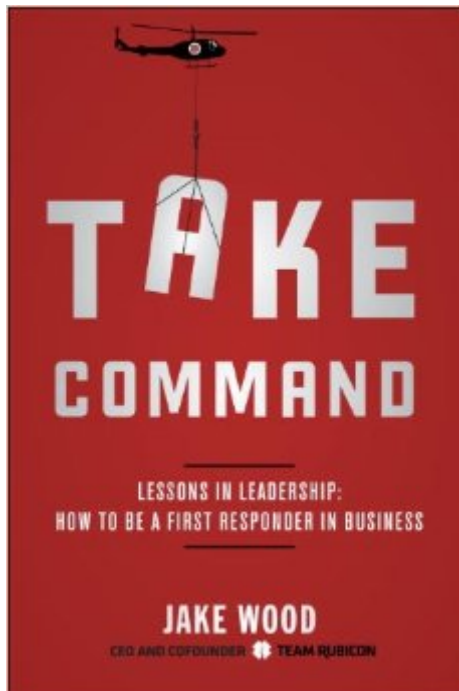


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# Take Command: Lessons In Leadership: How To Be A First Responder In Business



## Synopsis

What do elite members of the military, first responders in the disaster zone, and high-performing leaders in fast-paced, high-pressure, modern day organizations have in common? The ability to have clarity of mind and purpose when surrounded by chaos. To operate at peak performance under risk. To be able to see clearly when others are blinded by fear, and act when others are paralyzed. To craft plans even with incomplete information, then execute those plans decisively – while still being nimble and adaptable enough to iterate as the terrain changes. To deliver in the clutch. To build teams with high impact, and then inspire those teams to follow you into the fire. In this groundbreaking book on high-stakes leadership, Co-founder and CEO of Team Rubicon and former Marine Sniper Jake Wood, shows how to apply hard-learned lessons in leadership and teamwork from the battlefield and disaster zone to your professional life. While most of our jobs don't involve leading a tour of Marines through an ambush, or rushing into a relief zone just decimated by a hurricane, in today's fast-paced, hyper-competitive business environment, we are ALL on the front lines. And in an entrepreneurially-minded world where technology is constantly reinventing how we work, global competition is fierce, and industries are being disrupted overnight, success requires a new kind of leadership. This book is about how to become the kind of leader who gets results when the stakes are at their highest – how to Take Command.

## Book Information

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## Customer Reviews

Author Jake Wood has turned his experience as a Marine sniper in the Iraq and Afghanistan wars

into a management book that tells readers how to apply military leadership principles to their work in business. After he left military service, Mr. Wood and fellow veteran William McNulty formed a non-profit organization, Team Rubicon, which provides emergency relief to regions hit by natural disasters, such as the 2010 earthquake in Haiti, or Hurricane Sandy. Their experiences building and running Team Rubicon as well as Mr. Wood's experience as a sniper inform his perspective on leadership. Take Command is organized into eight "lessons" in four sections: Prepare, Analyze, Decide, and Act. Each chapter, or lesson, introduces a principle and provides examples from either Mr. Wood's military experience or Team Rubicon to illustrate it. The lessons themselves aren't original: build a high-impact team, maintain transparency, demand accountability, prioritize goals, gather information, understand and accept your risks, don't wait until you have 100% of the information you need (i.e., you can move forward with 80%), overcome set-backs. Mr. Wood concludes with advice to be relentless in executing your plans. I can't quibble with the principles outlined here; in fact, I found Mr. Wood's discussion of the 80% solution particularly compelling. His military experience certainly informed his work at Team Rubicon, which deploys veterans and medical personnel into potentially dangerous situations to provide emergency relief and medical aid. However, I don't think Take Command connects these experiences closely enough to most business environments. The promise of this book is that we can apply the principles learned in the military to real life business challenges, but because Mr.

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