVERLOAD

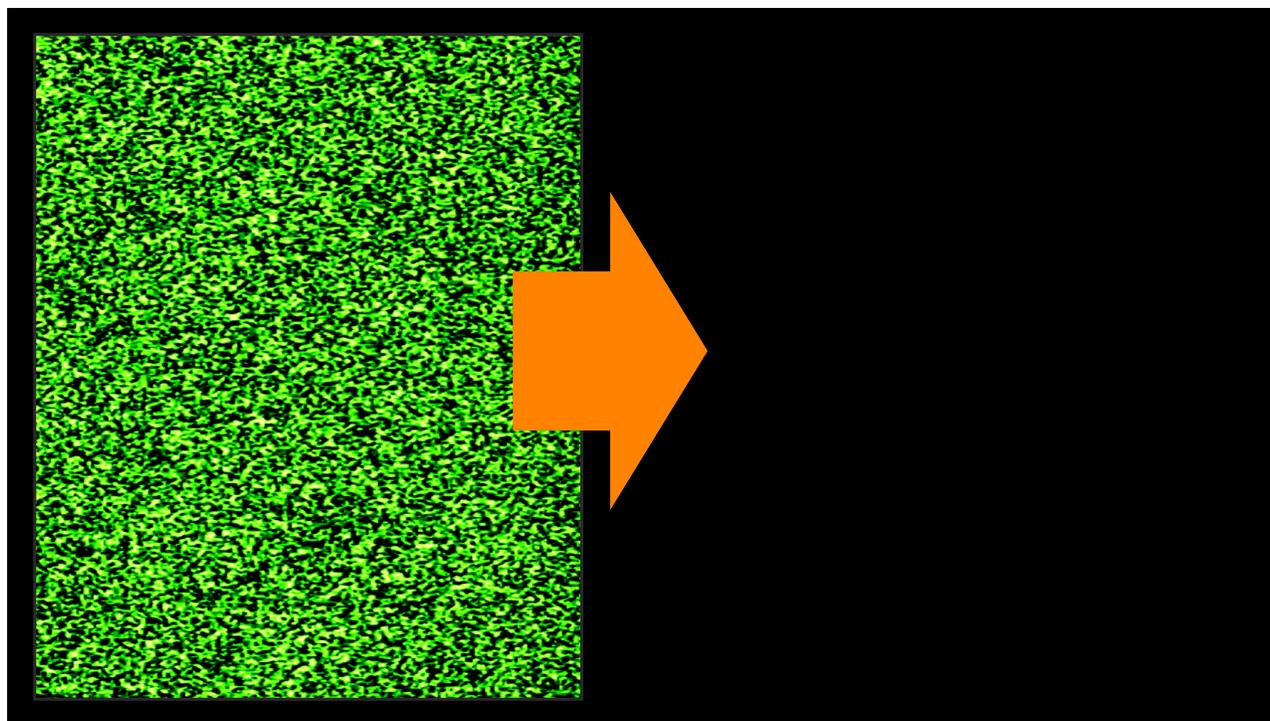
Yes or No

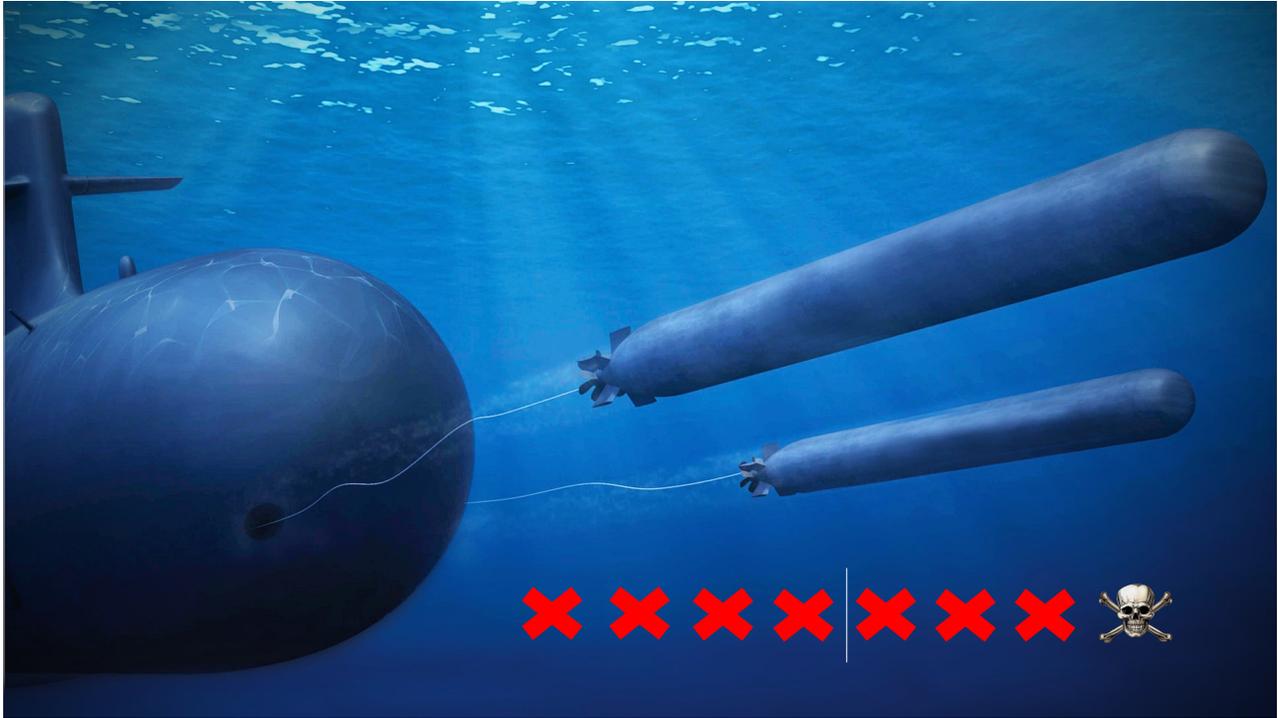


100 Choices









<b>TOP 3 TARGETS COMMON SCREEN</b>	Sales & Marketing Goals	Finance Goals
	Employee Experience Goals	Leadership Development Goals
	Administration Goals	Quality Goals

# FAST ATTACK LEADERSHIP



## 1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire

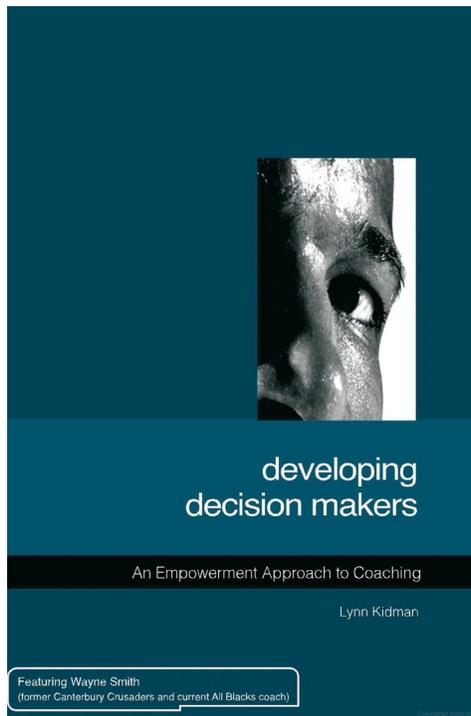
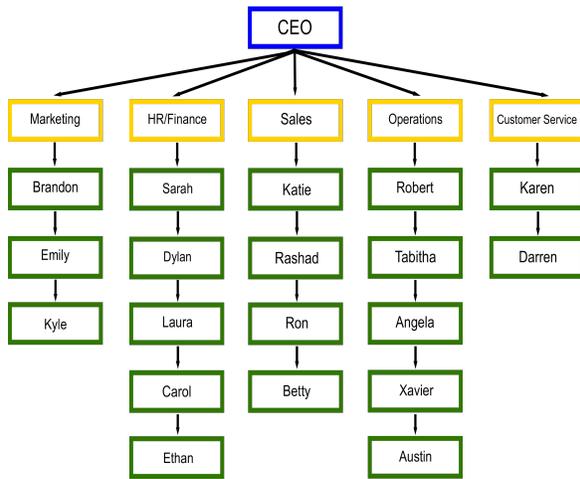


## 2. Take The Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct





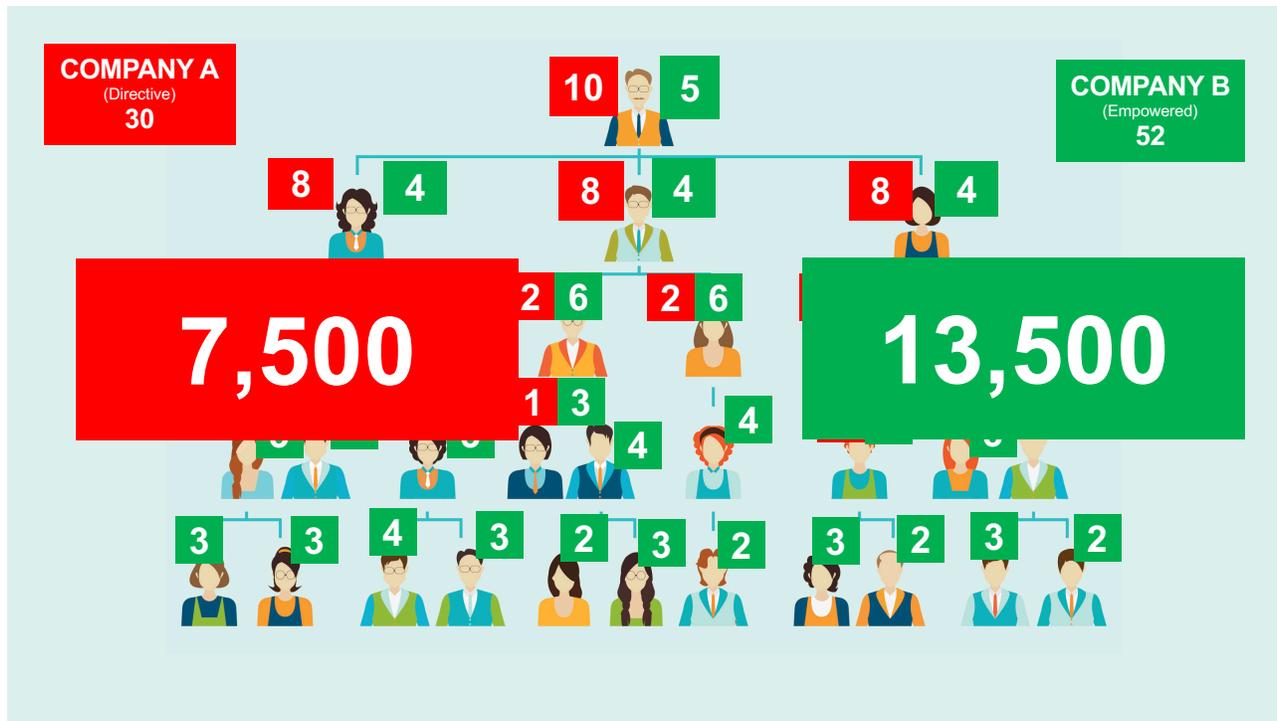


# *Guided Decision Making*



“When Your Values  
are clear, your  
decisions are easy”

Roy Disney



## Why Empower Jam Dives?

- 79% Engaged
- 67% More Effort
- 21% More Profitable

# FAST ATTACK LEADERSHIP



## 1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire



## 2. Take The Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct



## 3. Empower Jam Dives

- Ask a Question Back
- Clear on Top 5 Values



COMMANDER  
SUBMARINE GROUP 9

The Commander Submarine Group 9  
takes pleasure in commending  
Lieutenant (junior grade)  
MARC RICHARD KOEHLER  
United States Navy  
for service as set forth in the following

CITATION

"For outstanding performance of duty while attached to and serving in USS POGY (SSN 647) as Main Propulsion Assistant from May 1990 to May 1991. Lieutenant (junior grade) Koehler consistently performed his demanding duties in an exemplary and highly professional manner. Lieutenant (junior grade) Koehler's forceful leadership and superior technical knowledge contributed significantly to the successful completion of POGY's non-refueling overhaul. As Main Propulsion Assistant, his refreshing ideas, conscientious execution of all assigned tasks, and thirst for accomplishment were instrumental in the timely completion of Engineerroom Steaming, Hot and Cold Operations and the Criticality test program. Lieutenant (junior grade) Koehler's outstanding professional performance and total dedication to duty reflected great credit upon himself and were in keeping with the highest traditions of the United States Naval Service."

*L. R. Marsh*  
L. R. MARSH  
Rear Admiral, United States Navy





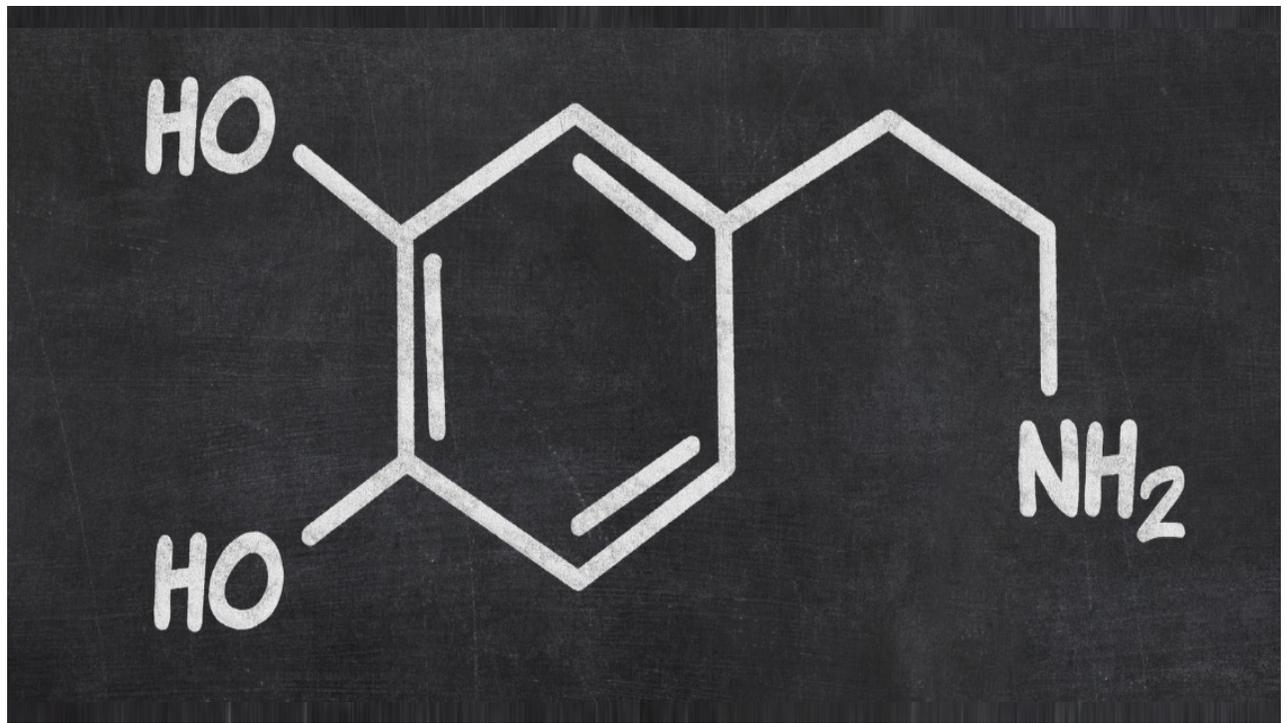
## Maslow's Hierarchy of Needs



<b>Self-actualization</b> desire to become the most that one can be
<b>Esteem</b> respect, self-esteem, status, recognition, strength, freedom
<b>Love and belonging</b> friendship, intimacy, family, sense of connection
<b>Safety needs</b> personal security, employment, resources, health, property
<b>Physiological needs</b> air, water, food, shelter, sleep, clothing, reproduction

# EMPLOYEES HIERARCHY OF NEEDS





**STRENGTHEN  
BELONGING &  
BEHAVIORS**



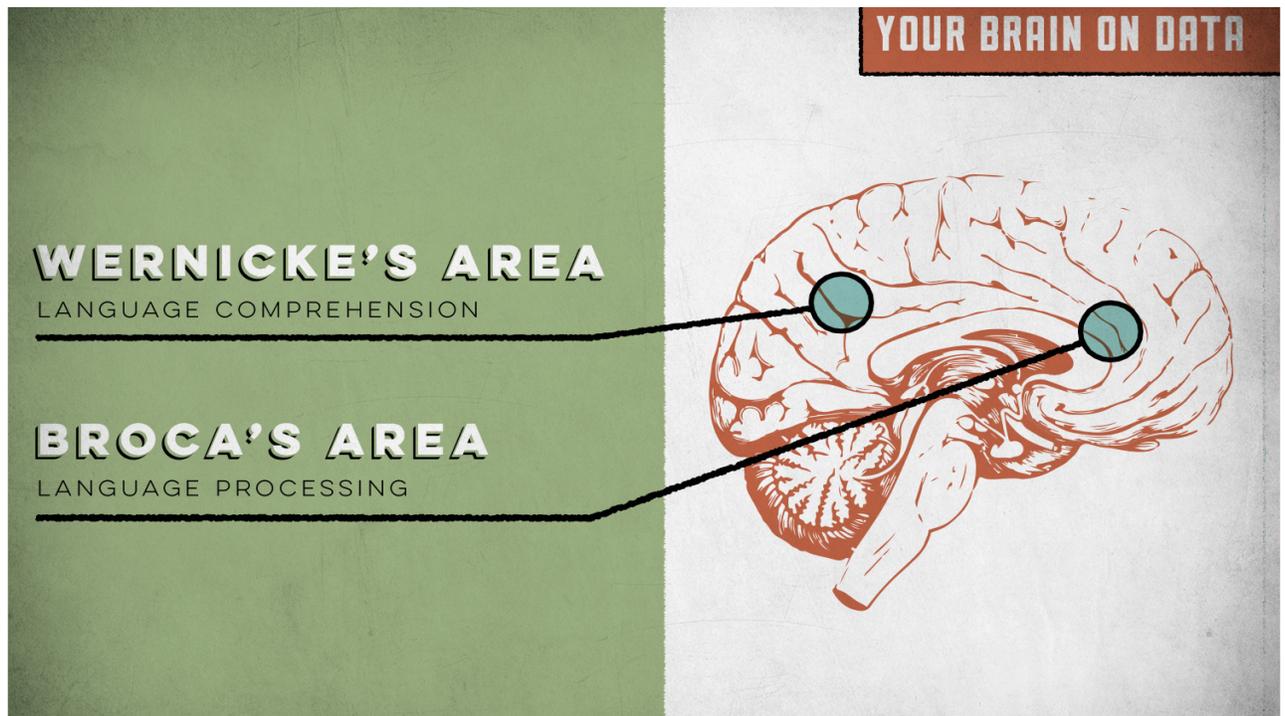
**92% Repeat**

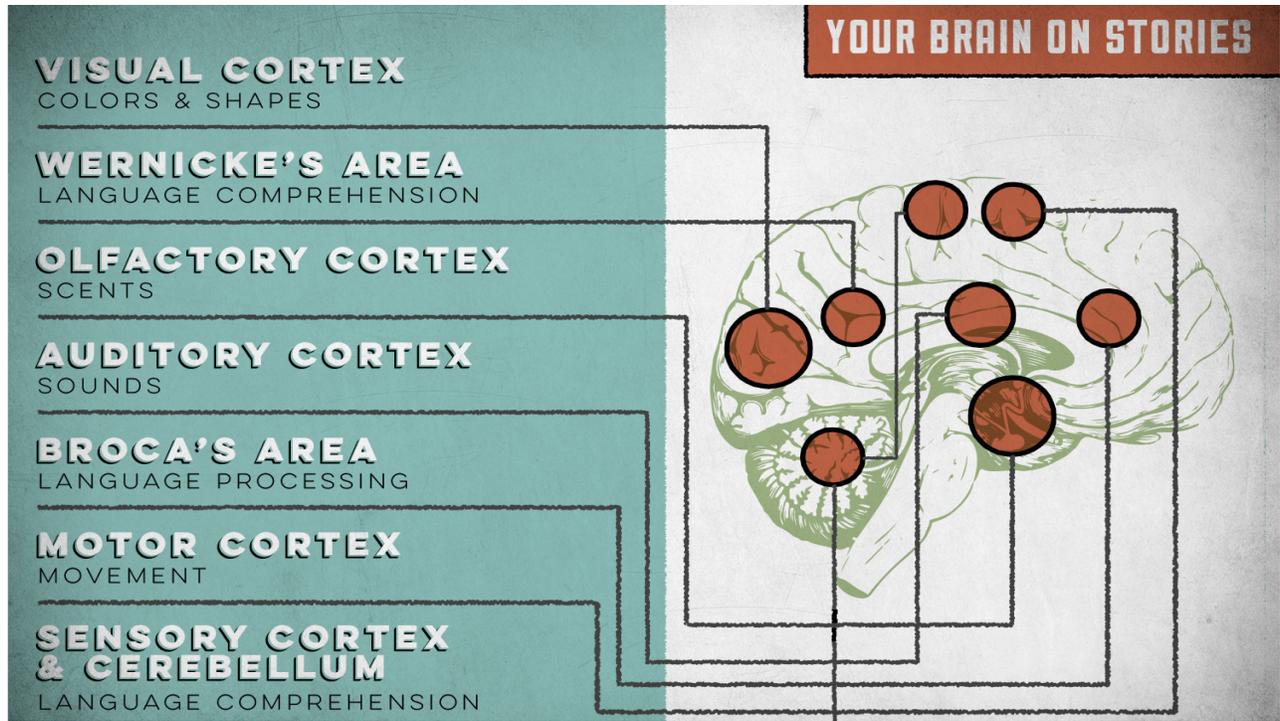
**RECOGNITION IMPACT ON ENGAGEMENT**





## STORYTELLING 101





## 4 PART STORYTELLING STRUCTURE

### HERO

I want to recognize Employee Name(s).

### CHALLENGE

Describe the challenge, problem, disruption or goal accomplished.

### ACTIONS

Describe specific actions. Use one of the Values in descriptions.

### OUTCOME

Describe the result/impact and why the world is a better place.



# 85%

## SIMPLE, VERBAL RECOGNITION

### FAST ATTACK LEADERSHIP



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- Everyone is a Leader
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- Connect the Wire



#### 2. Take The Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct



#### 3. Empower Jam Dives

- Ask a Question Back
- Clear on Top 5 Values



#### 4. Define Your Bravo Zulu

- 4 Part Storytelling
- Praise in front of others





**#5**

**STEADY AS SHE GOES**

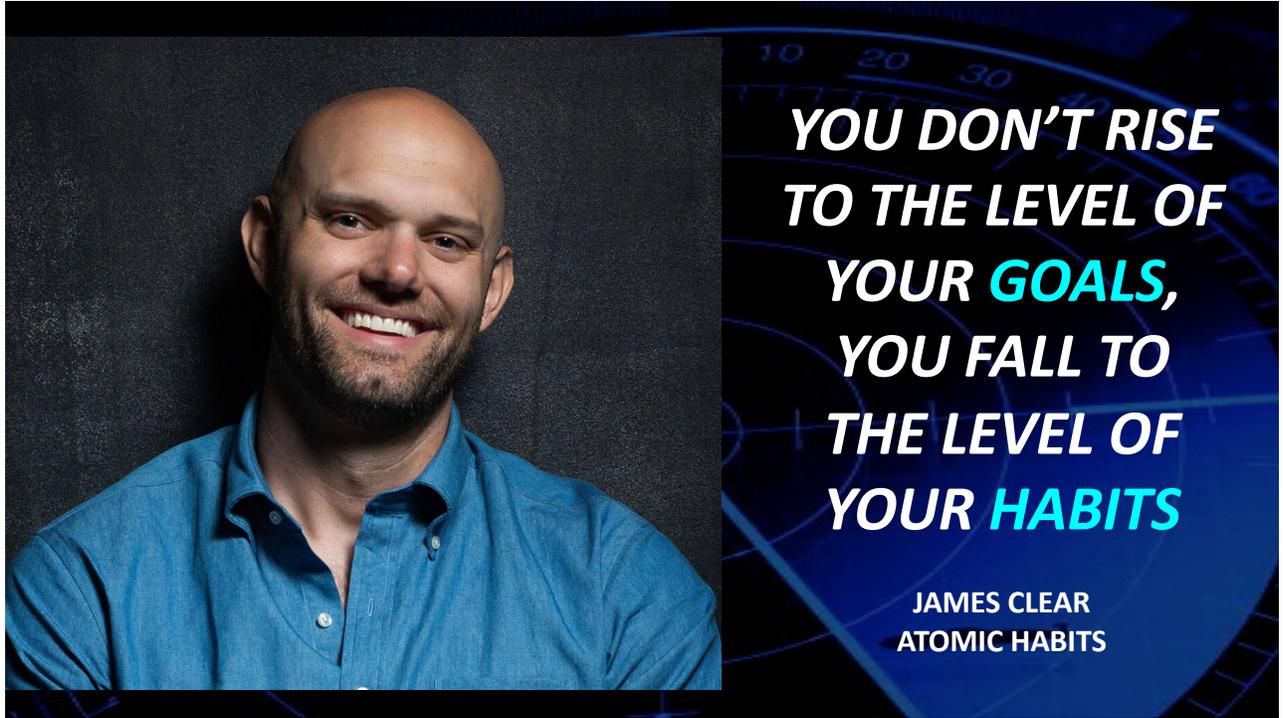


**89%**

*Communicating Well Extremely Important*

**9%**

*My Leader Communicates Well*



**YOU DON'T RISE  
TO THE LEVEL OF  
YOUR GOALS,  
YOU FALL TO  
THE LEVEL OF  
YOUR HABITS**

**JAMES CLEAR  
ATOMIC HABITS**



# DAILY HABIT

- Leadership Development
- 40-70 Decision Making
- Build Culture



## #1 Leadership Activity to Develop Strong Relationships?

### One Meaningful Conversation Weekly

- Goals & Priorities
- Collaboration
- Recognition



## 3 Communication Habits

- Daily (15 min)
- Weekly (1 HR)
- 1on1 Monthly (30 min)

*“Great Habits are like  
Submarines, they  
Run Silent & Deep”*

# FAST ATTACK LEADERSHIP



## 1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire



## 4. Define Your Bravo Zulu

- 4 Part Storytelling
- Praise in front of others



## 2. Take The Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct



## 5. Steady as She Goes

- Daily 15 Stand-Up
- Weekly 1HR Leadership
- Monthly 1on1

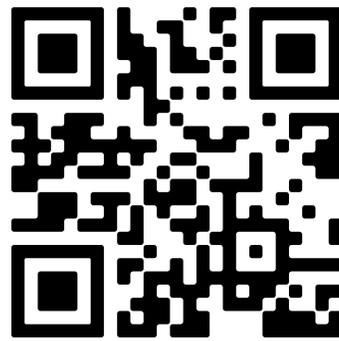


## 3. Empower Jam Dives

- Ask a Question Back
- Clear on Top 5 Values



**DOWNLOAD  
RESOURCES  
& MORE**

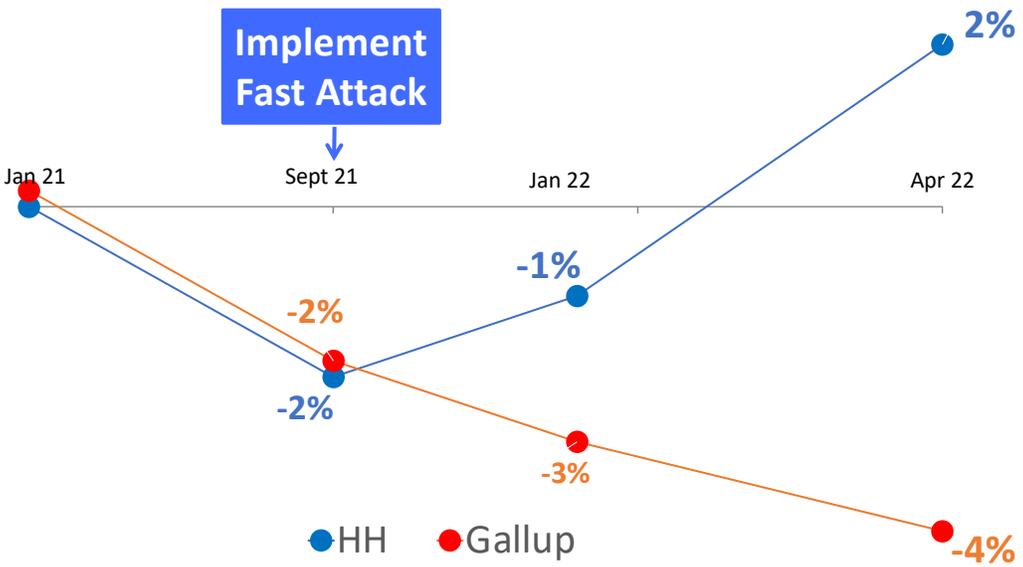


**Scan Me**





# EMPLOYEE ENGAGEMENT



# E3 LEADERSHIP CHALLENGE

Engage Empower Encourage



# FAST ATTACK LEADERSHIP

