

# The Wisdom of the bullfrog

**Admiral William H Mc Raven**

Admiral Mc Raven was a Navy SEAL who served for 37 years. As a 4 star admiral, his last role was the commander of all US Special Operations Forces. After retiring from the Navy, he served as the Chancellor of the University of Texas. He is a best selling author.

Leadership is never easy. Even those who seem to carry the burden of leadership with ease often struggle.

Everything in leadership is simple, its just that the simple things are difficult.

Leadership is difficult, but not complicated.

Leadership is accomplishing a task with the people and resources you have while maintaining the integrity of your institution.

Doing what is right matters because when exhibited by a leader on a daily basis, it develops the culture of the institution and develops the next generation of leaders.

Leaders need character and competence to gain trust.



As a leader you must always appear to be in command even on days when you struggle with the pressures of the job.

The only easy day was yesterday.

You are not a leader the day you believe you have nothing more to prove and want privileges.

Faced with a problem, not all leaders move quickly, accept responsibility and become the face of the solution.

“Initiative is doing the right thing without being told” – Victor Hugo

Just before the Bin Laden mission was launched, President Barack Obama called me at my HQ to wish me and my seals good luck for the mission.

I admired Obama's intellect for understanding the nature of the risks he was assuming.

Obama knew that if the mission failed, it would be the end of his presidency.

The plan to capture Bin Laden had 165 phases, we identified every training requirement, every piece of equipment, every intelligence shortfall and every possible contingency.



The great risk takers recognize that in every risk lies an opportunity.

Every great leader must exhibit a sense of boldness since the rank and file don't want to follow a timid soul.

Hope is not a strategy

A leader can only accomplish two or three things in his/her tenure.

As a leader always ensure that your company has thought through the worst case scenario even if it seems unlikely to happen.

High standards are important in every organization.

In every command I had, I would walk the corridors of the offices, the building, the base. This gives insights into how the organization is doing and how you are leading.

Morale is not about employees feeling good,  
its about employees feeling valued.



As a leader you must find the right balance between too much oversight and too little scrutiny.

Effective teamwork begins and ends with communication.

Hard work creates opportunities.

Ninety nine per cent of failures come from people who have a habit of making excuses.

Difficult decisions with serious ramifications  
require careful thought.

All leadership decisions are scrutinized internally and externally.

Ask yourself as a leader, *is it ethical, legal and moral.*

Ethical is does it follow the rules?

Legal is does it follow the law? and

Moral is does it follow what you know to be right?.

As a leader, you must have a little swagger, a healthy confidence that you are the right person for the job.

Leaders that succeed are honorable, trustworthy, confident yet humble, have stamina, take initiative and aren't afraid to take risks.



A leader must keep doing his best every single day and let people see what you have got.