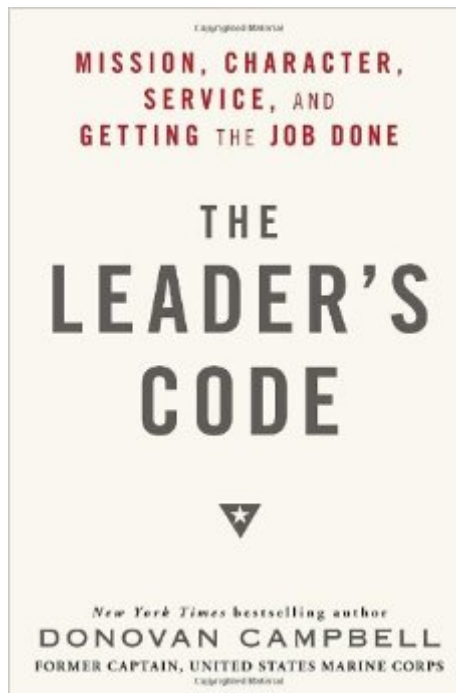


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# The Leader's Code: Mission, Character, Service, And Getting The Job Done



## Synopsis

What does it take to be a great leader? In a word: character. This unique book by decorated U.S. Marine Corps veteran Donovan Campbell, the New York Times bestselling author of *Joker One*, draws on his years of training and combat experience to reveal the specific virtues that underpin effective leadership—and how anyone can stand up, serve others, and make a difference in the world by bringing out the best in a team. *The Leader's Code* is a practical action plan that can be applied to any situation in which exemplary leadership is required, whether that be at home or in the workplace. Moreover, *The Leader's Code* unpacks the military servant-leader model—a leader must take care of his mission first, his team second, and himself a distant third—and explains why this concept of self-sacrifice is so needed in today's world. Focusing on the development of character as the foundation of servant-leadership, Campbell identifies character's six key attributes: humility, excellence, kindness, discipline, courage, and wisdom. Then, drawing on lessons from his time in the Corps and stories from history, Scripture, and American business, he shows us how to develop those virtues in order to take the helm with confidence, conviction, and a passion to bring out the best in others. Being a leader is about being worthy of being followed. True leaders, Campbell argues, foster compassion for others and they pursue excellence in all that they do. They are humble and know how to self-correct. Campbell's exploration of these vital qualities is wide-ranging, as he takes us from the boardrooms of the world's most successful companies to the Infantry Officer Course, the intense twelve-week training gauntlet that Marines use to prepare their leaders to sacrifice themselves for the welfare of others. With faith in our political and business leaders at an all-time low, America is in the midst of a crisis of trust. Yet public opinion polls show that there is one institution that still commands widespread respect because of its commitment to character and sacrifice: the United States military. *The Leader's Code* shows that this same servant-leader model can help us all become our best selves—and provide a way forward for our nation. Advance praise for *The Leader's Code* — “A refreshing model for leadership, offering convincing principles and motivating examples that are sure to make a difference in a leader's personal and professional life. I can't remember a leadership book that has had more influence on my thinking.” —Steve Reinmund, dean of business, Wake Forest University, and retired chairman and CEO, PepsiCo — “Donovan Campbell has written a superb, thoughtful, all-encompassing examination of leadership and leaders. His key lessons, easily understood and well articulated, are applicable at home, within the community, and to professionals in all walks of life. *The Leader's Code* is an important book for anyone concerned about today's leadership crisis in our country and in our

communities.ââGeneral Mike Hagee, USMC (Ret.), 33rd Commandant of the U.S. Marine Corps  
ââDonovan Campbell nails it as he speaks to our countryâs need for leadership at every  
level: at home, in the marketplace, in education, in government, and in the military. The Leaderâs  
Code is a clear call to be focused on the right mission, in the right way, and at the right time. This is  
a thoughtful book that will keep you awake at night and challenge you to dream in the  
daytime!ââDennis Rainey, president and CEO, FamilyLife

## Book Information

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## Customer Reviews

's Book Summary above is an accurate synopsis of this book. Below is my opinion. A rare book on  
character and value. John Wooden's (famous basketball coach) books on character development  
are comparable. This book has more than Wooden's book's on how leader's character virtues affect  
the team. Book says a lot of what other leadership-group motivation books say--that dedication to a  
worthy cause gives meaning and value to living, that building a team involves a leader becoming a  
servant to his followers. But what sets this book apart is that author's examples appear more "real"  
to me. Not written by a pop psychologist, management consultant, or preacher telling the reader  
"Live each day fully." This is a writer telling same, while under enemy fire and seeing his teammates  
crippled and killed. When he was initially under fire, author had trouble sleeping and was under high  
anxiety. When he recognized to make best of each day (as this may truly be his last), he then  
developed more leadership, and his stress and anxiety decreased. Book states in modern  
terminology what many of the classics are saying. For example, Plato describes picking team

members as those who have a steady temperament in times of crisis, and so does this author. Krishna advises that to fight means to be steadfast guided by divine goals, regardless of rewards or disasters; and author says similar. Book continues with excellently describing how leader's virtues, such as courage, humility, pursuit of excellence, kindness give worth to self and creates likewise-culture in leader's group. This book's describing modern applications of many classics' teachings is easier to understand and inspiring. Author also details How and Why leadership values change organizational culture.

I really liked "The Leader's Code: Mission, Character, Service, and Getting The Job Done" by Donovan Campbell, former Captain in the United States Marine Corps. It's a leadership book based on practical military training and experience, not untried theory. Besides his own training and experiences, Campbell includes many examples from both history and modern day events. The information in this book will help anyone become a better leader, regardless if that is running a military operation, a large corporation, small business, or just leading yourself and your family. The principles here will not only help you lead, they will help you be a better person. There are eight chapters, and each tackles an element of leadership that when combined make the whole. These are mission, humility, excellence, kindness, discipline, courage, wisdom and finally virtue and the servant-leader. Campbell not only does an excellent job of describing each of these leadership characteristics, but also how they work together. Again, having one of these is not enough, you must incorporate all of them to be the most effective leader you can be, and Campbell shows you how to do just that. Besides the examples and showing how the principles work together, each chapter contains reflection and summary sections near the end. These help to reinforce the important concepts of each chapter and get the reader thinking about how to incorporate the lessons into actual practice. Because, make no mistake about it, this book aims to help you put these ideas, concepts, and principles into practice. I'm sure that is from Campbell's military training. Being a veteran myself, I know that theory is one thing, but what mattered most was what worked when things were going down.

The Leader's Code "exists . . . to give everyone who hopes to lead the confidence that they can do it well regardless of the context." It encompasses a "cycle of mission, character and service . . . which governs the thoughts, words, and actions of all its members. . ." (Pages xxii - xxiii) Targeted to "everyone who hopes to lead," (Page xxiii) "The Leader's Code is a practical action plan that can be applied to any situation in which exemplary leadership is required, whether that be at home or in the

workplace." (Inside front cover flap)The tenor of the book centers on servant leadership. The first quotation after the book's dedication is the statement: "The greatest among you will be your servant. For those who exalt themselves will be humbled, and those who humble themselves will be exalted." - Jesus ChristThe author homes in on six virtues that are reflective of true servant leadership: humility, excellence, kindness, discipline, courage, and wisdom.This book brims over with practical application. Each chapter ends with a "Reflection" and a "Summary" section that highlight key facets of the topic covered. There are also reflection questions to help the reader personalize the content. For example, in Chapter Two the topic is Humility. The following are four reflection questions to answer:1. How do we want to relate to those whom we lead - do we want them to serve us (are we at the top of the pyramid) or do we want to serve them (is the pyramid turned on its head)?2. How do we currently lead at work? At home? In our social lives?3. When was the last time we said, "I was wrong," "I am sorry," or "Please forgive me"?4. When was the last time we asked for constructive criticism?

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