Gene Blanton is not just a speaker…
Gene is a leader who speaks. You will be able to tell the difference.

At the age of 19, when most people are just discovering the meaning of responsibility, Gene was a Sergeant in the United States Marine Corps, having received four meritorious promotions for his leadership abilities. At the age of 25, Gene was U.S. Systems Manager for LeBlanc & Royale Communications, responsible for the oversight for the installation of the cellular systems in such cities as Washington, D.C., Philadelphia, Pittsburgh, Baltimore and Los Angeles.

In 1986, at the age of 28, Gene founded Summit Communications, Inc. Gene and his team built microwave, broadcast, cellular and fiber-optic systems for such clientele as AT&T, MCI, Sprint, and affiliates of ABC, NBC & CBS. After building Summit Communications, Inc. into a multi-million dollar firm, Gene sold his company and started his next entrepreneurial venture. Gene is currently the Chief Entrepreneurial Officer® of Small Business Wall Street®, a firm which provides capital and helps small business owners start, grow and successfully exit their businesses. The Small Business Wall Street® Warfighting Doctrine creates wealth by focusing the three major dynamic interactions of a company’s, operations, sales & marketing and financing to maximize wealth under the umbrella of Semper Fidelis Leadership™.

In September/October 2005 and then again in May/June 2007, Gene traveled to western Al Anbar Province in Iraq, where he was embedded with the magnificent Marines of the 2nd Marine Division. He had the privilege to accompany today's heroes as they patrolled, convoyed and even bled fighting terrorism. His book, Semper Fidelis Leadership™: From The Corps to the Corporation, documents how Marine Corps leadership applied to the business world can produce extraordinary bottom-line results. Gene is the founder of the Semper Fidelis Leadership™ Institute, dedicated to training values-based leaders who can decide, communicate and execute in high-speed, high-stress, chaotic environments. Gene is a much sought after speaker who delights audiences world-wide with his message of principle-based entrepreneurship and ethical leadership.

Gene works actively with the Marine For Life Program which helps transitioning Marines find employment and raises funds for the Semper Fi Fund which supports wounded Marines. Gene serves as the leader of the Semper Fidelis Leadership™ Class at the 25,000 member Prestonwood Baptist Church. Gene and the love of his life, Shelia are on their third decade of marriage, reside in Dallas, Texas and have two married children and five grandchildren.

A few of Gene's audiences/clients have included:

- The Federated Group (Macy's, Bloomindales)
- 5th Marine Division Association (Iwo Jima Marines)
- American Association of University Women
- Universal Technical Institute
- Motorcycle Mechanics Institute
- Marine Mechanics Institute
- The Small Business Administration
- The Financial Advisors Forum
- Lake Arlington Baptist Church
- Soaring Eagles Conference
- United States Marine Corps
- Dental Lab Association of Texas
- John Hancock
- Guardian Life
- Highland Park United Methodist
- State Farm Insurance
- Instant Tax Services
- Association of Information Technology Professionals
- Automated Collection Technologies
- General Motors

Dallas Baptist University
U.S./Sino Management Symposium (China)
National Association of Insurance and Financial Advisors
Pet Butler Franchise Services, Inc.
Men of Honor - Prestonwood Baptist Church
Ascendix Technologies
Olicom
First Baptist Little Rock
CEO Netweavers
Automotive Management Institute
Cingular Wireless
Chapel of Hope Annual Fundraiser
Northwood College
National Exchange Club Leadership
Business and Professional Women/USA
Pre-Paid Legal Services
New York Life
Promari Corporation
eTail Surplus
MetLife

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MISSION

Our mission at the Semper Fidelis Leadership™ Institute is to educate, encourage and equip Semper Fi Leaders™ - in order to - create winning families, churches, non-profit organizations and businesses.

VISION

Our vision at the Semper Fidelis Leadership™ Institute is to become the premier values-based leadership organization in the world. Our BHAG (Collin's term) Big Hairy Audacious Goal is to train 50,000 Semper Fi Leaders™ by 31 Jan 2011.

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Harvard On Marine Leadership

After studying the top fifty organizations known for leadership development, McKinsey & Co. concluded the Marines have the best frontline leadership development in the world and their techniques are “relevant and applicable to business.”

Harvard Business Review

“There is no better preparation for the rigors of running a business than the intense training of the U.S. Marine Corps.”

Wharton Leadership Digest

“The fundamental principles of Marine Corps leadership are not only applicable on the battlefields but also in the boardrooms of global corporations.”

Inc.com

“Given the tough terrain Corporate America is traversing, it may be time to send in the Marines.”

BusinessWeek

“The Marine Corps has developed the finest leadership training in the world. The leadership principles taught by the Marines are universally applicable and are the bedrock of the FedEx management system.”

Frederick W. Smith, CEO, FedEx
Former Captain, U.S. Marine Corps

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In Winning Organizations...

**Leadership Is The Product**

“In a way, I see the Marines as a microcosm of America at its best. Their focus isn’t on weapons and tactics, but on leadership. That’s the whole point of the Marines.”

Matt Pottinger, Wall Street Journal

**Leadership & The Bottom Line**

Development Dimensions International Study of 5000 Companies

“DDI determined that companies with strong leader development programs enjoy better business results. These companies had a return on equity of plus 7.03 percent, compared with minus 7.37 percent for companies that had no such program; a profit margin of plus 5.27 percent, compared with minus 11.76 percent; and operating cash flow averaging plus 5.87 percent of net sales, compared with minus 9.29 percent.”

Lisa Yoon, CFO.com

Winning organizations...

**Develop People To Win Battles**

“Our Corps does two things for America: we make Marines and we win our nation’s battles. Our ability to successfully accomplish the latter, of course, depends upon how well we do the former.”

Gen. Charles C. Krulak, USMC (Ret.) Vice-Chairman, MBNA Bank

The Essence of Semper Fidelis Leadership™

Col. John Boyd, USAF (Ret.)
O.O.D.A. Loop

DECISION

ACTION

OBSERVATION

ORIENTATION

COMMUNICATIONS

Feedback

coup d’oeil
Situational Awareness

EXECUTION!!!
Fighting Power
Speed & Focus

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High-Speed
“Speed is a weapon…”

“In the last five years, we have gone from a world where the big eat the small, to a world where the fast eat the slow.”
Tom Friedman, New York Times

High-Stress
“Plans will go awry…”

“Too many times, leadership is ‘taught’ without regard to the true understanding of the environment in which leadership must take place. This practice is almost criminal. Leadership theories and practices that do not account for the environment are impotent.”
Gene E. Blanton, Semper Fidelis Leadership™

Chaos
“Friction abounds…”

“We must be prepared to cope—even better, to thrive—in an environment of chaos, uncertainty, constant change, and friction.”
USMC Warfighting Manual

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The Semper Fidelis Leadership™ Doctrine

Leadership Doctrine

“Doctrine establishes the fundamental beliefs of the Marine Corps on the subject of war and how we practice our profession. Doctrine establishes a particular way of thinking about war and our way of fighting, a philosophy for leading Marines in combat, a mandate for professionalism, and a common language.”

United States Marine Corps

The New Leadership Development
Dave Ulrich, Jack Zenger, and Norman Smallwood

“Leadership development should begin with business results and work back to abilities...We don’t think it’s possible to separate effective leadership from an organization and its mission. The nature of that organization, including its norms, culture, values, history, work processes, and systems can’t be ignored. They make up the stage on which the leadership drama is played, and that stage has a large bearing on the success of the leader.”

Leadership Without Doctrine

“If you are leading an organization without a defined doctrine - develop one. If you are working for an organization without a defined doctrine – run! Great leadership skills without sound doctrine will only serve to accelerate your demise.”

Gene E. Blanton, Semper Fidelis Leadership™

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Leadership & Ethics
Chester Barnard, in his classic work, The Functions of the Executive (1938), asserted that ethical behavior is a leadership responsibility. Barnard argued that organizations thrive in proportion to the quality of their leadership, and that the quality of leadership depends upon the quality of an organizational code of ethics.

Orientation
“The second O, Orientation – as the repository of our genetic heritage, cultural tradition, and previous experiences – is the most important part of the O.O.D.A. Loop since it shapes the way we observe, the way we decide, the way we act.”
Col. John R. Boyd, USAF

Leadership & Values
“In a society that seems to have trouble transmitting values, the Marines stand out as a successful and healthy institution that unabashedly teaches values to the Beavises and Buttheads of America.”
Thomas Ricks
Making The Corps

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USMC Leadership Traits and Principles

“The Marines recognize their Leadership Traits and Principles as non-negotiable elements of leadership. From the newly minted Private to the Commandant of the Marine Corps, all Marines are judged by these same standards. I call it the Semper Fi Leader™ Template. The Semper Fi Leader™ Template shines an unforgiving spotlight and creates true leadership transparency within the organization that adopts it."

Gene E. Blanton – *Semper Fidelis Leadership™*

Semper Fi Leader™ Traits

**JJ DID TIE BUCKLE**

- Judgment
- Justice
- Decisiveness
- Initiative
- Dependability
- Bearing
- Unselfishness
- Courage
- Knowledge
- Loyalty
- Enthusiasm
- Tact
- Integrity
- Endurance

Semper Fi Leader™ Principles

1. Be technically and tactically proficient.
2. Know yourself and seek self-improvement.
3. Know your team members and look out for their welfare.
4. Keep your team informed.
5. Set the example.
6. Ensure the task is understood, supervised and accomplished.
7. Make sound and timely decisions.
8. Train your followers as a team.
9. Develop a sense of responsibility among your followers.
10. Employ your team in accordance with its capabilities.
11. Seek responsibility and take responsibility for your actions.

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Fighting Power
The Measure of Semper Fidelis Leadership™

Leadership FAILURE

- Corporate Retardation
- Slow...Bureaucracy

- Internal Friction 90%
- Poor Structure & Systems
- Group of Individuals

- External Friction
- Centralized CONTROL
- No Defined "Warfighting" Doctrine

- MISSION Failure!
- STATED VALUES NOT LIVED!
- CYA!!!
- LACK OF TRUST

Semper Fidelis Leadership™ = Fighting Power

- Every Marine A Leader
- Speed & Focus Fast O.O.D.A. Loops
- Internal Friction 10%

- Decentralized Control
- ONE TEAM ONE FIGHT
- Every Marine A Rifleman

- External Friction
- Warfighting Doctrine

CULTURE OF TRUST

- Implicit Communications Commander's Intent Mission Type Orders

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Scholar

“Learning To Lead By Following”

“The most effective leaders are good followers. They set the example of ‘followership’ and leadership for their subordinates. Subordinates watching the example of a leader can only be expected to exhibit the same degree of ‘followership’ they observe.”

LEADER AND FOLLOWER
UNITED STATES MARINE CORPS

Teacher

“Learning To Lead Followers By Teaching Leadership”

“The relationship between (the leader) and (the led) should in no sense be that of superior and inferior, nor that of master and servant, but rather that of teacher and scholar.”

Major General John A. Lejeune, 13th Commandant, USMC

Mentor

“Learning To Lead Leaders Through Relationships”

“Steel Sharpens Steel, good leaders grow more good leaders through close personal interactions.”

USMC Mentoring Program

Semper Fidelis Leadership™
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