

A RETIRED NAVY SEAL COMMANDER'S 12 RULES FOR LEADERS

1. Lead, but be ready to follow.

It is sometimes necessary to **set aside ego** and consider subordinates' insight.



2. Be aggressive, but not overbearing.

Have a powerful presence and **don't tolerate laziness**, though ensure your team is comfortable approaching you.



3. Be calm, but not robotic.

People **lose respect** for leaders who **lack control** of their emotions, yet grow closer when leaders display anger, sadness, and frustration when appropriate.



4. Be confident, but never cocky.

Confident leaders inspire confidence in their team. Cocky leaders become dangerously complacent and arrogant.



5. Be brave, but not foolhardy.

Great leaders don't waste time excessively contemplating a decision, yet **work to mitigate risk** before issuing an order.



6. Have a competitive spirit, but be a gracious loser.

It's necessary to **drive your team to victory**, while still taking ownership of failure.



7. Be attentive to details, but not obsessed with them.

Great leaders **determine what needs monitoring** without losing track of the bigger picture.



8. Be strong, but have endurance.

Leaders need to push themselves and their teams, but **know their physical and mental limits**.



9. Be humble, but not passive.

The best leaders **keep their egos in check**, but stand up for their team when an order threatens their success.



10. Be close to subordinates, but not too close.

Effective leaders **know what motivates each team member and develop kinship**, without playing favorites or tolerating casual disrespect.



11. Exercise 'Extreme Ownership,' but employ 'Decentralized Command.'

The best leaders **take responsibility** for all of their team's actions, yet **avoid micromanagement** by trusting their team.



12. Have nothing to prove, but everything to prove.

The team knows that the leader is the de facto person in charge, but the leader **must establish trust and confidence** in every team member.

