HoldFast
“Pursuing Elite”
Fall 2017

Keynote Speech
North American Meat Institute
Animal Care & Handling Conference
Overview

• The Purpose of “Pursuing Elite” is to assist individuals and organizations improve outcomes
• There are 5 Outcomes most common to human experience
• Elite Achievers improve their outcomes through the steady, intelligent application of 5 behaviors, disciplines or “Pursuit Points”
• Application
5 Outcomes

• There are 5 Outcomes most common to human experience
  • **Bad**: Unfortunate, difficult, acts of nature, accidents, neglect, inattention
  • **Average**: There are no secrets to average. People don’t aspire to be average
  • **Good**: Not acceptable if *passion* and *profession* are important
  • **Excellent**: Something unique and uncommon. Measurable. An elusive championship. An industry-leading accomplishment
  • **Elite**: Beyond excellence. Multiple championships. Achieving immeasurably more than one can ask or imagine. Great and unspeakable things

• **Key Takeaway**: Pursuing elite outcomes is where individuals and organizations perform best
5 Pursuit Points

• There are 5 behaviors, disciplines or “Pursuit Points” Common to Elite Achievers (The “How To”)
  • Curiosity
  • Intention
  • Balance
  • Tribes
  • Authenticity
5 Pursuit Points

• Curiosity

  • **Elite Achievers are curious: they want to “Find Out”**
    • Intellectual curiosity, a sense of wonder
    • Moral courage to ask challenging questions
    • Asking great and challenging questions is a difficult, but rewarding process
    • Asking great questions is a core competency
    • Questions can be answered through: Reading, Writing, Listening, Conversation
    • Example: President Kennedy was a curious leader: “How can America unite and put a human being on the moon?”
5 Pursuit Points

• Intention

  • Elite Achievers are intentional: they define their “Personal Why”

  • Elite Achievers are (should strive to be) intentional about everything they do
  • Simon Sinek: start with “why”
  • HoldFast…build on “why” and expand it…define it at two levels
    1: Define a personal why at a high, aspirational level (it runs your life)
    2: Define a personal why at a daily, practical level (it runs your day)
  • Example: Clint Bruce has a high, aspirational level “why” with his wife and daughters
  • Example: Andrew Thompson has a daily, practical level “why” to lead, teach, serve and mentor
  • Clear “whys” help us overcome life’s uncertain “whats”
5 Pursuit Points

• Balance
  
  • **Elite Achievers are balanced: they build “high ground for hard days”**
    
    • High ground for hard days stems the tide of inevitable adversity
    • High ground also gives us perspective to enjoy the good days
    • HoldFast encourages 10,000 hours of growth in professional and personal life
    • Example: Colonel John Faircloth, USMC: Commanding Officer of Marine Helicopter Squadron-One (HMX-1). Highly-visible, tremendous responsibility for the safe transport of the President of the United States, 1,000 Marines and $ Millions of dollars worth of national resources. He built “high ground” with a simple formula:
      
      • **Rest + Reading + Thinking + Exercise = Quality Work**
      • What does building “high ground for hard days” look like for you?
5 Pursuit Points

• Tribes
  • **Elite Achievers are Tribal: they connect to something bigger than themselves**
    • Tribes are NOT: Gaggles, Groups or even Teams
    • Tribes transcend societal norms
    • Tribes are the highest form of organizational performance
    • Tribes facilitate **Angles, Allies** and renewable **Advantages**
    • Seth Godin: Tribes are connected to an *idea*, a *leader* and to *each other*
    • Characteristics of a Tribe: disciplined, tough, resilient, competent, a place to give and receive, a lot of fun!
    • Example: Bruce Springsteen and the E-Street band: from BORN TO RUN p. 217
5 Pursuit Points

• Authenticity
  
  • **Elite Achievers are Authentic: they “Share Their Scars” & “Preach from their Pain”**
    
    • Elite Achievers share what they’ve learned with others
    • Time is the enemy of all endeavors: sharing scars helps other people save time
    • Investing in a younger member of the tribe spares them from unnecessary pain
    • Pilots to a great job of applying authentic behaviors in post-flight debriefs
    • LtCol Ben Pappas, USMC—the best our country has to offer...his insights:
      
      ”Elite Achievers are humble enough to prepare and confident enough to perform”
      “Authenticity abounds when a leader’s words, actions, values and ideas are aligned”
      “Authentic leaders recognize humanity in others—especially in those the lead”
Application

• *Anyone* can pursue elite outcomes:
  “These outcomes are claimed and put into action by our active, intelligent pursuit of them.” –Dallas Willard

• What *one or two things* can you do to improve your personal and professional outcomes?

• Be Curious, Intentional, Balanced, Tribal and Authentic…your outcomes will improve!
About HoldFast

• HoldFast is a Bureau (Tribe) of Veteran Speakers and leaders based in Dallas-Fort Worth, TX: Decorated veterans with deep experience in the military and the private sectors.

• HoldFast Empowers Veterans & Changes Lives: “We work with America’s Best Leaders & Provide Amazing Career Opportunities for Veterans.”

• HoldFast Vision: To Inspire and Empower Leaders to Improve Organizational Culture, Employee Engagement, and Enterprise Value

Clint Bruce Biography

Clint Bruce is a Garland, TX native and 1997 graduate of the U.S. Naval Academy in Annapolis, MD where he was the Co-Captain of the varsity football team. He is the President and CEO of the Trident Response Group (TRG), a comprehensive security services company. Clint also speaks to worldwide audiences about “Pursuing Elite” outcomes in business and life. Clint works with America’s best leaders and provides amazing career opportunities to veterans. He is an award-winning Navy SEAL officer who served his country honorably and with distinction. He is married with three children and resides in Dallas, Texas.
Andrew Thompson is a Ferndale, WA native and 1996 graduate of the U.S. Naval Academy in Annapolis, MD where he was the Co-Captain of the varsity football team. He is the President and CEO of the Thompson Development Group, a business services firm. Andrew is a speaker and coach for HoldFast, a veteran speaking and leadership organization. He is a graduate of the School of Business and Public Policy at the Naval Postgraduate School in Monterey, CA. Andrew is an award-winning Marine leader and served as an aviation maintenance officer, budget analyst, Executive Officer and Commanding Officer in a career that spanned 24 years. He is married with three children and resides in Aledo, Texas.
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