

LEAD.WIN.

LAWS OF COMBAT

COVER AND MOVE

TEAMWORK | NO SILOS | IF YOUR TEAM FAILS, EVERYBODY FAILS

SIMPLE

SIMPLIFY THE MISSION | COMMUNICATION: SIMPLE, CLEAR, CONCISE

PRIORITIZE AND EXECUTE

DETACH | RELAX, LOOK AROUND, MAKE A CALL

DECENTRALIZED COMMAND

EVERYONE LEADS | TEAM UNDERSTANDS WHAT TO DO AND WHY
DON'T WAIT FOR ORDERS, LEAD

MINDSETS FOR VICTORY

EXTREME OWNERSHIP

NO EXCUSES | NO BLAMING OTHERS | OWN ALL PROBLEMS

DEFAULT: ACTION

MAKE THINGS HAPPEN | MOVE FAST | SEIZE INITIATIVE
MITIGATE RISK | SOLVE PROBLEMS

INNOVATE AND ADAPT

NEW TACTICS EMERGE | TECHNOLOGY EVOLVES | EDUCATE YOURSELF

HUMILITY

CHECK YOUR EGO | EGO IS THE NUMBER ONE KILLER IN BUSINESS AND IN LIFE

DISCIPLINE EQUALS FREEDOM

BEING DISCIPLINED WITH HIGH STANDARDS LEADS TO MORE FREEDOM:
FLEXIBILITY, AGILITY, AND SPEED OF ACTION.

