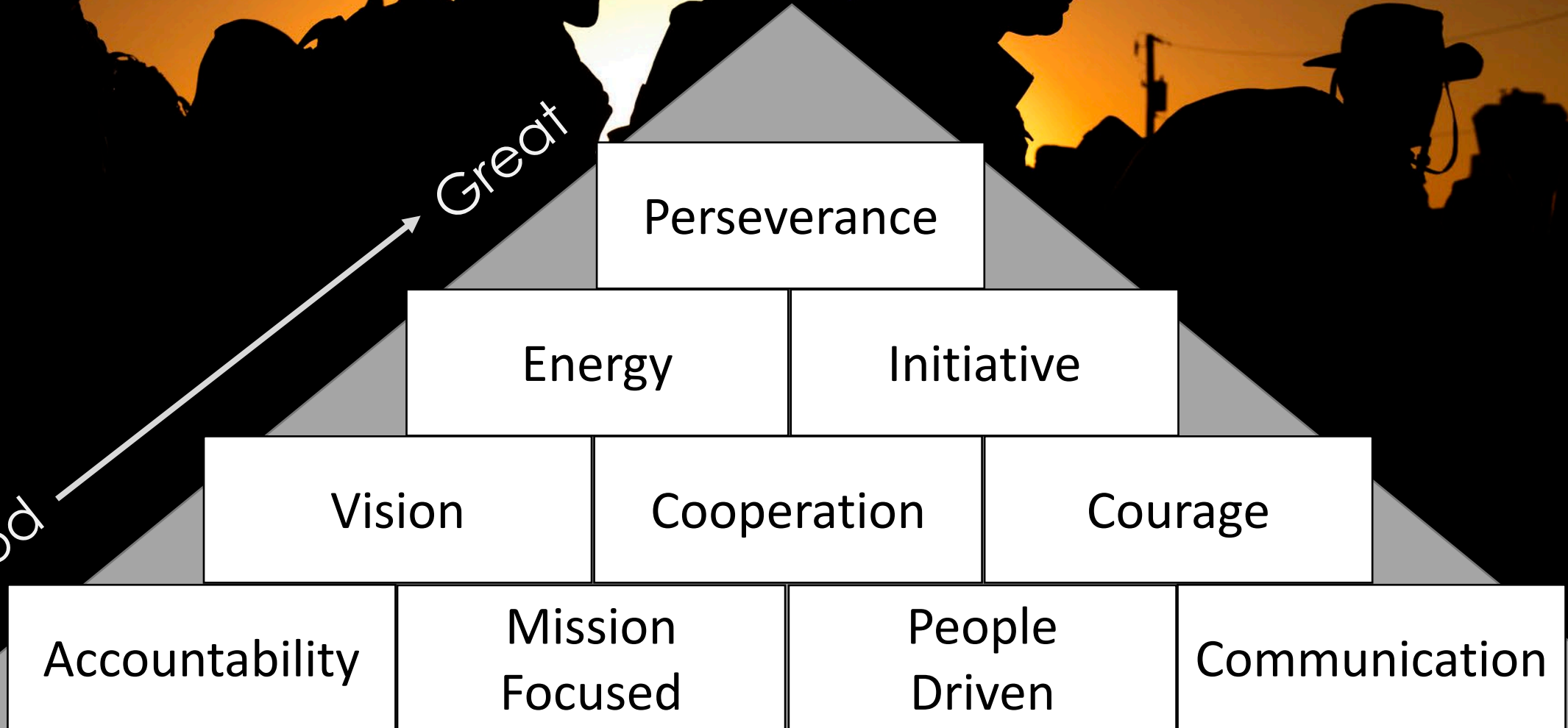


Pyramid of Success

Good → Great



Mission Focused



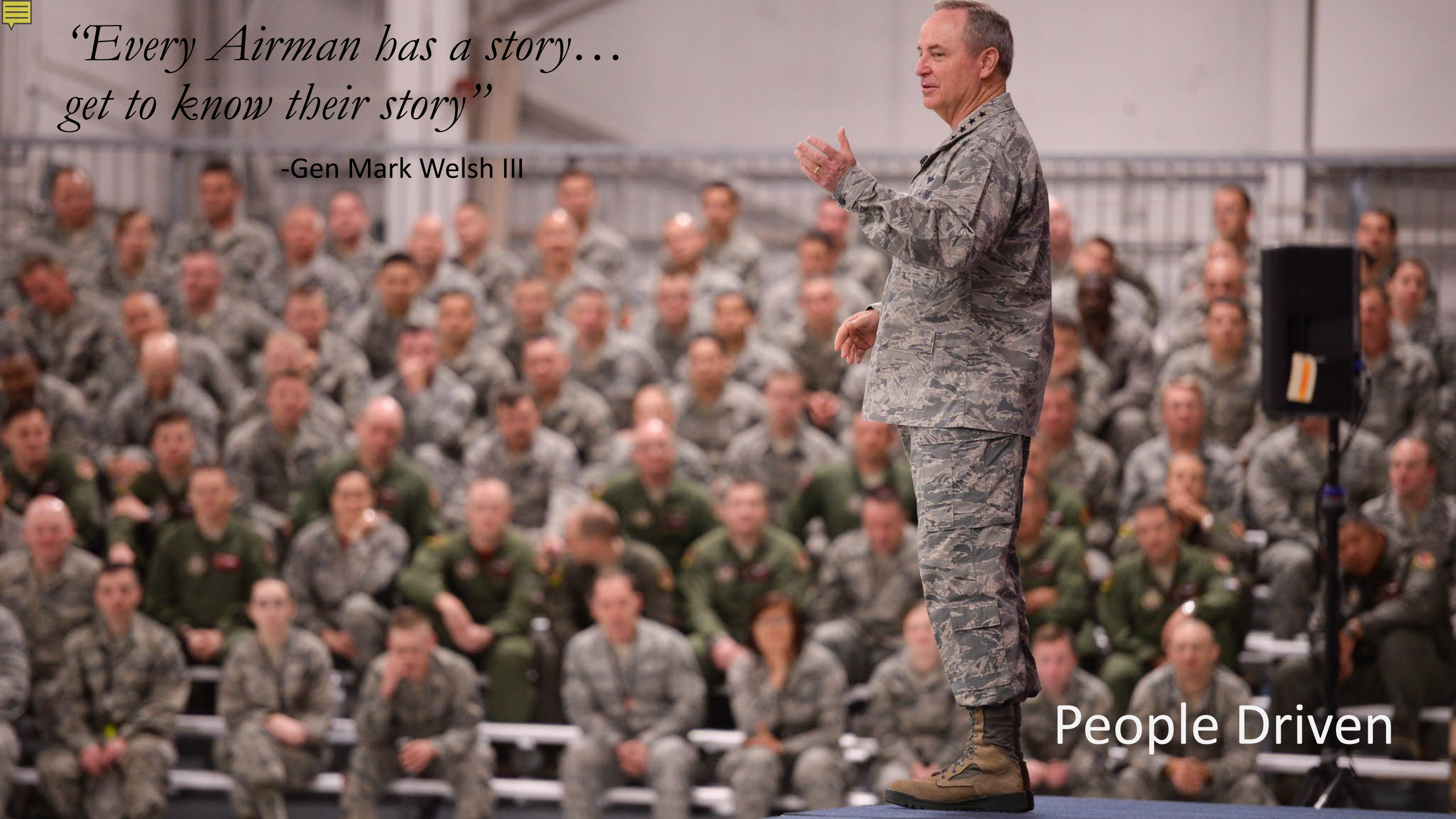
*“Winning isn’t everything,
it’s the only thing”*

-Vince Lombardi



*“Every Airman has a story...
get to know their story”*

-Gen Mark Welsh III



People Driven



Accountability



*Give your customers, subordinates,
and superiors more
than they expect and hold
your people accountable to the same*

A close-up photograph of a baby's face, looking directly at the camera with large, light-colored eyes. The baby has a neutral expression and is wearing a light blue shirt. The background is dark and out of focus.

*Message sent does
not always mean
message received...
Leaders must
communicate
early and often to get
their message through*


Communicate

A dramatic scene of two firefighters in silhouette, working against a massive, intense fire. The firefighters are positioned on the left, with one holding a hose that extends across the frame, spraying a powerful stream of water towards the right. The fire is a towering wall of orange and yellow flames, filling the background and creating a high-contrast, fiery atmosphere. The water spray is a dark, misty cone against the bright fire.

*“It is amazing what you
can accomplish if you
don’t care who gets the
credit”*

-Harry S. Truman

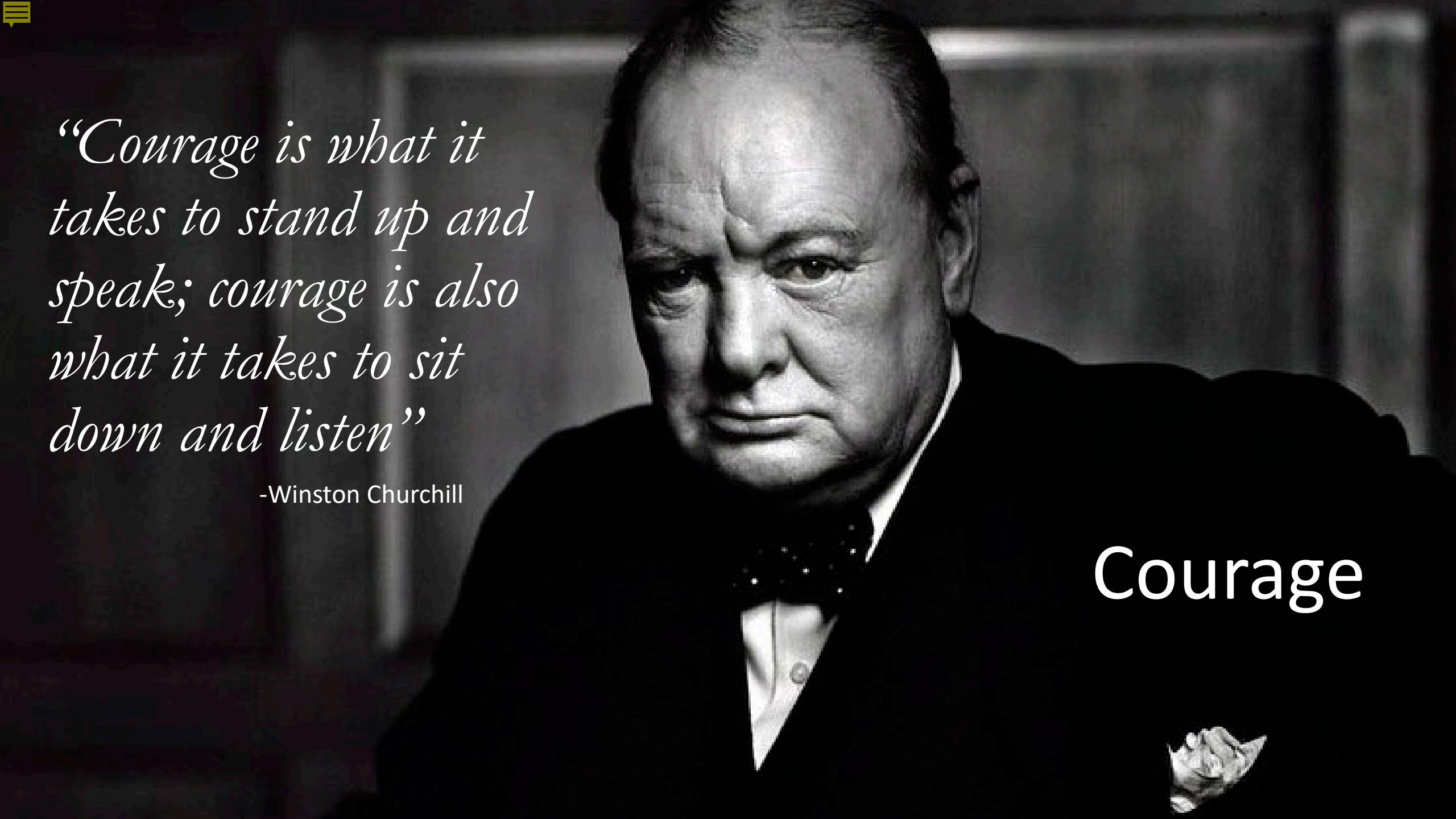
Cooperation

A black and white photograph of John Wooden, a famous basketball coach, surrounded by UCLA basketball players. Wooden, wearing glasses and a suit, is in the center, looking upwards with a focused expression. He is holding a clipboard. Several players in UCLA jerseys are around him, also looking upwards. The image has a grainy, high-contrast quality.

*“It takes **time** to create excellence. If it could be done quickly, more people would do it”*

-John Wooden


Vision



*“Courage is what it
takes to stand up and
speak; courage is also
what it takes to sit
down and listen”*

-Winston Churchill

Courage

A full-body photograph of Oprah Winfrey wearing a bright red, double-breasted suit. She is holding a black microphone in her right hand and has her left arm raised high. Her mouth is open as if she is speaking or shouting with passion. The background is a blurred indoor setting with wooden paneling.

Energy & Optimism

*“**Optimism** and **pessimism**
are infectious and they spread more
rapidly from the head downward
than in any other direction”*

-Dwight D. Eisenhower



*“The world is not dangerous because of those who do harm,
but because of those who look at it without doing anything”*

-Albert Einstein



Initiative



*Failure is **not**
the opposite of success...
it is part of success*

Perseverance