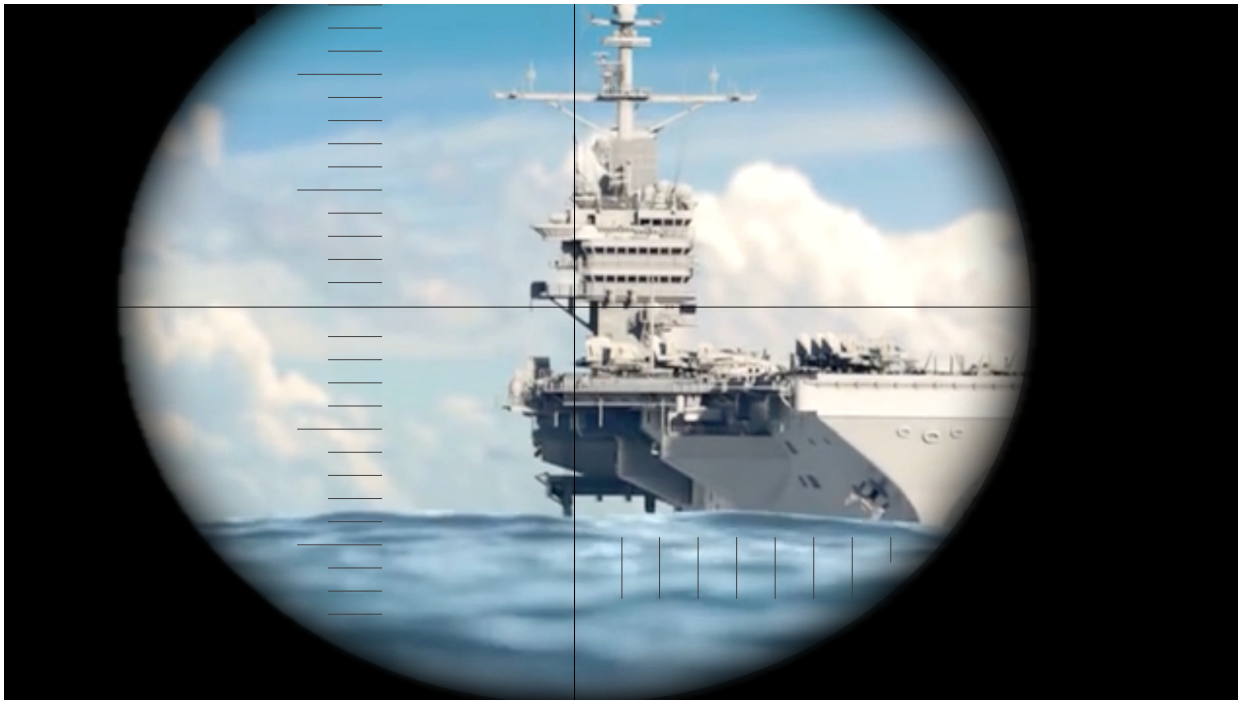
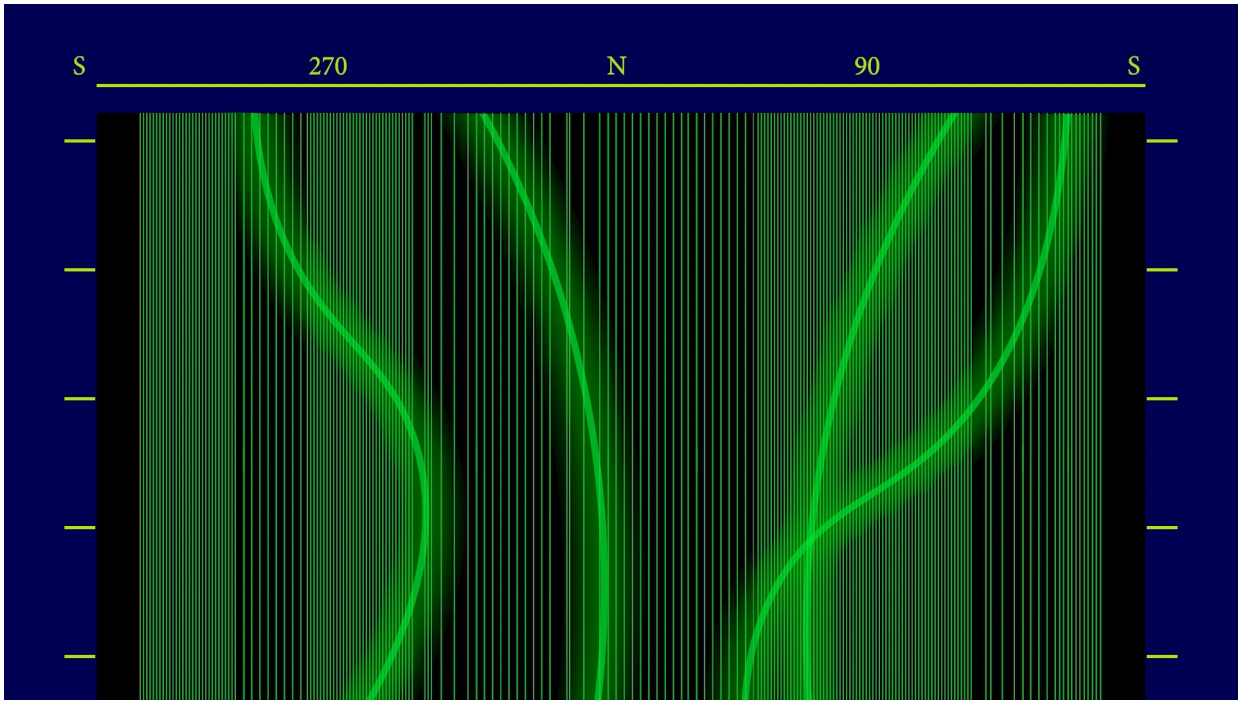
“ EITHER WE ALL COME TO THE SURFACE OR NO ONE DOES ”

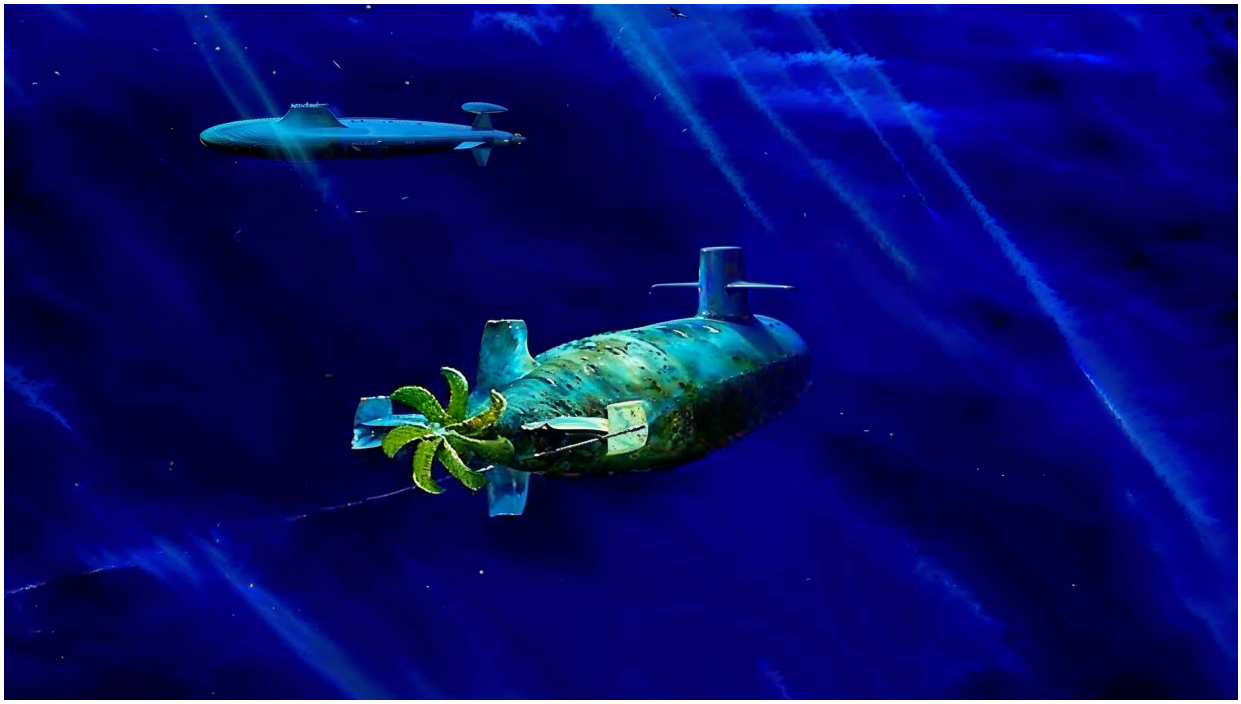







S
270
N
90
S





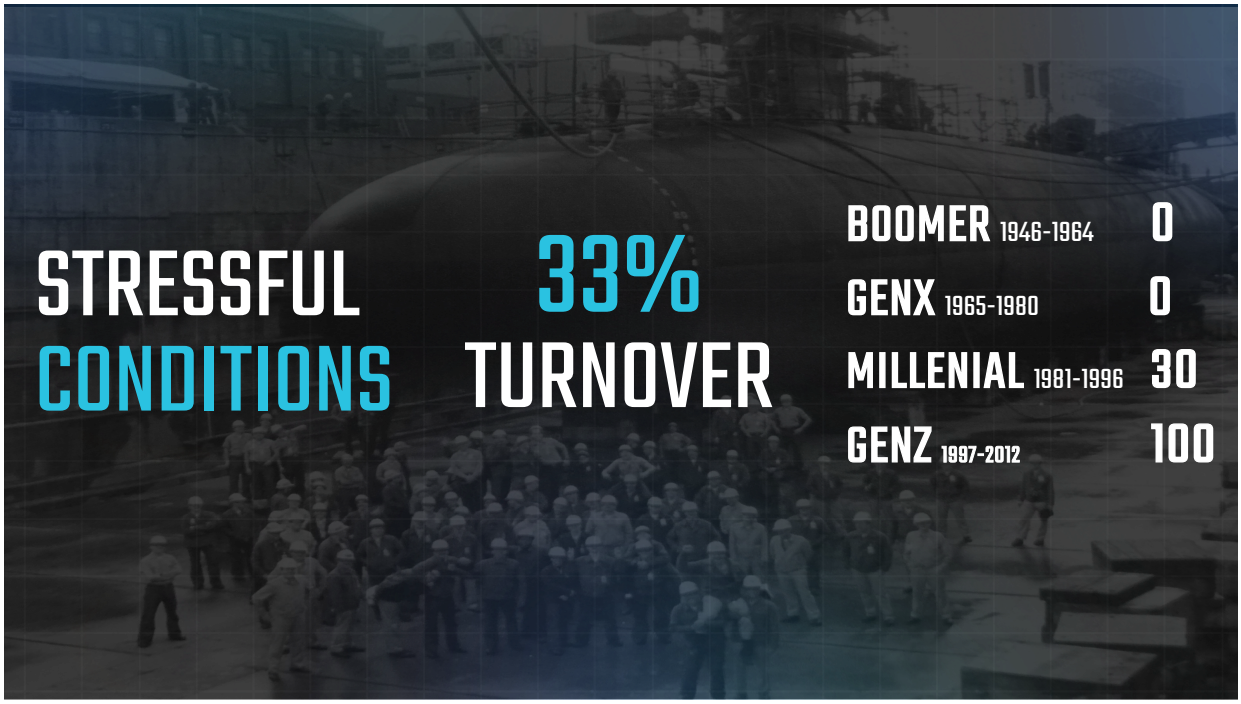

FAST ATTACK
LEADERSHIP


SEWAGE N 6

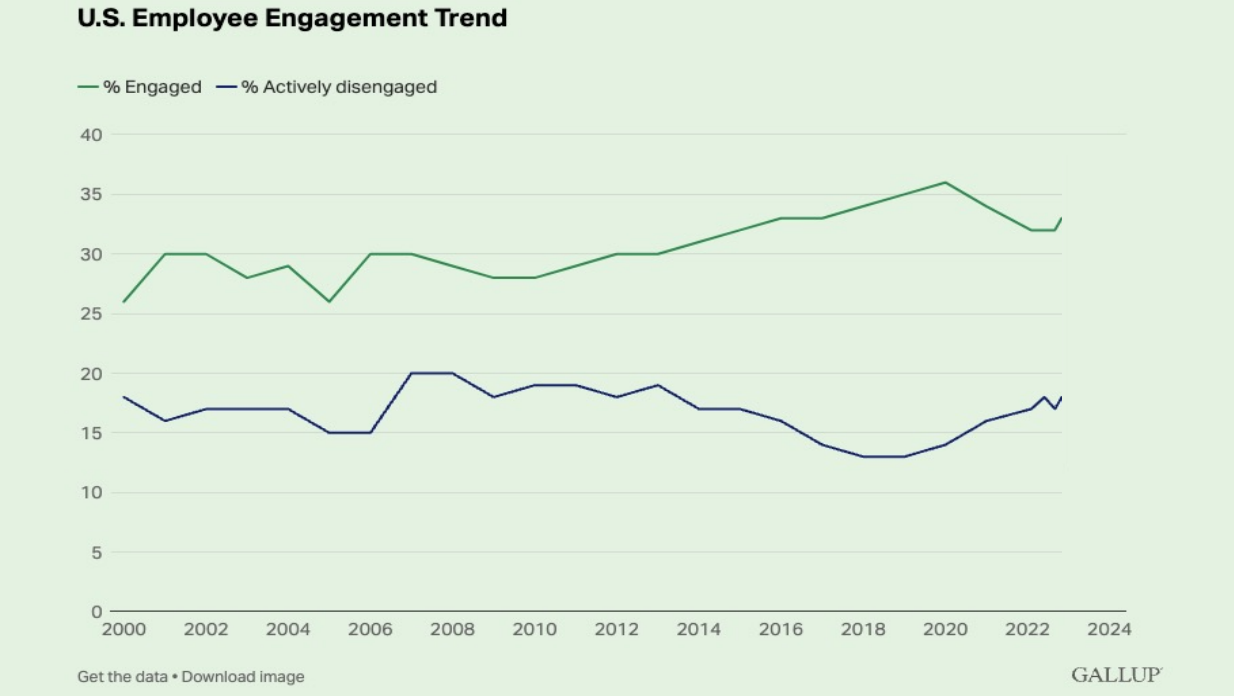

VALLES
U.S.


MARC
KOEHLR
LEAD
WITH PURPOSE
08.27.2025





WHAT ARE YOUR BIGGEST CHALLENGES


U.S. Employee Engagement Trend
% Engaged
% Actively disengaged
40
35
30
25
20
15
10
5
0
2000
2002
2004
2006
2008
2010
2012
2014
2016
2018
2020
2022
2024
Get the data • Download image
GALLUP

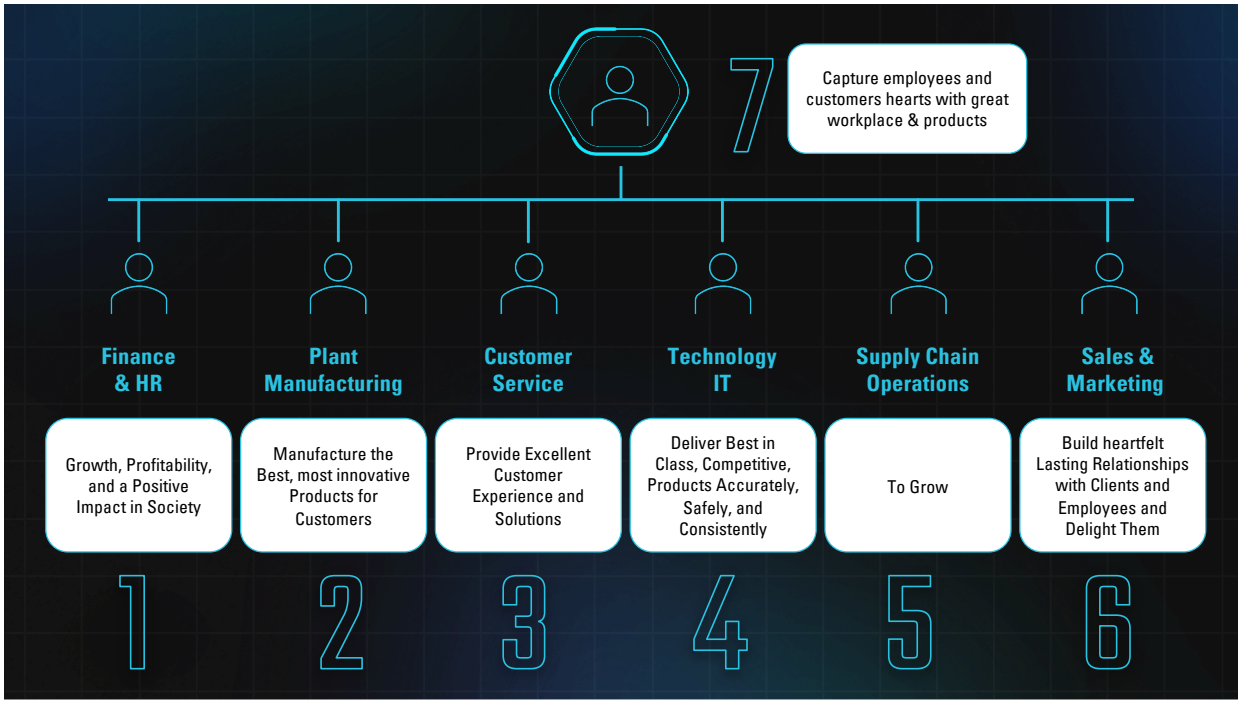

EVERYONE
IS A LEADER

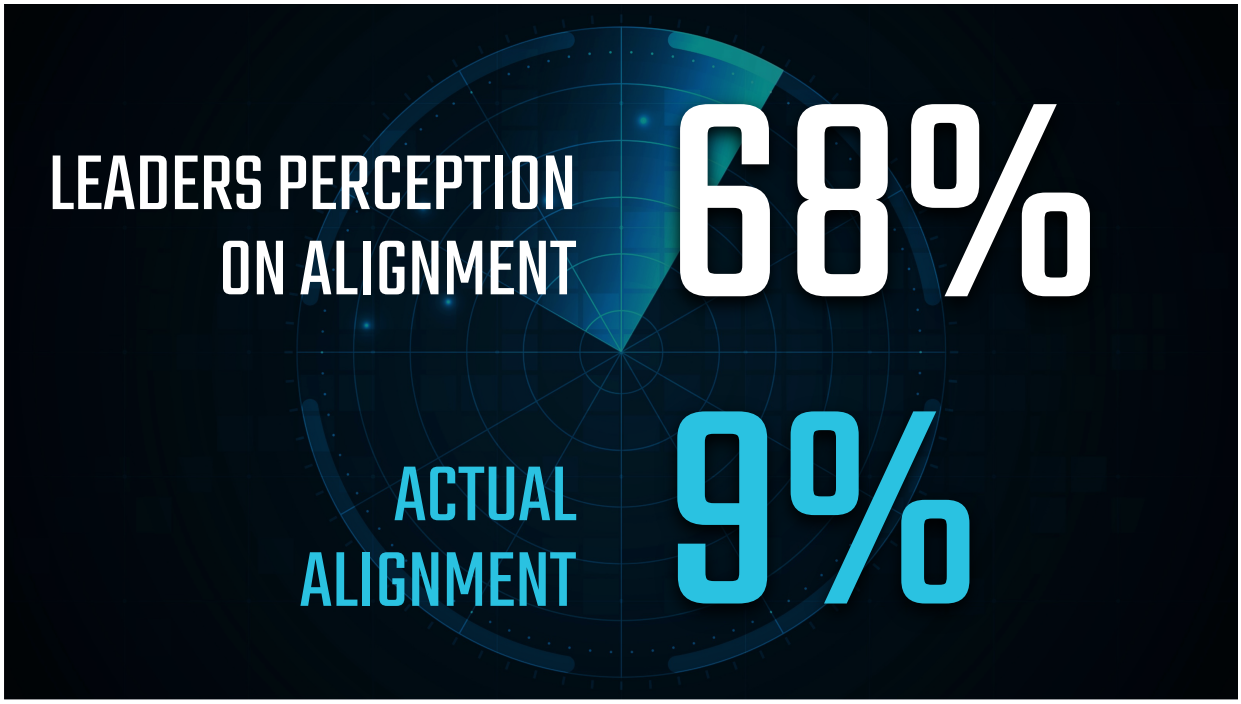
CONNECT TO THE MISSION

#1

MISSION:

We are dedicated to capturing the hearts of our customers by nurturing long-term relationships, using the most innovative technology, world class customer service resulting in total satisfaction, the best quality, and highest returns.

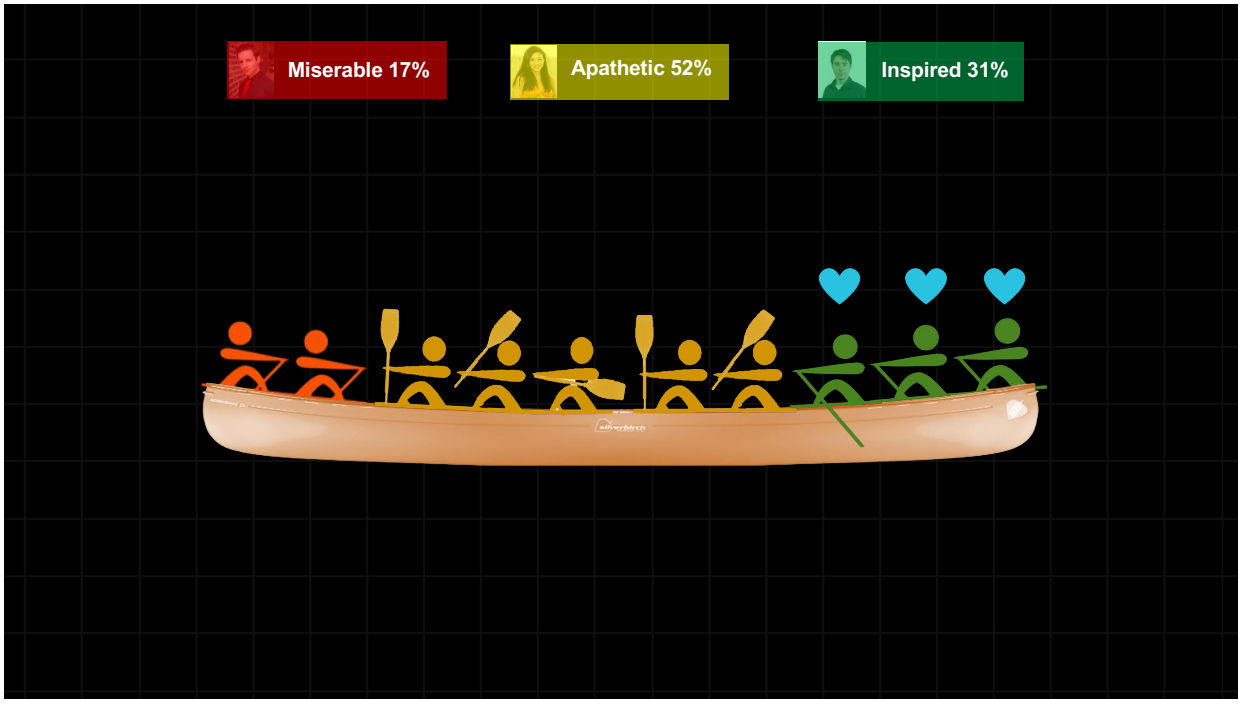

7
Capture employees and customers hearts with great workplace & products
Finance & HR
Plant Manufacturing
Customer Service
Technology IT
Supply Chain Operations
Sales & Marketing
Growth, Profitability, and a Positive Impact in Society
Manufacture the Best, most innovative Products for Customers
Provide Excellent Customer Experience and Solutions
Deliver Best in Class, Competitive, Products Accurately, Safely, and Consistently
To Grow
Build heartfelt Lasting Relationships with Clients and Employees and Delight Them
1
2
3
4
5
6


LEADERS PERCEPTION ON ALIGNMENT
68%
ACTUAL ALIGNMENT
9%


9%


Long-Term Success
95% Don't Understand
- Harvard Business Review
Day-to-Day Activities

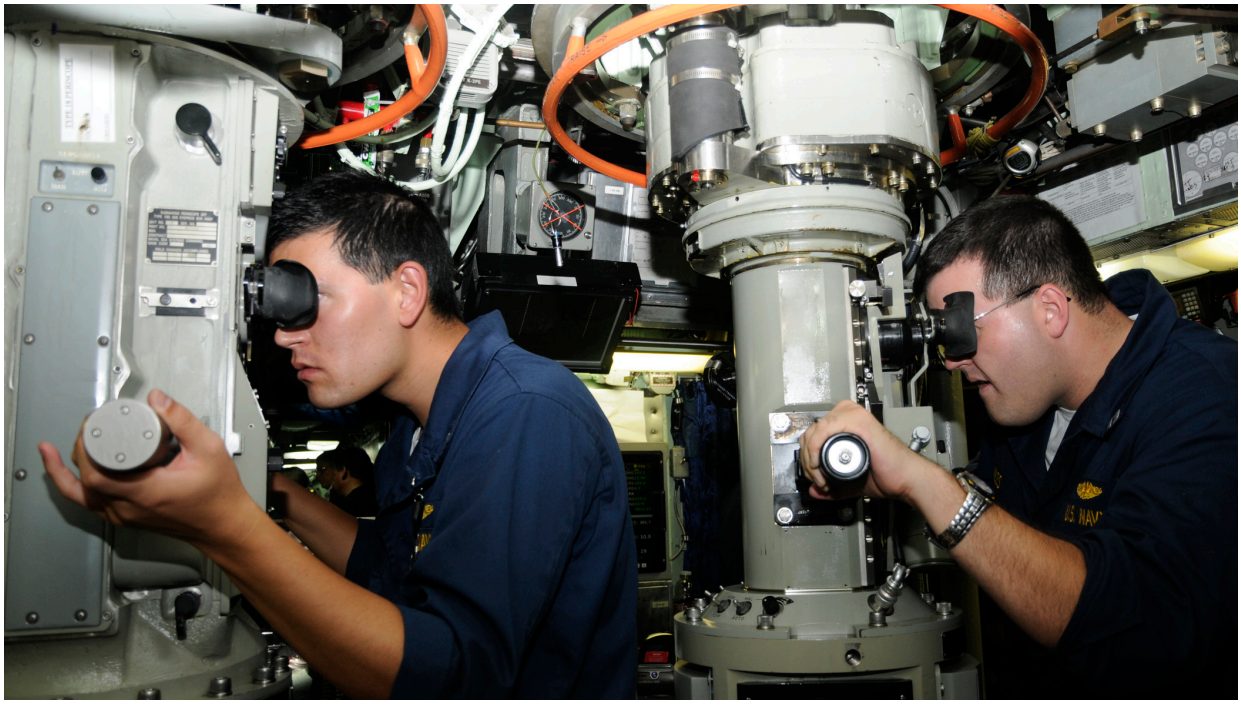

Miserable 17%
Apathetic 52%
Inspired 31%


Miserable 17%
Apathetic 52%
Inspired 31%


Miserable 17%
Apathetic 52%
Inspired 31%
85%
66%
44%
31%





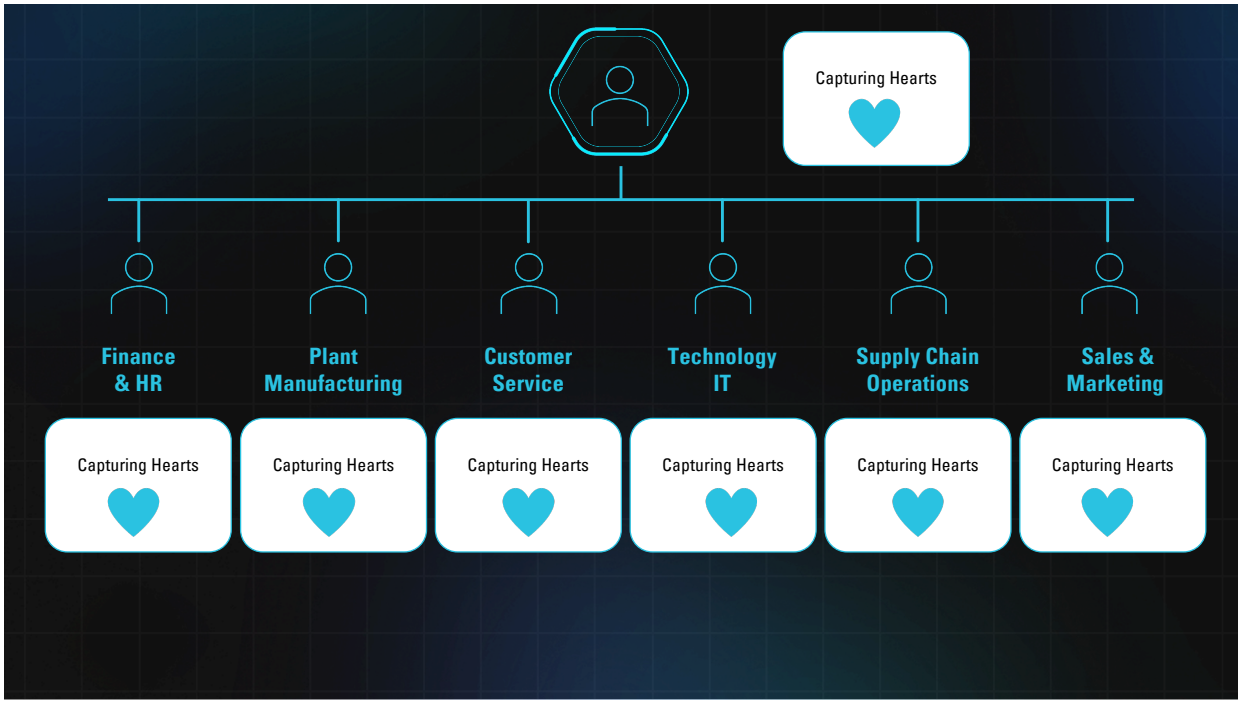


INITIAL

We are dedicated to **Capturing Hearts** of our customers by nurturing long-term relationships, using the most innovative technology, world class processes, and excellent customer service resulting in total satisfaction, the best quality, and the highest returns.

FAST ATTACK

Capturing Hearts









- Crave Simple Meaningful Messages
- Belong to Something Bigger
- Excited When Recognized

RETURN ON ENGAGEMENT ($100 Employees)

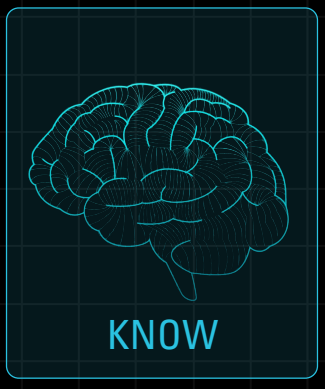
Disengaged	Apathetic	Engaged
$85,000	$85,000	$85,000
		
34% Loss	18% Loss	0% Loss
$56,000	$70,000	$85,000
-$29,000	-$15,000	$0
17	53	30

ANNUAL DEAD WAGES = - 1,302,200

SCAN ME

ENGAGEMENT CALCULATOR

CONNECT TO A MISSION





CONNECT TO A MISSION

KNOW

&

FEEL

CONNECT THE GLUE



Bonding Glue



Hospital & Patient Monitoring (HPM)



Doctor and Patient

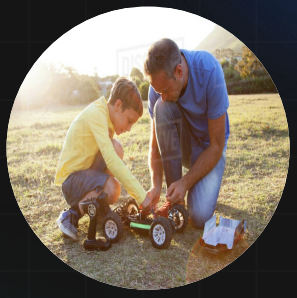
CONNECT THE 'RUBBER'



Specialized Rubber



Remote Control Race Car Tire



Dad and Son

CONNECT THE 'MEAT'



Ranch



Butcher Case



Family Dinner

NAMI
NORTH AMERICAN
MEAT INSTITUTE

Stronger

Resilience
Self Esteem
Grades
Connection

CONNECT THE 'POTATO'





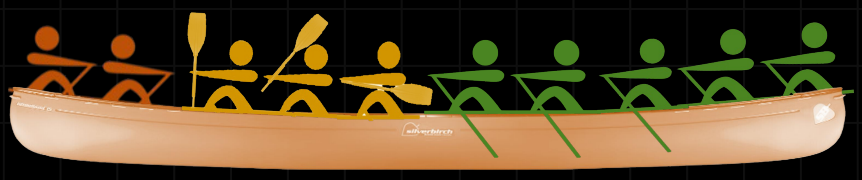


McCain


Those who tell
the stories
rule society.
-Plato


CERTIFIED
FINANCIAL
GROUP·INC
Planning Tomorrow... Today!®

RETURN ON ENGAGEMENT (ROE)



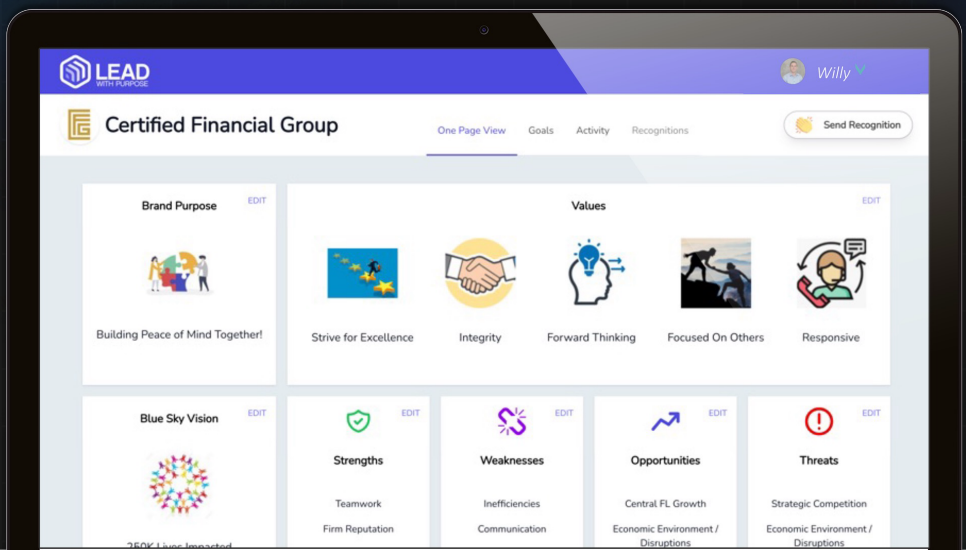
CERTIFIED FINANCIAL GROUP·INC

FAST ATTACK ALIGNMENT

Initial

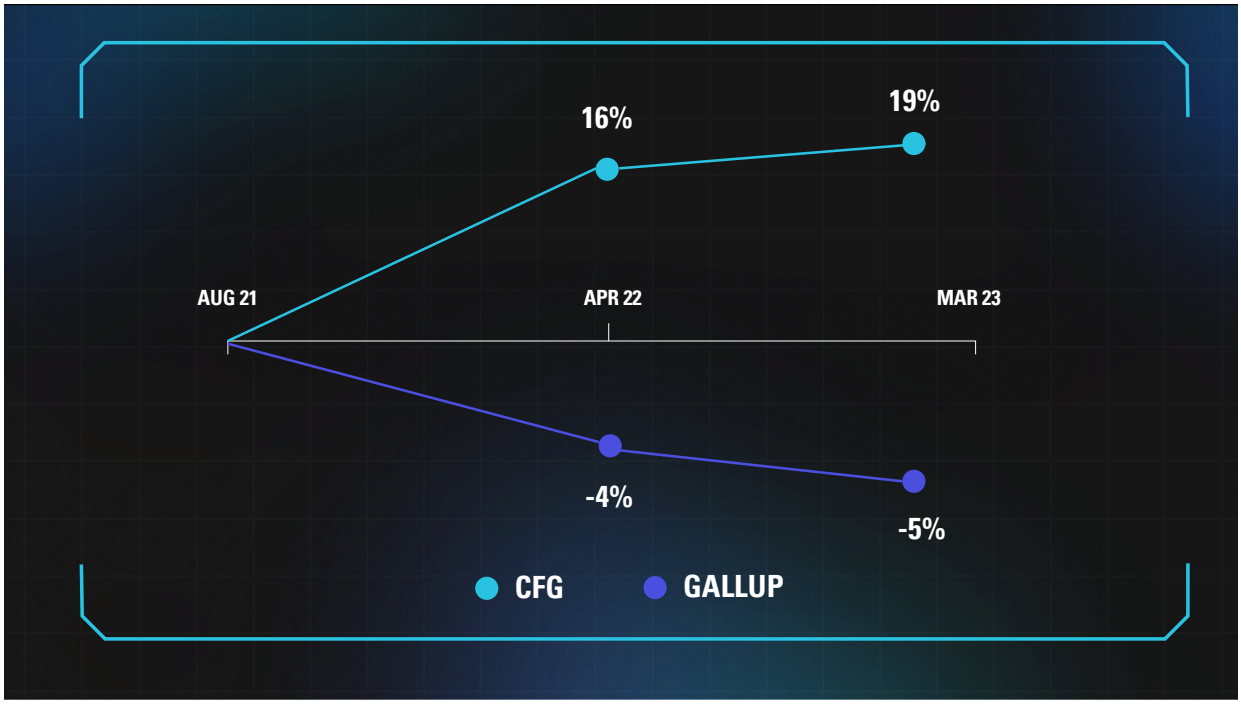
14%

CONNECT TO MISSION



FAST ATTACK ALIGNMENT

Initial	60 Days
14%	94%



RETURN ON ENGAGEMENT (ROE)



ANNUAL DEAD WAGES IMPACT = +$191,612

CERTIFIED FINANCIAL GROUP·INC

WHAT WOULD YOU DO?



CONNECT TO A MISSION

21%
HIGHER PRODUCTIVITY

85%
HIGHER RETENTION

2X
MORE AGILITY & RESILIENCE

1. Connect to Mission

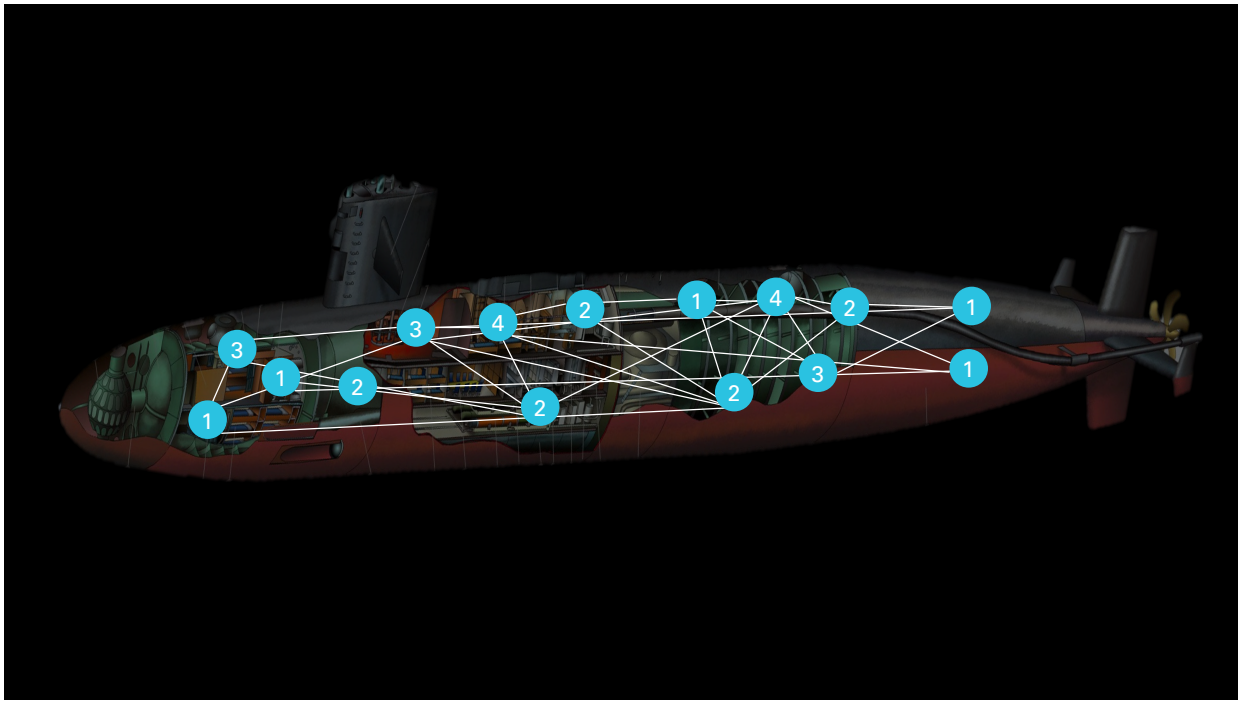
- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire

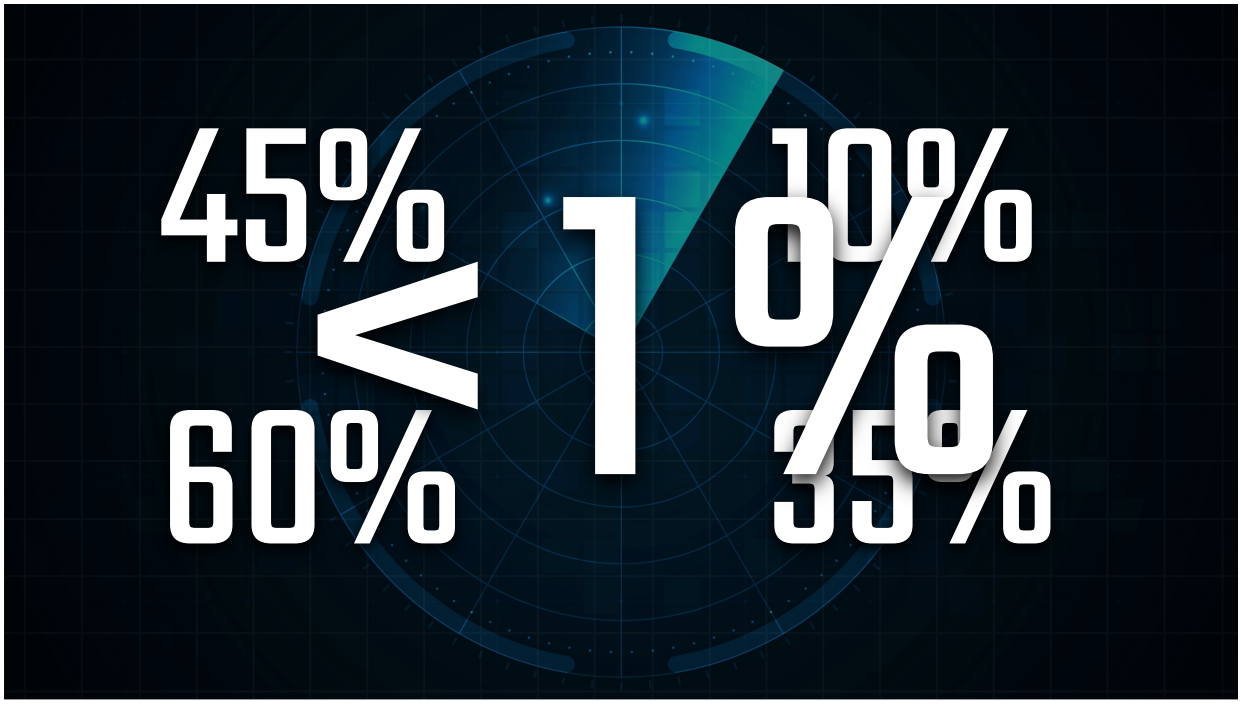
FAST ATTACK LEADERSHIP

#2

TAKE THE SHOT

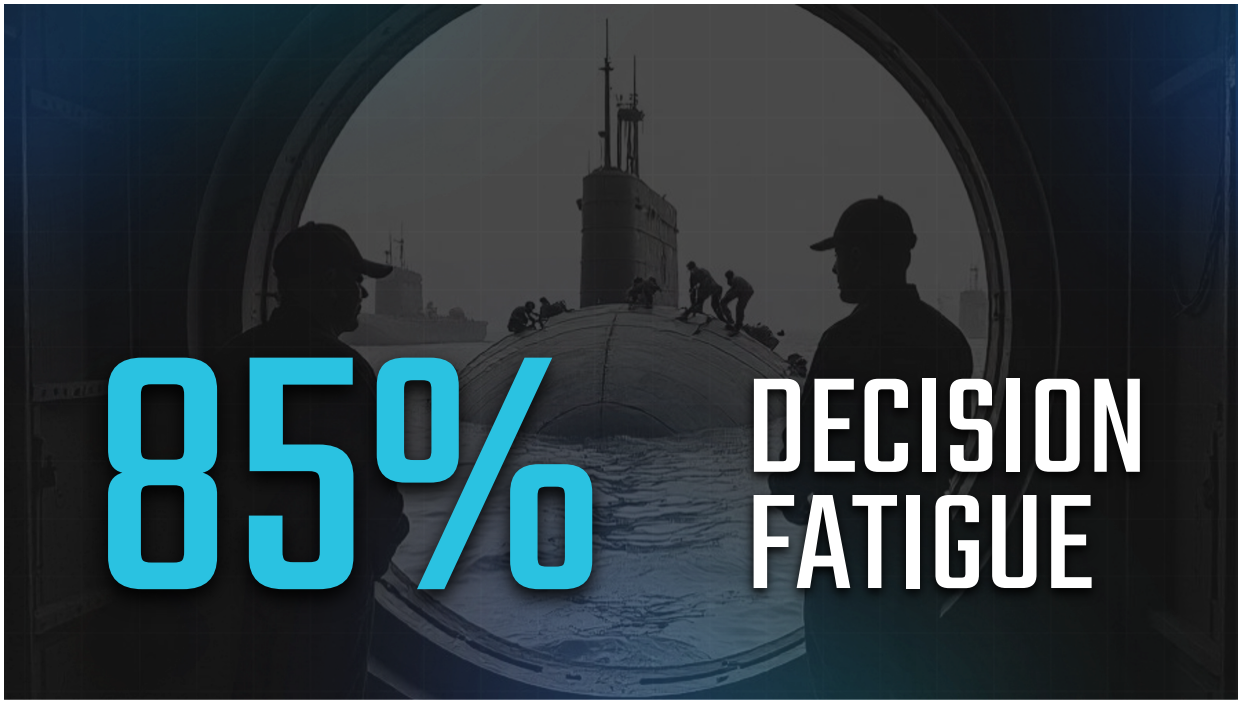
The MOST, SMART DECISIONS, the FASTEST

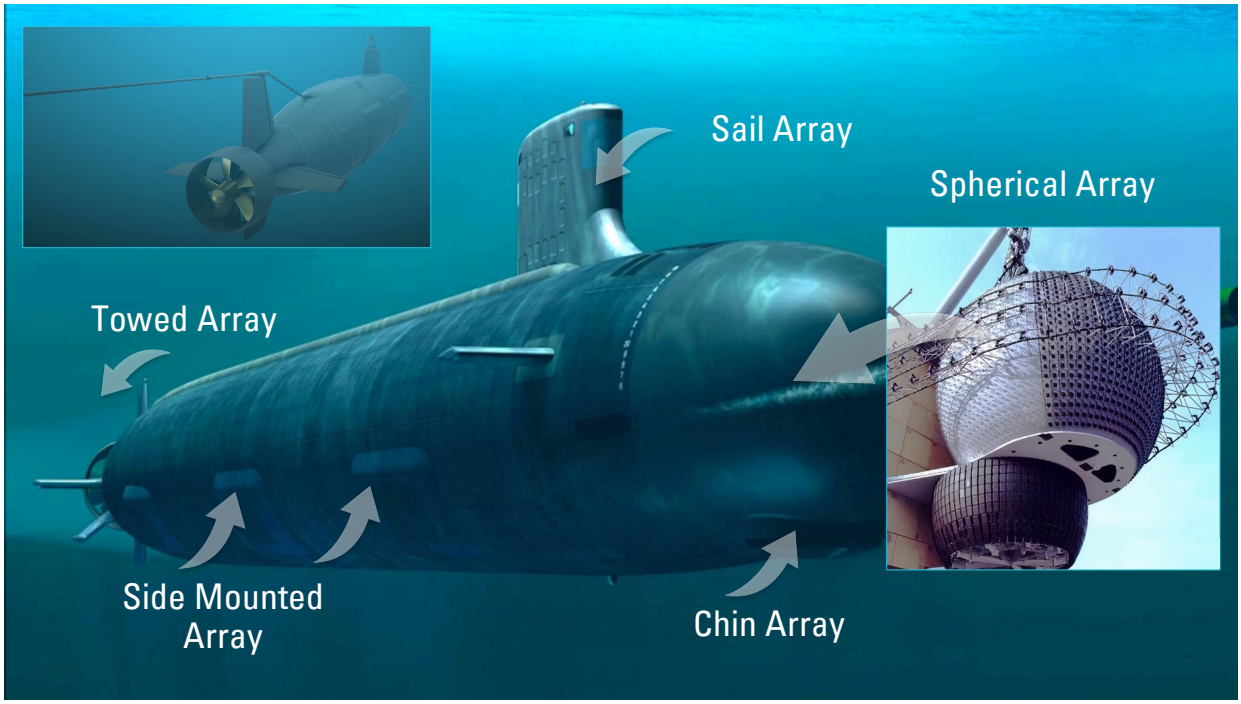


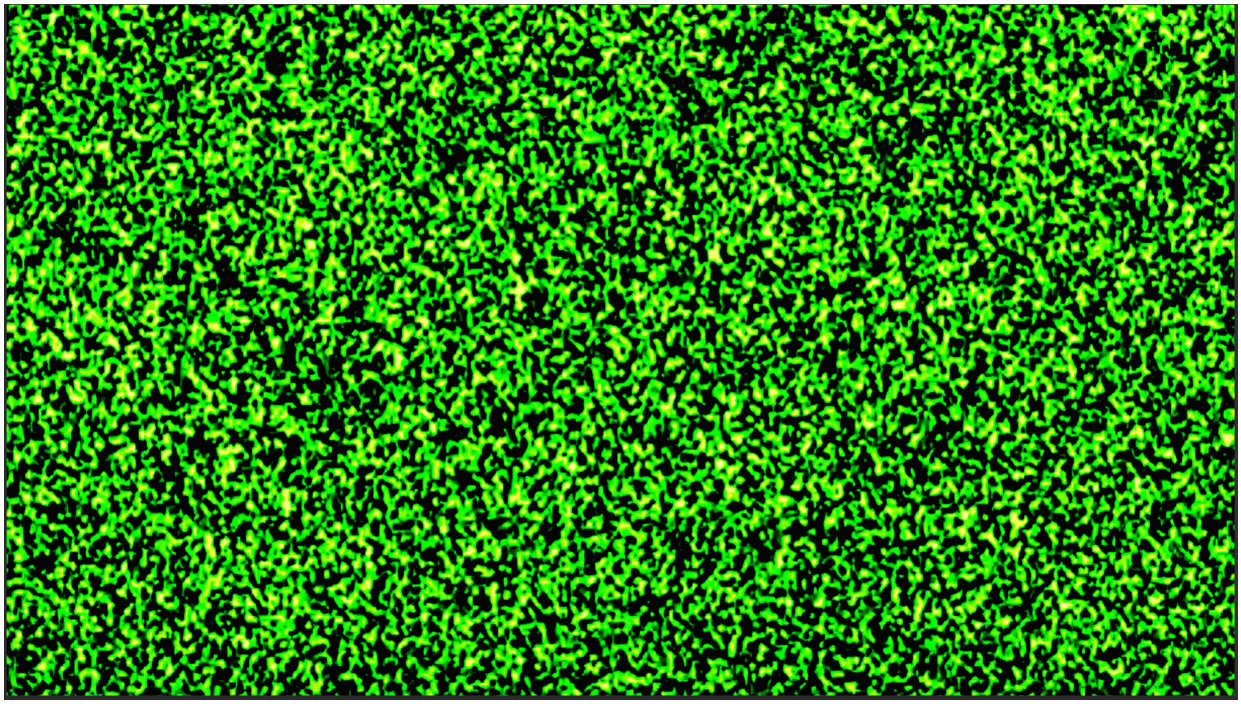

45%
10%
<1%
60%
35%

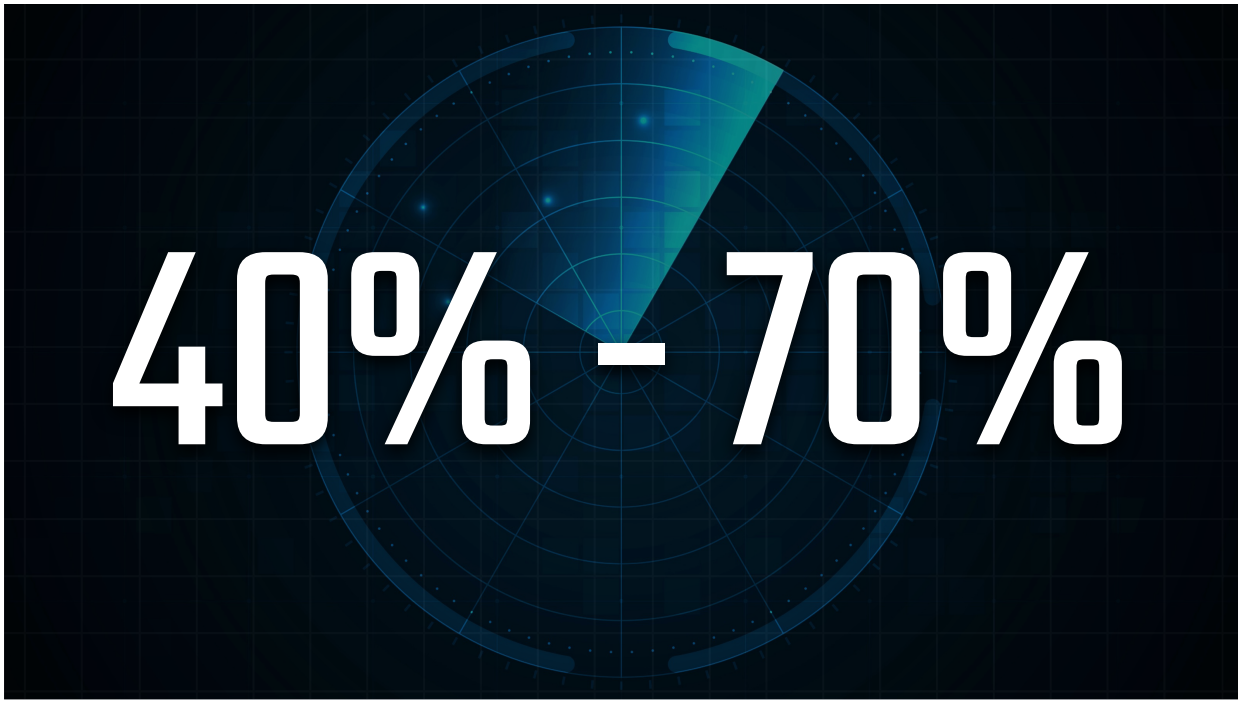


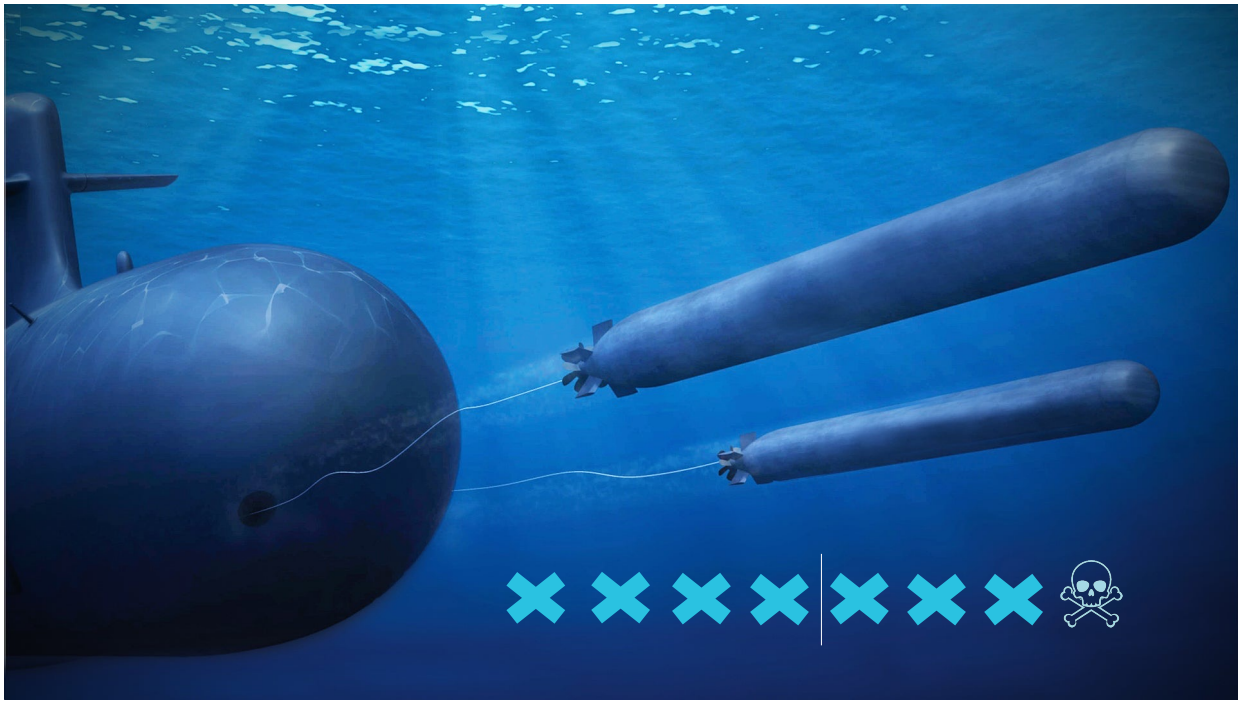

65%
MORE
COMPLEX

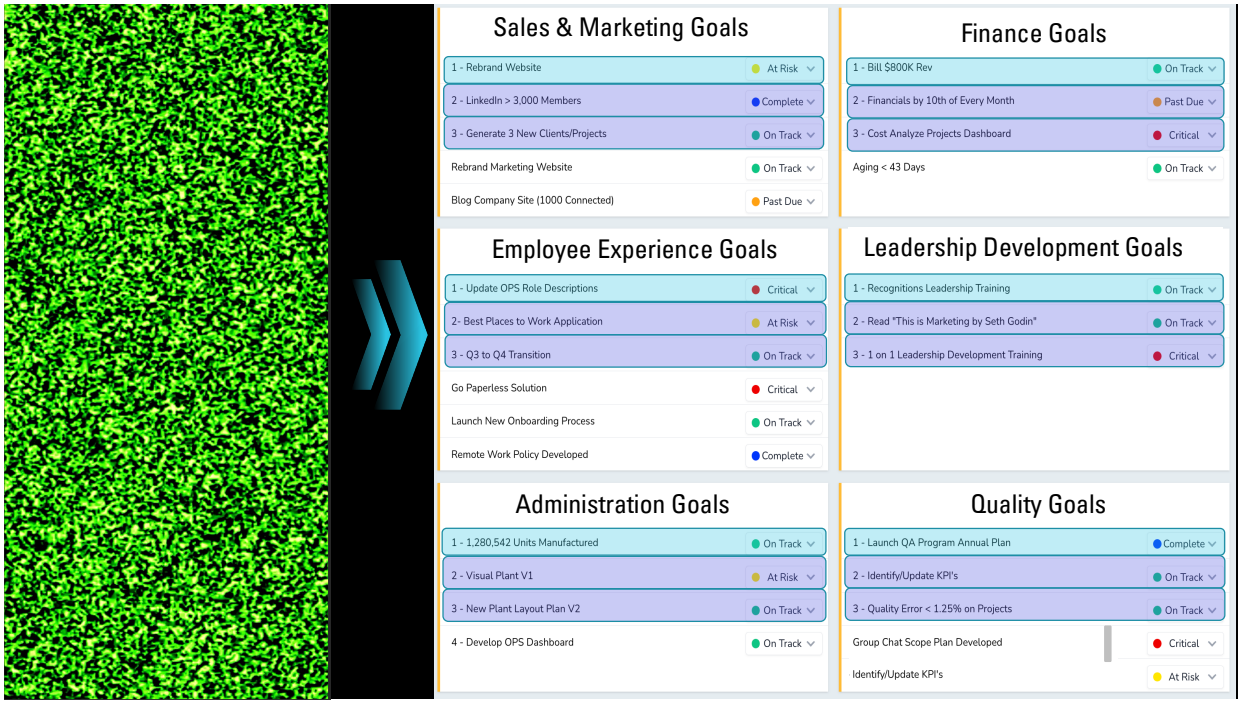

85%
DECISION
FATIGUE


Sail Array
Spherical Array
Towed Array
Side Mounted Array
Chin Array




40% - 70%




Sales & Marketing Goals
1 - Rebrand Website
At Risk
2 - LinkedIn > 3,000 Members
Complete
3 - Generate 3 New Clients/Projects
On Track
Rebrand Marketing Website
On Track
Blog Company Site (1000 Connected)
Past Due
Finance Goals
1 - Bill $800K Rev
On Track
2 - Financials by 10th of Every Month
Past Due
3 - Cost Analyze Projects Dashboard
Critical
Aging < 43 Days
On Track
Employee Experience Goals
1 - Update OPS Role Descriptions
Critical
2- Best Places to Work Application
At Risk
3 - Q3 to Q4 Transition
On Track
Go Paperless Solution
Critical
Launch New Onboarding Process
On Track
Remote Work Policy Developed
Complete
Leadership Development Goals
1 - Recognitions Leadership Training
On Track
2 - Read "This is Marketing by Seth Godin"
On Track
3 - 1 on 1 Leadership Development Training
Critical
Administration Goals
1 - 1,280,542 Units Manufactured
On Track
2 - Visual Plant V1
At Risk
3 - New Plant Layout Plan V2
On Track
4 - Develop OPS Dashboard
On Track
Quality Goals
1 - Launch QA Program Annual Plan
Complete
2 - Identify/Update KPI's
On Track
3 - Quality Error < 1.25% on Projects
On Track
Group Chat Scope Plan Developed
Critical
Identify/Update KPI's
At Risk


A good DECISION
violently
executed now
is better than a
perfect DECISION
executed next week
GEORGE PATTON

1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire

2. Take the Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct

FAST ATTACK LEADERSHIP

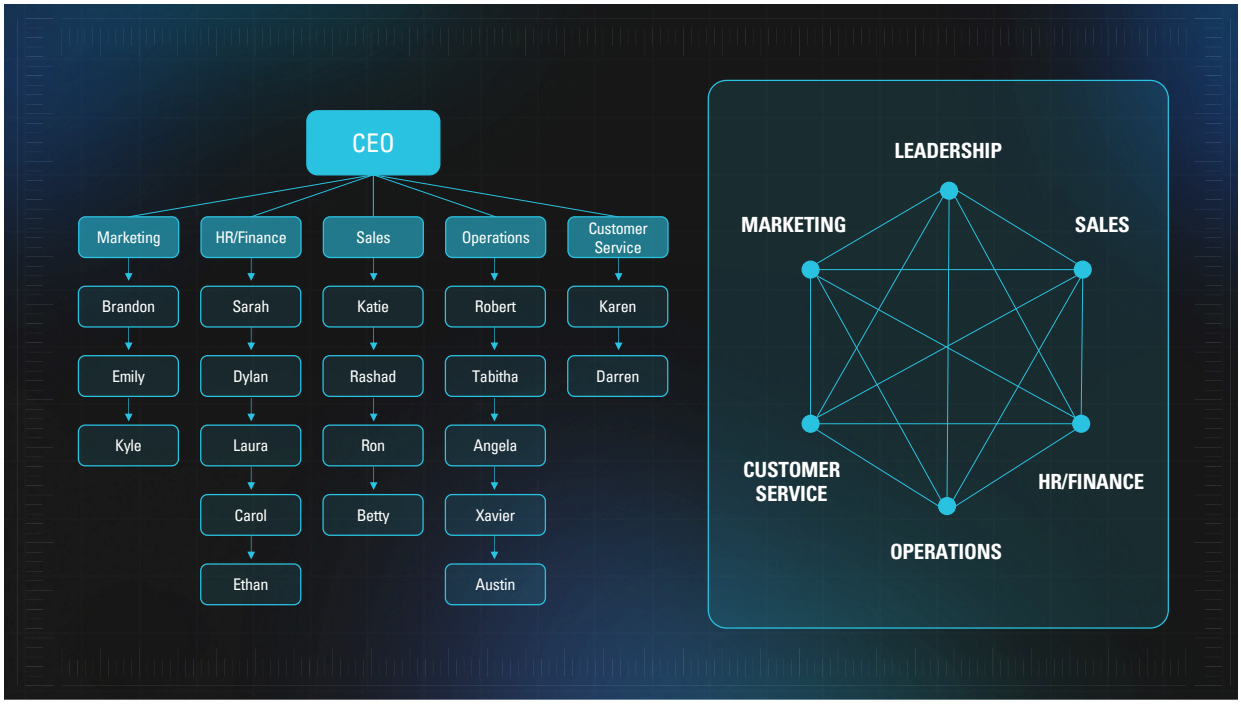
#3

EMPOWER

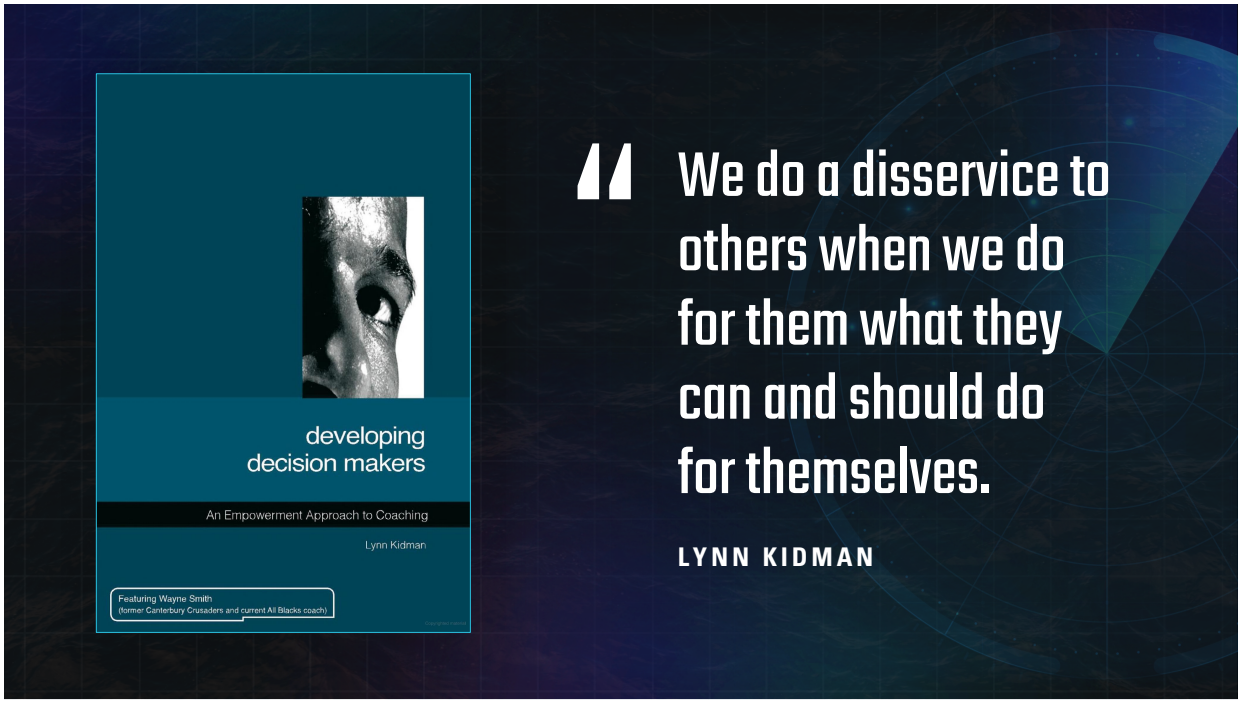
JAM DIVES






CEO
Marketing
HR/Finance
Sales
Operations
Customer Service
Brandon
Sarah
Katie
Robert
Karen
Emily
Dylan
Rashad
Tabitha
Darren
Kyle
Laura
Ron
Angela
Carol
Betty
Xavier
Ethan
Austin
LEADERSHIP
MARKETING
SALES
CUSTOMER SERVICE
HR/FINANCE
OPERATIONS


developing decision makers
An Empowerment Approach to Coaching
Lynn Kidman
Featuring Wayne Smith
(former Canterbury Crusaders and current All Blacks coach)
GUIDED DECISION MAKING


developing
decision makers
An Empowerment Approach to Coaching
Lynn Kidman
Featuring Wayne Smith
(former Canterbury Crusaders and current All Blacks coach)
We do a disservice to others when we do for them what they can and should do for themselves.
LYNN KIDMAN


AIG



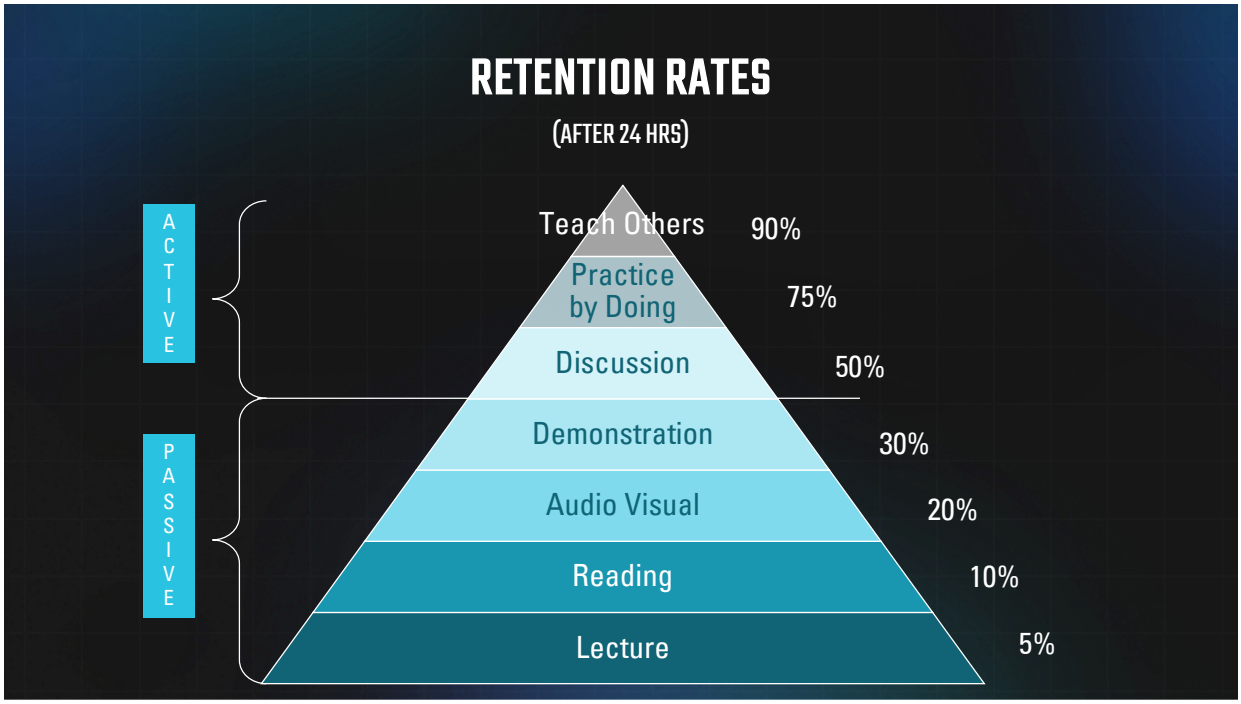
ACTIVE

- Highly involved
- Questions to gain knowledge
- Makes connection to other concepts
- More Bought in
- Goes above and beyond
- Does not give up easily

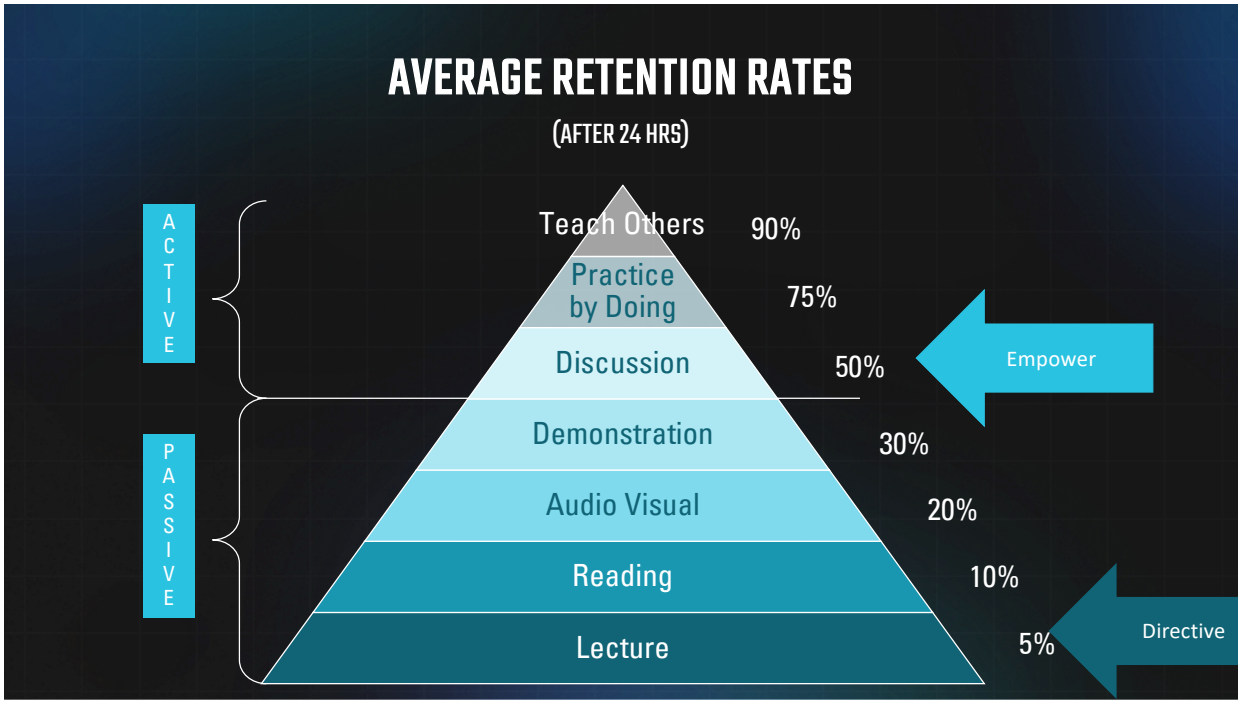
PASSIVE

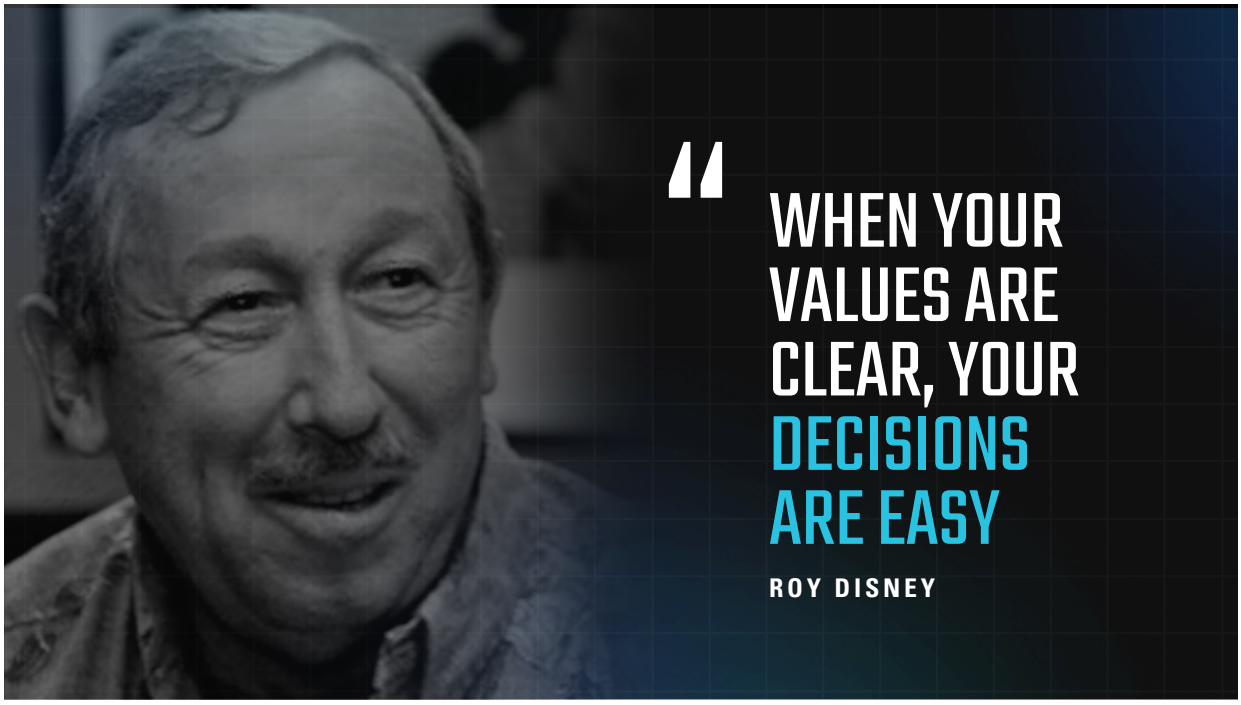
- Employee sits and listens
- Internalizes info w/out questioning
- Memorize by rote memory
- Follow instructions w/out thinking
- Do only what is required
- When work difficult, may give up

TYPES OF LEARNING


RETENTION RATES
(AFTER 24 HRS)
ACTIVE
PASSIVE
Teach Others
90%
Practice by Doing
75%
Discussion
50%
Demonstration
30%
Audio Visual
20%
Reading
10%
Lecture
5%


WHAT DO YOU THINK?


AVERAGE RETENTION RATES
(AFTER 24 HRS)
ACTIVE
PASSIVE
Teach Others
90%
Practice by Doing
75%
Discussion
50%
Empower
Demonstration
30%
Audio Visual
20%
Reading
10%
Lecture
5%
Directive


"
WHEN YOUR VALUES ARE CLEAR, YOUR DECISIONS ARE EASY
ROY DISNEY



1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire

2. Take the Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct

3. Empower Jam Dives

- Ask a Question Back
- Clear on Top 5 Values

FAST ATTACK LEADERSHIP

4. Your Fast Attack Readiness

Evaluate you and your company's readiness to be successful in today's disruptive world.

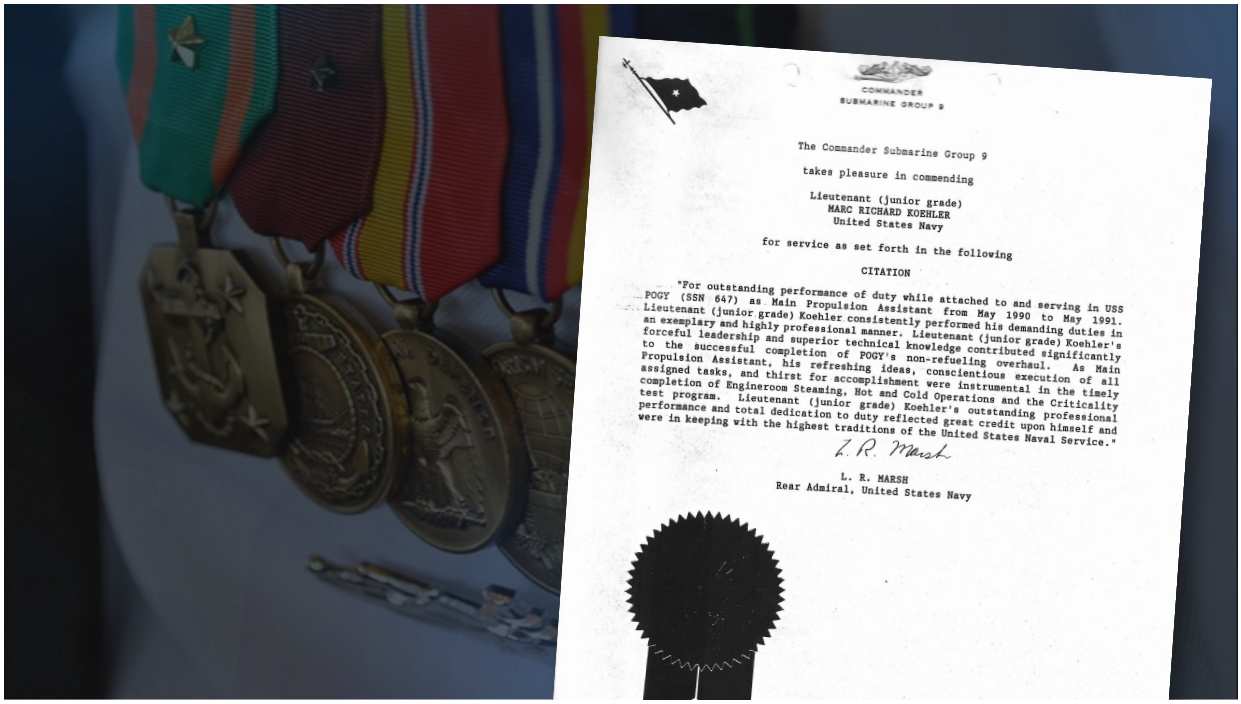
OVERALL SCORE _____

ENGAGE SCORE	_____	Best Area	_____	Worst Area	_____
EMPOWER	_____	Best	_____	Worst	_____
ENCOURAGE	_____	Best	_____	Worst	_____

What areas do I want to get better at?

Fast Attack Evaluation

#4 DEFINE YOUR BRAVO ZULU



COMMANDER
SUBMARINE GROUP 9

The Commander Submarine Group 9

takes pleasure in commending

Lieutenant (junior grade)
MARC RICHARD KOEHLER
United States Navy

for service as set forth in the following

CITATION

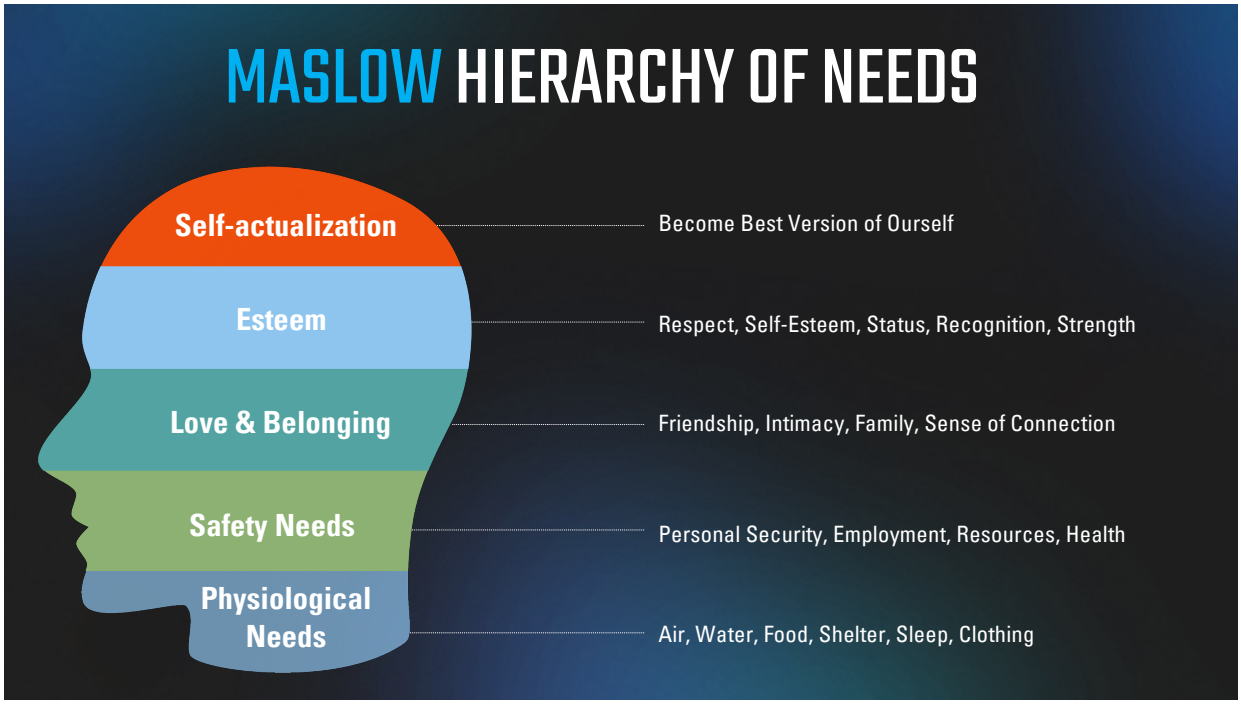
"For outstanding performance of duty while attached to and serving in USS POGY (SSN 647) as Main Propulsion Assistant from May 1990 to May 1991. Lieutenant (junior grade) Koehler consistently performed his demanding duties in an exemplary and highly professional manner. Lieutenant (junior grade) Koehler's forceful leadership and superior technical knowledge contributed significantly to the successful completion of POGY's non-refueling overhaul. As Main Propulsion Assistant, his refreshing ideas, conscientious execution of all assigned tasks, and thirst for accomplishment were instrumental in the timely completion of Engineroom Steaming, Hot and Cold Operations and the Criticality test program. Lieutenant (junior grade) Koehler's outstanding professional performance and total dedication to duty reflected great credit upon himself and were in keeping with the highest traditions of the United States Naval Service."

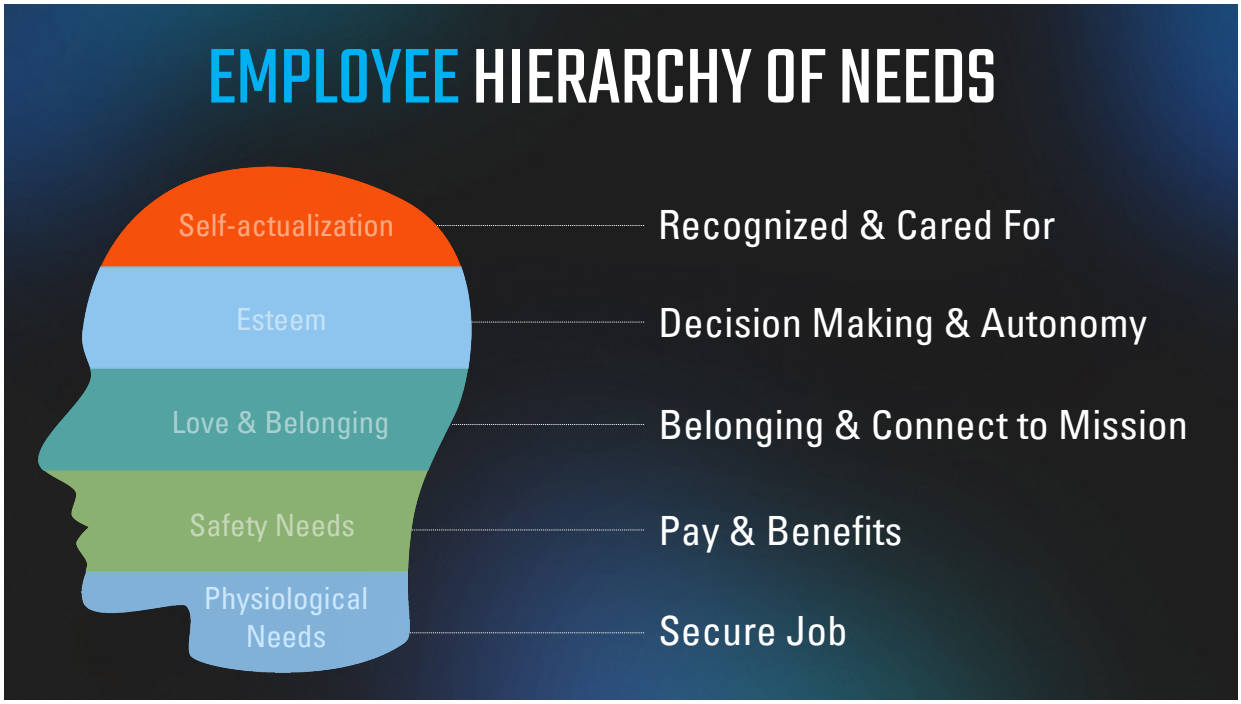
L. R. Marsh

L. R. MARSH
Rear Admiral, United States Navy

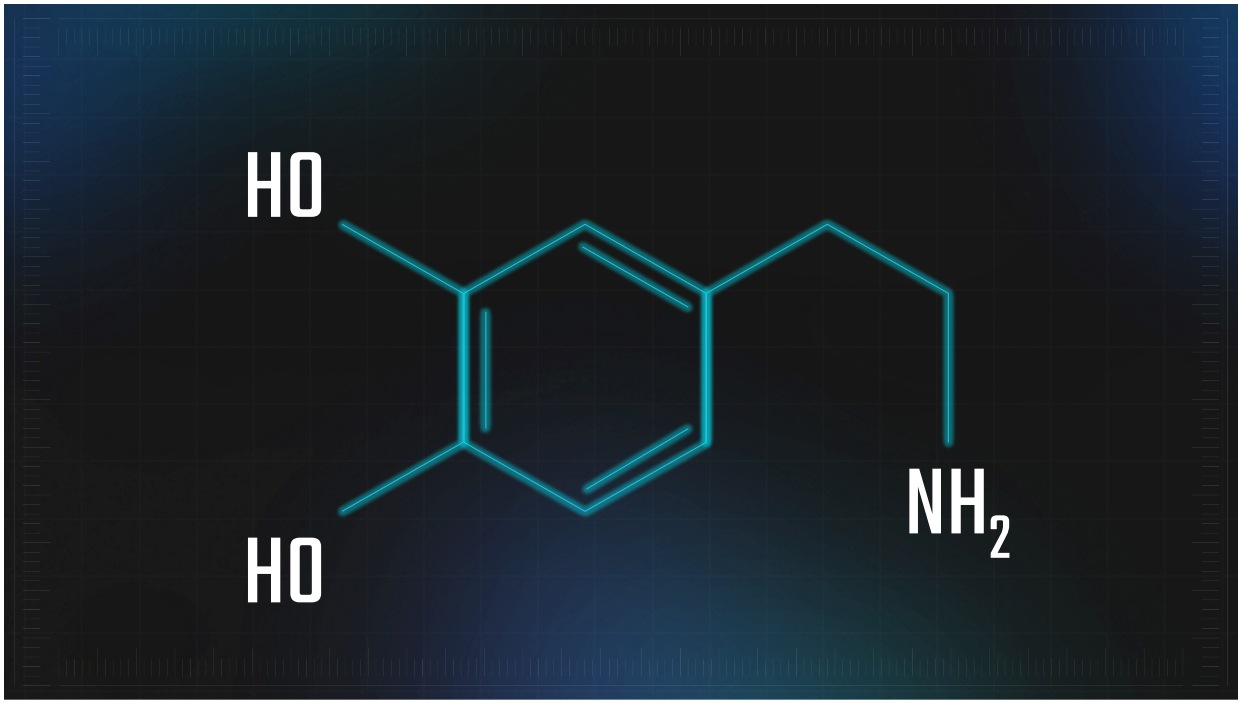
82%

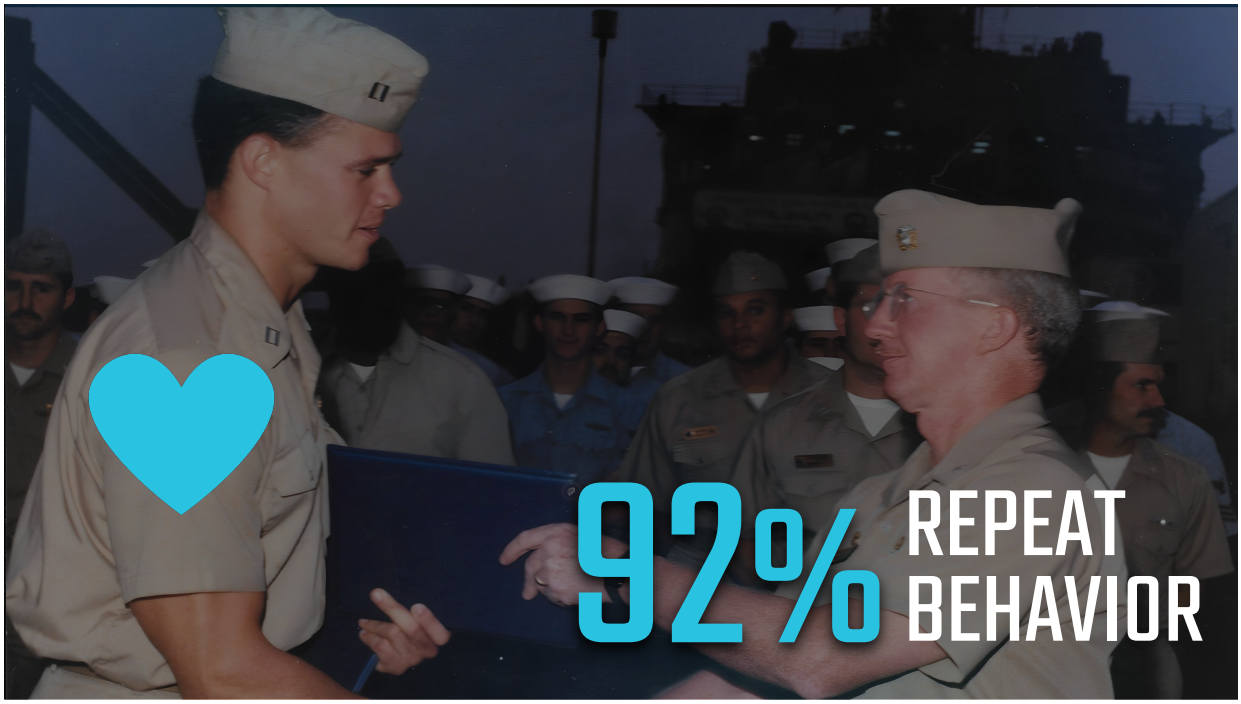
SAY NOT RECOGNIZED ENOUGH

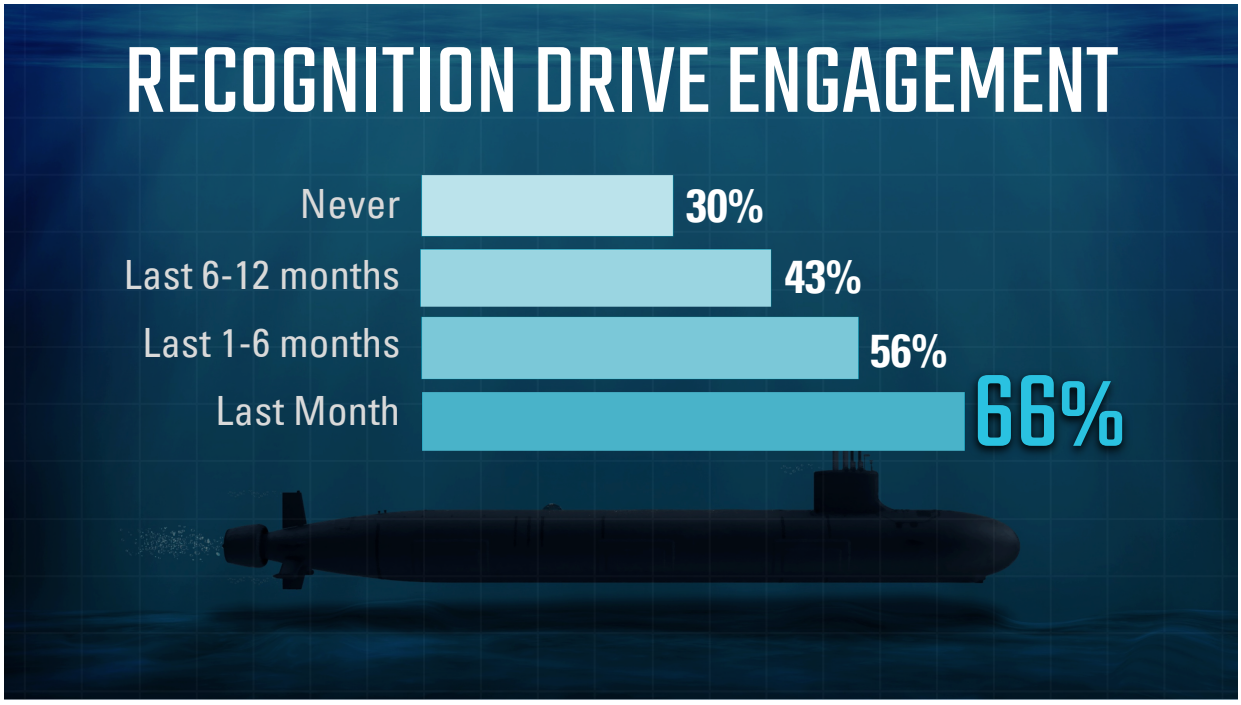

MASLOW HIERARCHY OF NEEDS
Self-actualization
Esteem
Love & Belonging
Safety Needs
Physiological Needs
Become Best Version of Ourself
Respect, Self-Esteem, Status, Recognition, Strength
Friendship, Intimacy, Family, Sense of Connection
Personal Security, Employment, Resources, Health
Air, Water, Food, Shelter, Sleep, Clothing


EMPLOYEE HIERARCHY OF NEEDS
Self-actualization
Esteem
Love & Belonging
Safety Needs
Physiological Needs
Recognized & Cared For
Decision Making & Autonomy
Belonging & Connect to Mission
Pay & Benefits
Secure Job

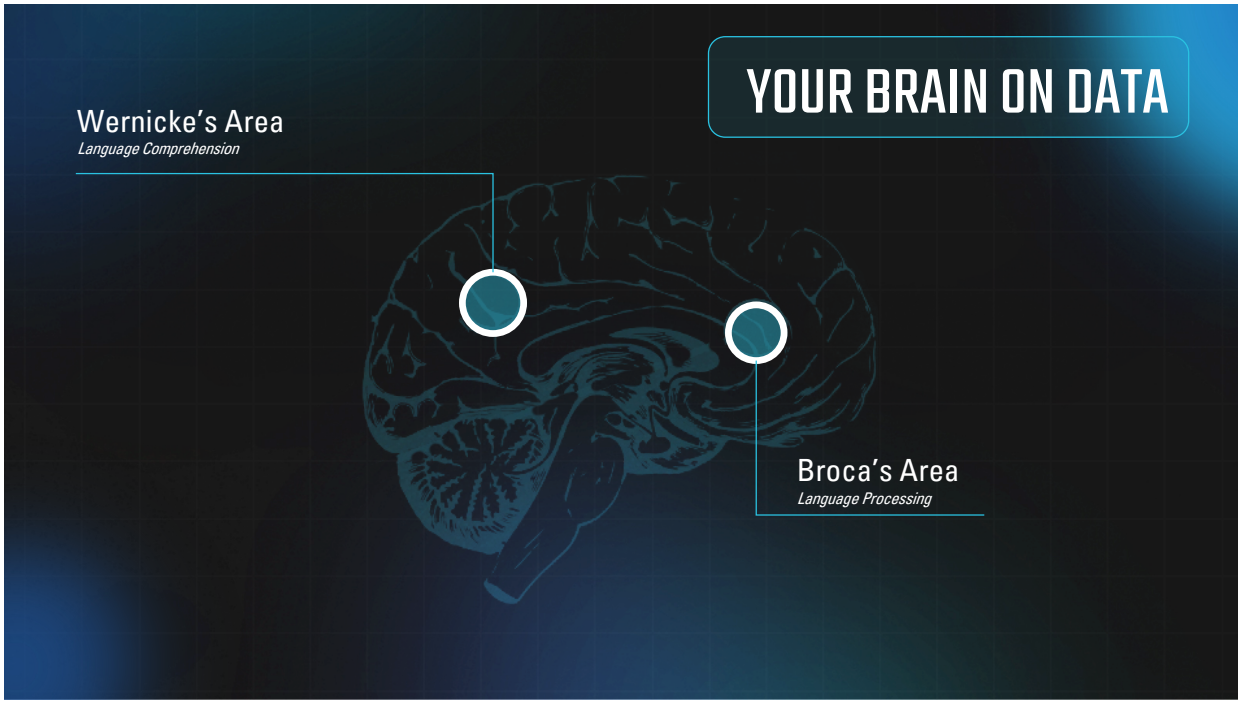


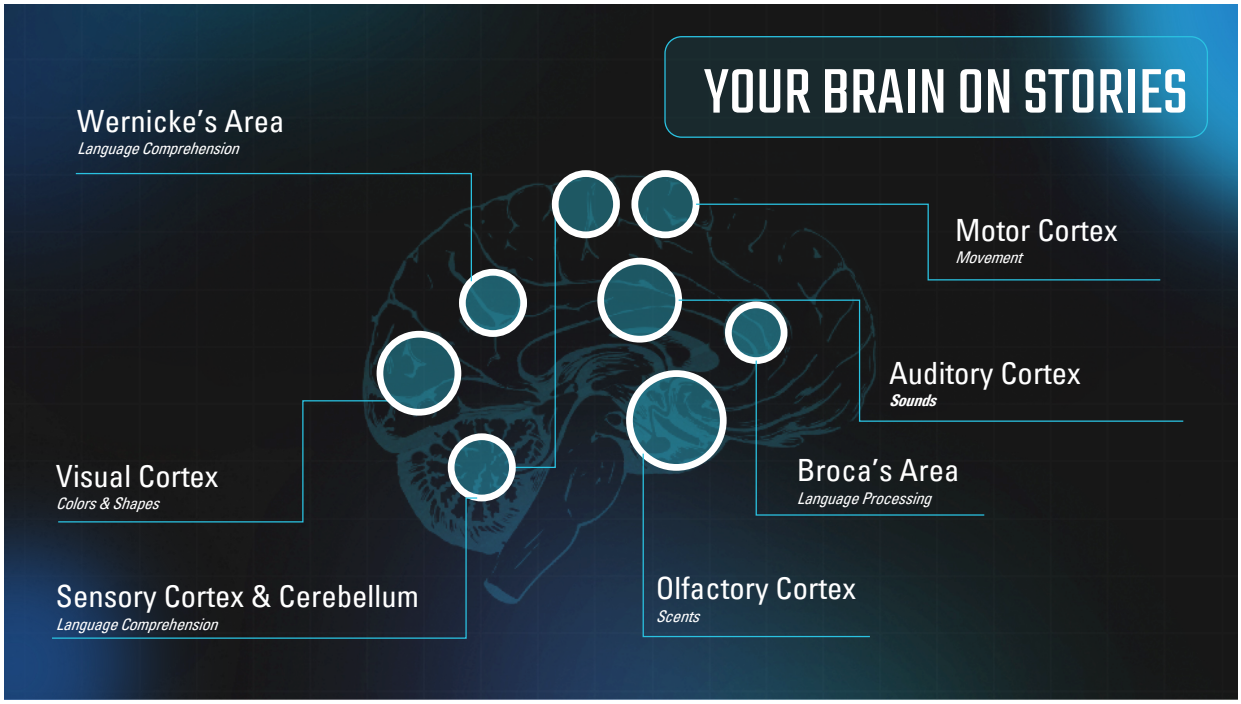

HO
HO
NH2


92% REPEAT BEHAVIOR


RECOGNITION DRIVE ENGAGEMENT
Never
30%
Last 6-12 months
43%
Last 1-6 months
56%
Last Month
66%


STORYTELLING
101


YOUR BRAIN ON DATA
Wernicke's Area
Language Comprehension
Broca's Area
Language Processing


YOUR BRAIN ON STORIES
Wernicke's Area
Language Comprehension
Motor Cortex
Movement
Auditory Cortex
Sounds
Visual Cortex
Colors & Shapes
Broca's Area
Language Processing
Sensory Cortex & Cerebellum
Language Comprehension
Olfactory Cortex
Scents


"MENTALIZING"
REGION

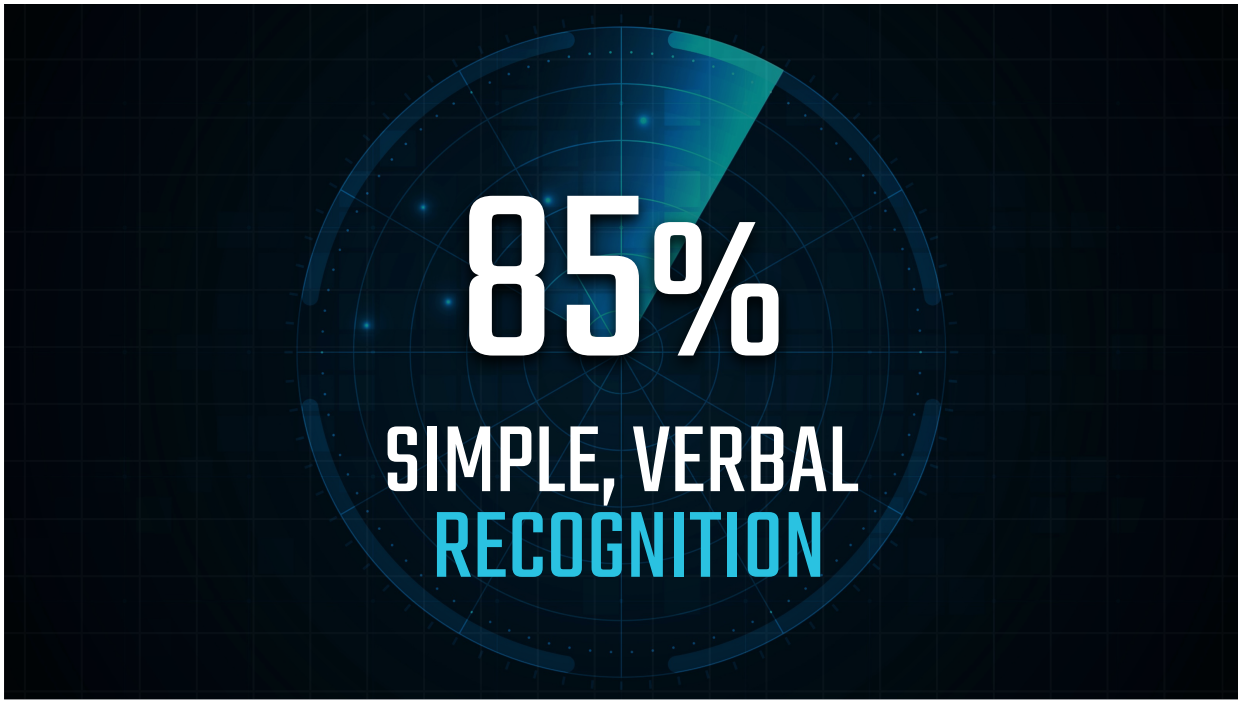
HERO

CHALLENGE

BEHAVIORS

OUTCOMES





1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire

2. Take the Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct

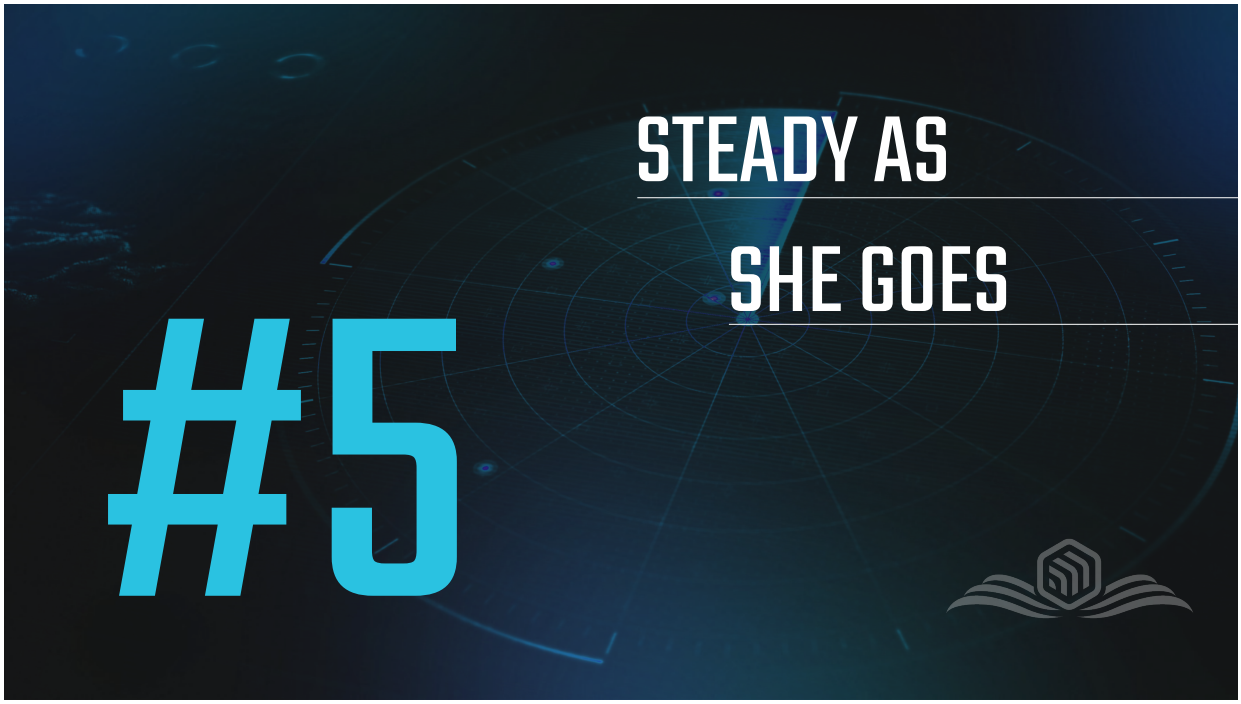
3. Empower Jam Dives

- Ask a Question Back
- Clear on Top 5 Values

4. Define your Bravo Zulu

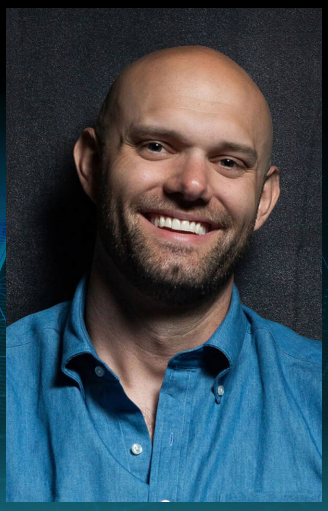
- 4 Part Storytelling
- Praise in Front of Others

FAST ATTACK LEADERSHIP


STEADY AS
SHE GOES
#5


89%
COMMUNICATING WELL EXTREMELY IMPORTANT
9%
MY LEADER COMMUNICATES WELL

"YOU DON'T RISE TO THE LEVEL OF YOUR GOALS, YOU FALL TO THE LEVEL OF YOUR HABITS.



JAMES CLEAR
ATOMIC HABITS



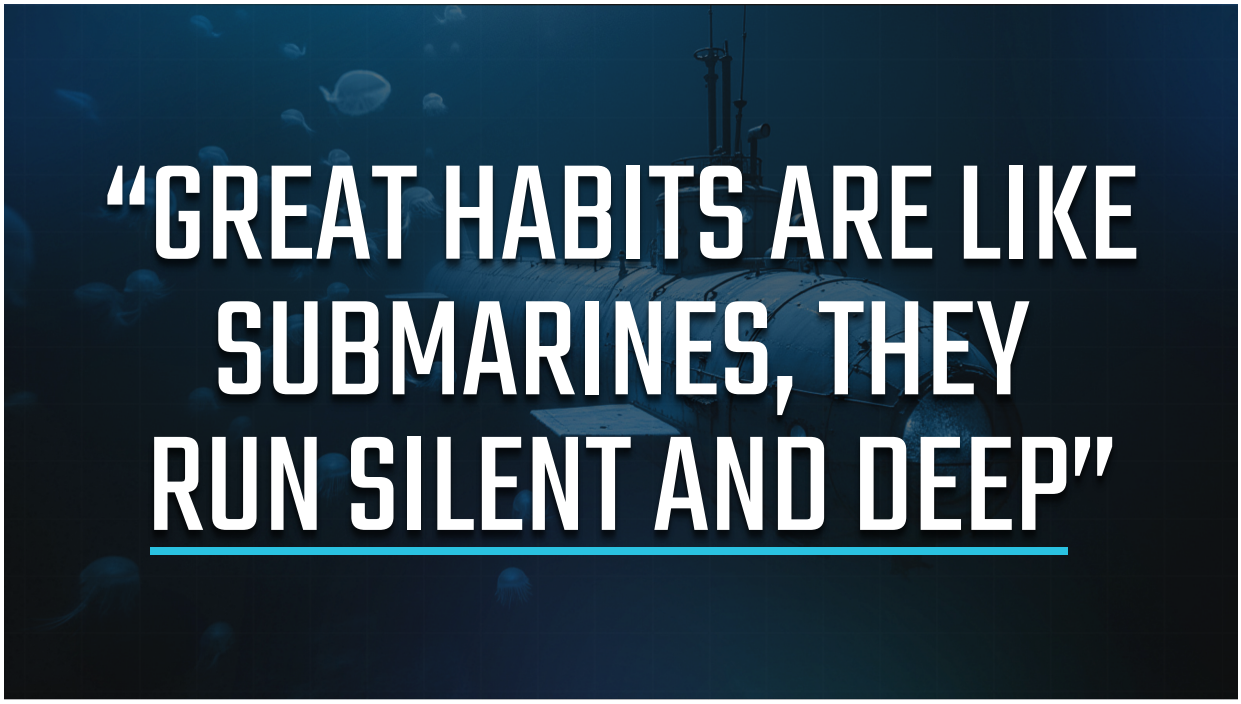

• Goals and Priorities
• Team Collaboration
• Recognitions
WEEKLY
HABIT


MONTHLY
1 ON 1 HABIT
• How are you doing?
• What frustrates you?
• Anything you need from me?



DAILY	15 min
WEEKLY	60 min
1 ON 1 MONTHLY	30 min
ALL-HANDS MONTHLY	30 min


1
MEANINGFUL CONVERSATION
WEEKLY


"GREAT HABITS ARE LIKE SUBMARINES, THEY RUN SILENT AND DEEP"

1. Connect to Mission

- Everyone is a Leader
- Fast Attack Mission
- Connect the Wire

2. Take the Shot

- Top 3 Targets / Goals
- 40% - 70% Course Correct

3. Empower Jam Dives

- Ask a Question Back
- Clear on Top 5 Values

4. Define your Bravo Zulu

- 4 Part Storytelling
- Praise in Front of Others

5. Steady as She Goes

- Daily 15 Stand-Up
- Weekly 1hr Leadership
- Monthly 1 on 1
- Monthly All-Hands

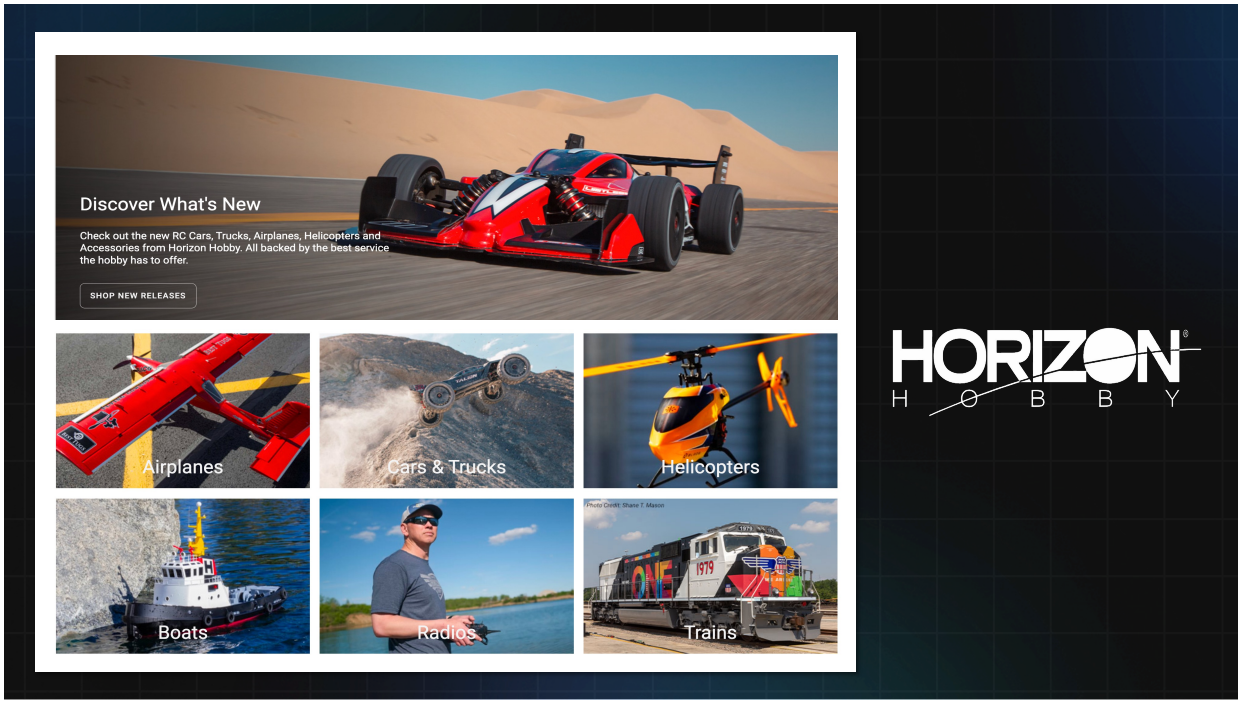
FAST ATTACK LEADERSHIP

SCAN ME

DOWNLOAD RESOURCES & MORE


FAST ATTACK
VOYAGE


HORIZON
HOBBY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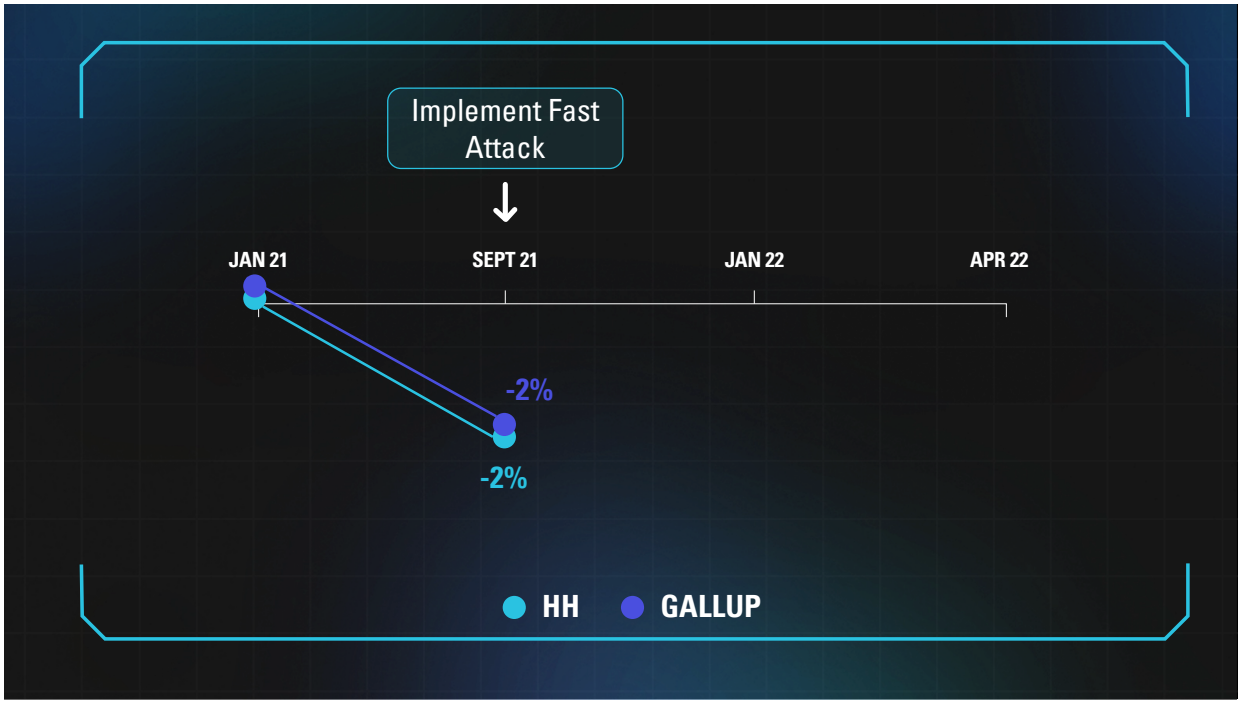
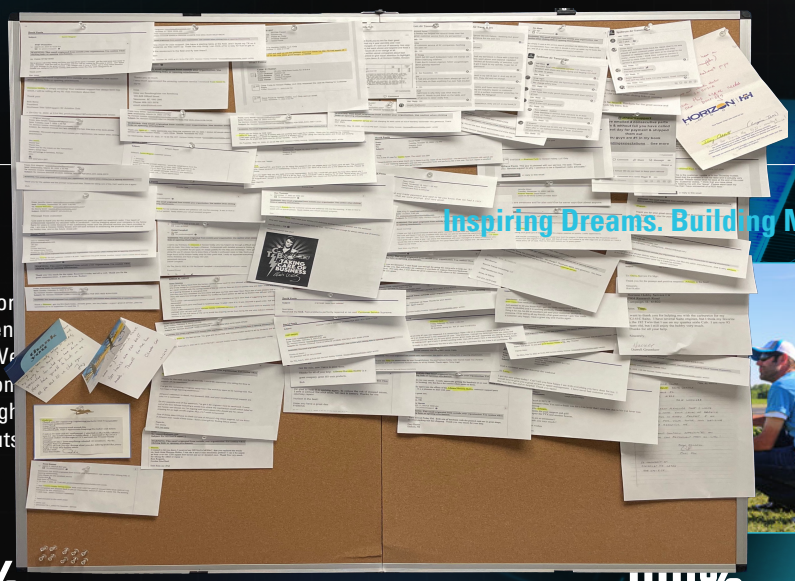
Boats
Radios
Trains
HORIZON HOBBY


Implement Fast Attack
JAN 21
SEPT 21
JAN 22
APR 22
-2%
-2%
HH
GALLUP

#1



Inspiring Dreams. Building Memories.

We impact the wor
through the influen
and our people. W
exceptional custon
experience through
innovation and outs
support.



13%

100%

#2 TAKE THE SHOT

Sales 90 Day Goals

1 - Rebrand Website	At Risk
2 - LinkedIn > 3,000 Members	Complete
3 - Generate 3 New Clients/Projects	On Track

Finance 90 Day Goals

1 - Bill $800K Rev	On Track
2 - Financials by 10th of Every Month	Past Due
3 - Cost Analyze Projects Dashboard	Critical

HR 90 Day Goals

1 - Update OPS Role Descriptions	Critical
2- Best Places to Work Application	At Risk
3 - Q3 to Q4 Transition	On Track

Leadership 90 Day Goals

1 - Recognitions Leadership Training	On Track
2 - Read "This is Marketing by Seth Godin"	On Track
3 - 1 on 1 Leadership Development Training	Critical

Manufacturing 90 Day Goals

1 - 1,280,542 Units Manufactured	On Track
2 - Visual Plant V1	At Risk
3 - New Plant Layout Plan V2	On Track

Quality 90 Day Goals

1 - Launch QA Program Annual Plan	Complete
2 - Identify/Update KPI's	On Track
3 - Quality Error < 1.25% on Projects	On Track

#3 EMPOWER JAM DIVES

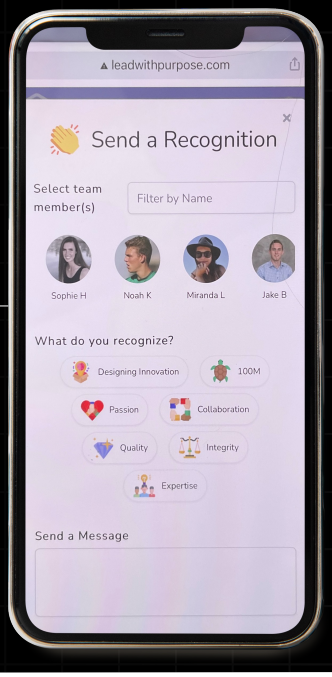
VALUES

What do you think?

Golden Rule | Customer Focused | Innovation | Driven | Team 1st

#4 DEFINE YOUR BRAVO ZULU

12,873 Recognitions

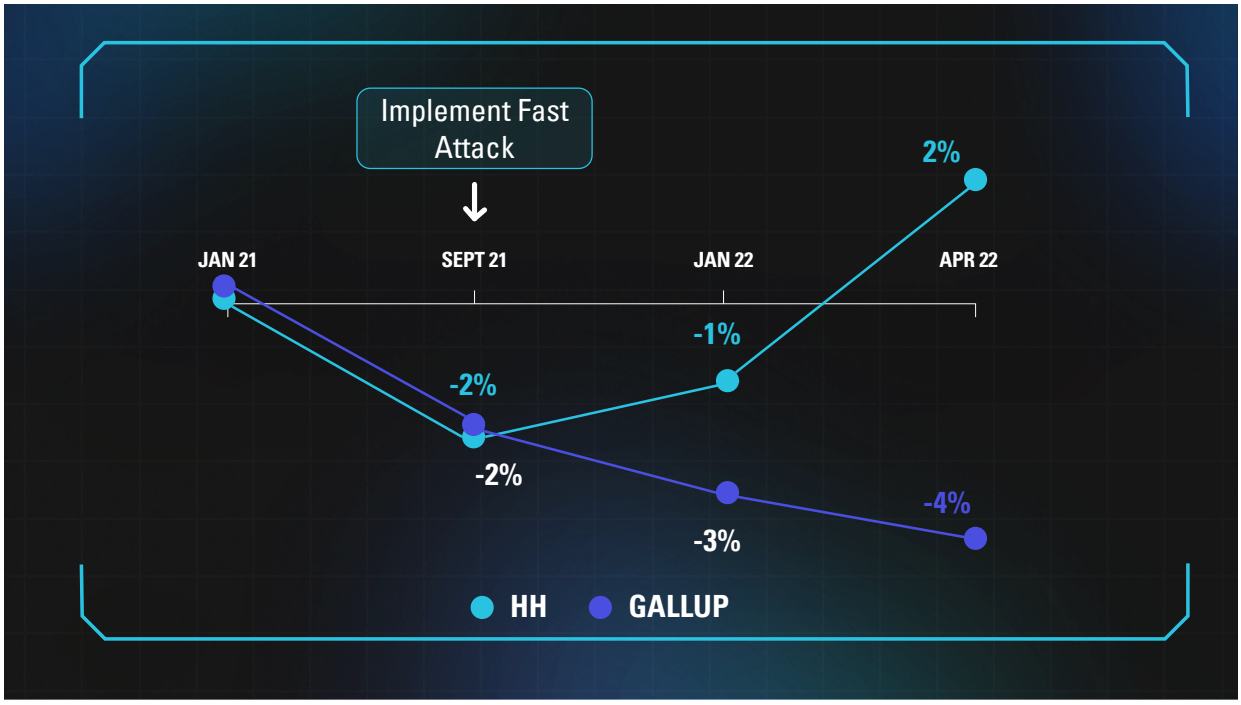


#5 STEADY AS SHE GOES



MONTHLY 1 ON 1'S

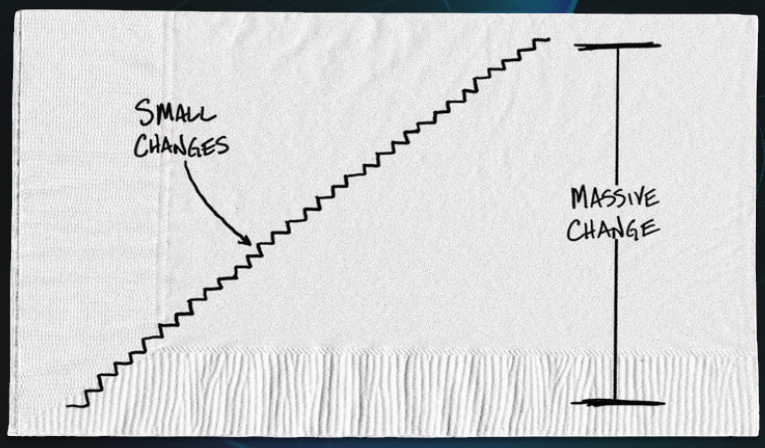
DAILY MEETING



E3 LEADERSHIP CHALLENGE

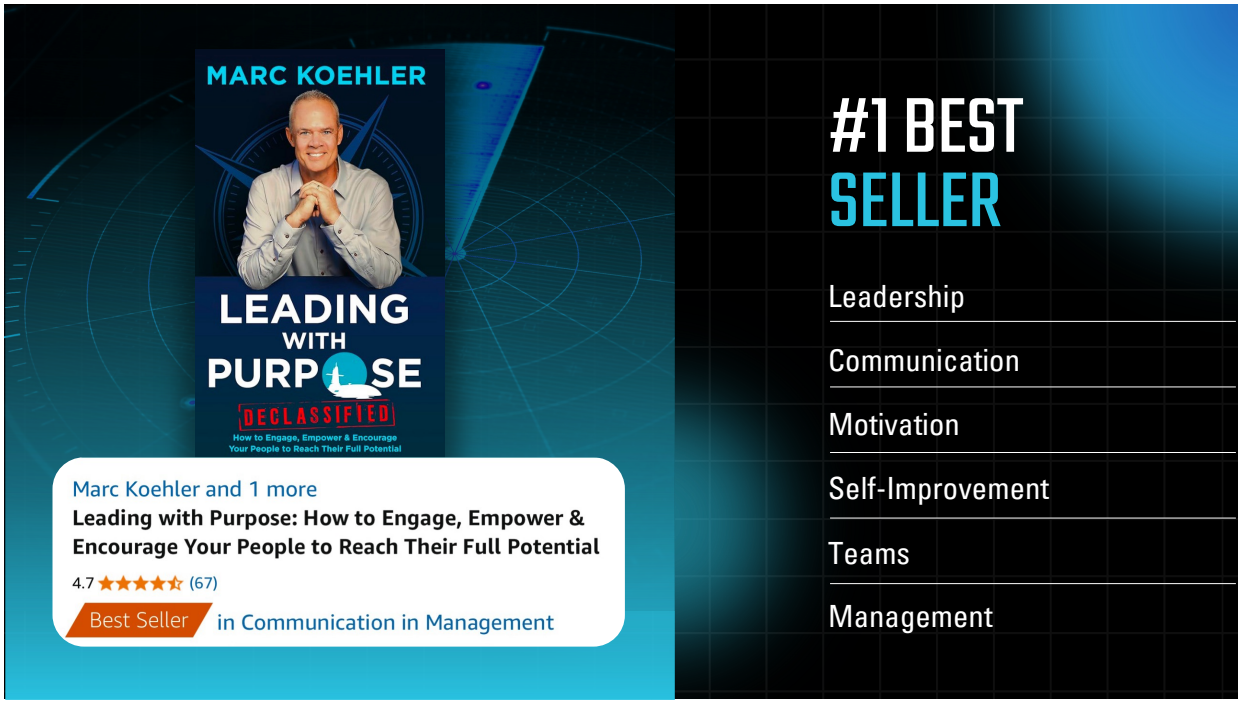
ENGAGE EMPOWER ENCOURAGE

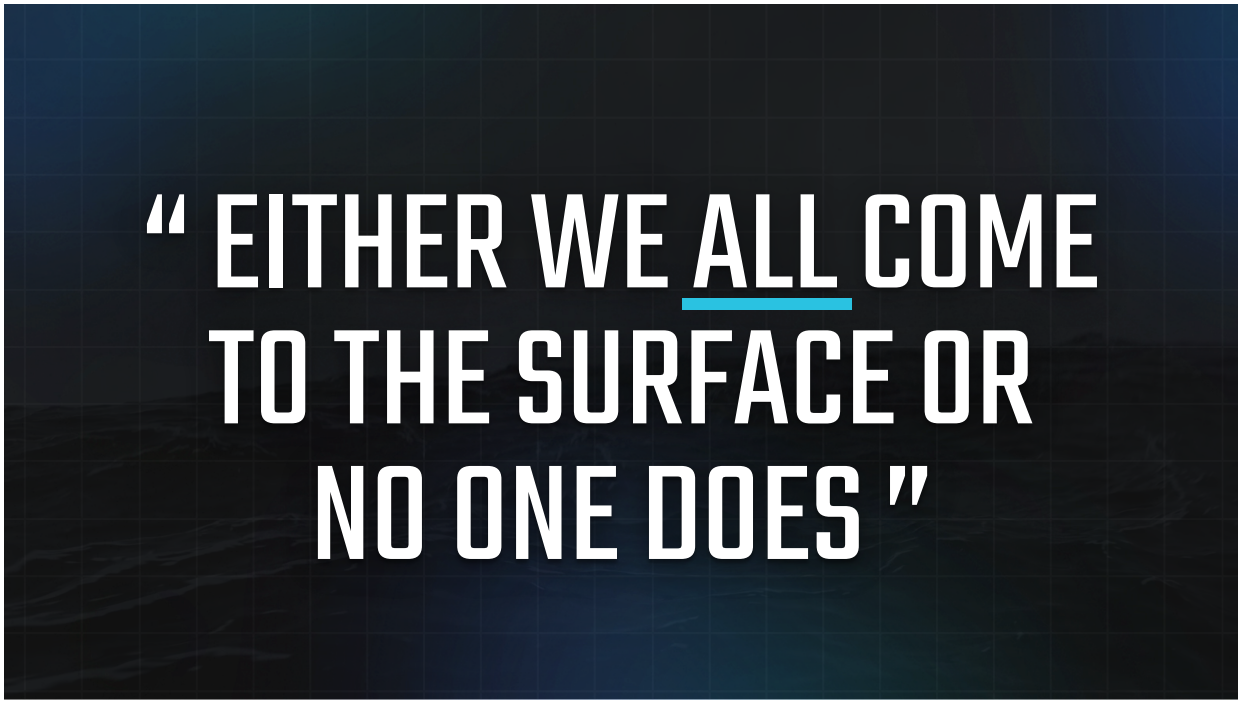
CONSISTENT SIMPLICITY




DEBRIEF


FAST ATTACK
LEADERSHIP


MARC KOEHLER
LEADING WITH PURPOSE
DECLASSIFIED
How to Engage, Empower & Encourage Your People to Reach Their Full Potential
Marc Koehler and 1 more
Leading with Purpose: How to Engage, Empower & Encourage Your People to Reach Their Full Potential
4.7 (67)
Best Seller in Communication in Management
#1 BEST SELLER
Leadership
Communication
Motivation
Self-Improvement
Teams
Management


" EITHER WE ALL COME TO THE SURFACE OR NO ONE DOES "