



Warrior Leader Training (WLT) is a hands-on approach to leader development focused on command climate.

WLT draws on top research and best practices from neuroscience, positive psychology, and executive leadership and applies it to a military context. It is designed for sustained implementation with experiential learning, simulations, and ongoing coaching and implementation support. It features practical tools to apply immediately in work and life.

Leaders will walk away with the knowledge and skills of how to create a positive, high performance command climate supportive of recruiting/retention, mental health, and readiness.

We empower leaders to get after critical problem sets that can undermine readiness...

- Mental Health Issues (including suicide)
- Behavioral Health Problems
- Recruiting & Retention challenges
- Low Morale and Lack of Buy-in

WLT Solutions

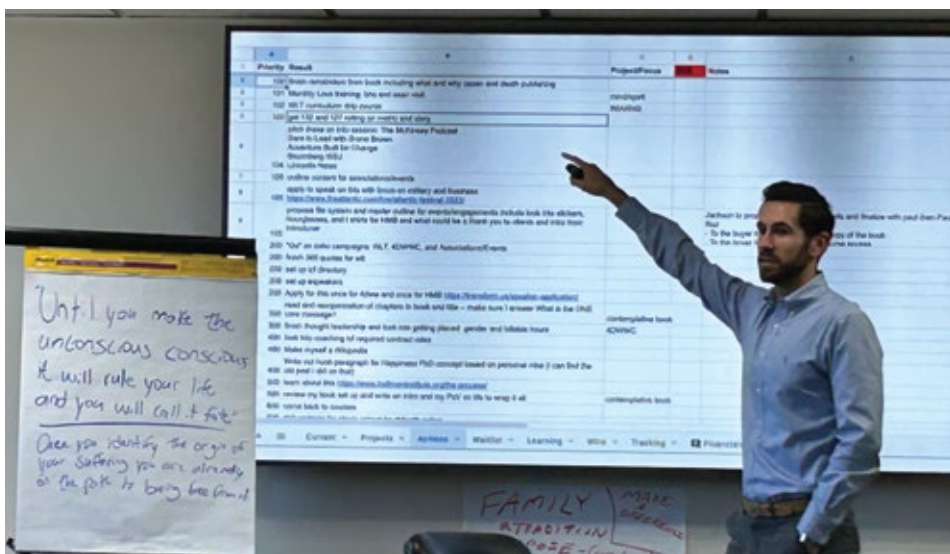
While there are common challenges across the military, each organization has their own unique command climate and problem sets. In every engagement we begin with discovery research to understand the specific context, and then tailor training solutions according to the specific objectives of each client. We want to understand the baseline situation, then partner to assess the impact of our work.

We have done training and follow on support with Battalion command teams, Brigade Command, entire Recruiting & Retention Battalion (RRB) workforces, AUSA, military professional associations, and countless private sector and para-military organizations.

When working with intact leadership groups, we create an environment where not only do individuals learn profound new skills, but they also bond as a team. They learn one another's strengths, they workshop strategies for changing their organizations, and they leave with a new-found confidence that they can meet 21st Century leadership challenges.

Those who work with us consistently walk away with significant impacts on personal and professional development. We provide transformative training experiences that inspire and educate leaders to create positive, high-performance command climates.

You will find highlight impacts and participant experiences in the following pages.



We have reached
in excess of
9,000
program participants
through both events
and trainings.

Our research found service members are not prepared to create positive, high-performing cultures.

The Psychological Dimension of Readiness

Major General Bob Scales (retired head of the US Army War College) makes a surprising claim. The next major world conflict will not depend on technological superiority as much as on superior mental and emotional fitness.

"... more important to victory will be human influencers such as the selection, bonding, and psychological and physical preparation of tactical units... We are in a race, and the times demand change. [The next] World War can only be won by harnessing the social and human sciences as the essential amplifiers of military performance, just as the physical sciences were the amplifiers of past world wars. Such a shift in how the defense community approaches war will require a fundamental shift in military culture."

Threats to Readiness

Our research found servicemembers do not feel leadership support or cohesion and connectedness with their teams. Approximately 42% of servicemembers surveyed agreed that in the last month they had gotten recognition or praise for their work. Only 48% agree that they have a 'best friend' at work.

Leadership support, engagement & commitment, cohesion, and connectedness are critical DEOCS protective factors. It may seem odd to ask about a 'best friend' at work but Gallup, a global leader in organizational research, found those who agree to that question are 700% more engaged (a measure of interest and enthusiasm for one's work).



Our research found servicemembers do not feel prepared to shape a protective command climate. From pre-training surveys only 16% strongly agreed that their professional military education (PME) and past training have prepared them to create a positive, high-performance climate.

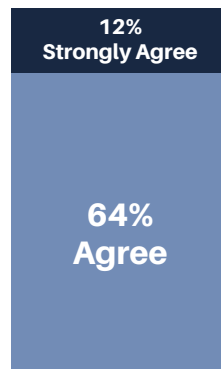
In 2022, the DoD missed their recruiting goal by 25%. In 2023, the Navy failed to hit its accession target for the first time ever and many other forces struggled to meet mission. Compared to the private sector, retention rates remain low across Defense Organizations. In CY 2023, 523 servicemembers died by suicide (which is up from 493 in 2022).

This final set of datapoints suggests that there remains progress to be made in creating command climates that make servicemen and women want to serve, want to stay, and support mental health & wellbeing.



IMPACT

Impact 1- The Warrior Leader Training system empowers leaders to create a positive, high-performing climate.



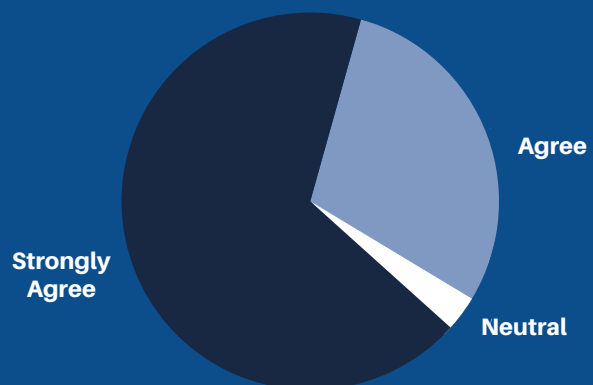
Before



After

"As a leader, I have the knowledge and skills to create and sustain a positive, high-performing climate."

97% of military leaders we've worked with recommend working with us.



**Impact 2- The Warrior
Leader Training
system improves
emotional intelligence
to better manage
stress, mental health,
and team dynamics.**



**28.7%
increase in
strongly agree**

"I understand and value the
role of emotional
intelligence in leadership."



**11.6%
increase in
strongly agree**

"I know how to respond (and
access appropriate
resources) when either myself
or others are in a crisis."



**24.2%
increase in
strongly agree**

"The members of my
battalion feel safe, open, and
connected with one another."



IMPACT

Impact 3 – WLT draws on a network of expertise to drive results at the organizational level. Along with Comprehensive Health & Wellness (CHW) in the WI National Guard, we were part of an organizational shift in command climate as a trusted adviser to 2-star General Paul Knapp. Through 2020 to 2024 the organization saw...

- Reductions in sexual assault & harassment
- A 34% turnaround in recruiting production in MY24 meeting state missions in every recruiting/retention category for the first time in 6 years.
- A huge increase in annual "Saves", which is the measure of service members coming forward for mental health support.

Testimonials



The following quotes are from regular military leaders who have attended the training. Their experience is typical — it is a life-changing experience that powerfully shifts their leadership style.



LTC Josh P.

"The retreat helped everyone form a bond and be more of a team. This team bond will improve soldier relationships, lead them to stay in longer and help with retention issues."



MAJ. Jimmy G.

"I was going to resign my commission in the US Army and the National Guard... But this retreat showed me that my values had not changed... The values of service not only to soldiers but to the community: it really renewed my faith in that I was doing the right thing and I have decided to not only stay in the National Guard but also change my civilian practices."



MAJ. Ben L.

"The retreat offered us tools to help decrease soldier turnover, increase engagement, and create stronger unified teams by caring about soldiers. You learn how to connect with people; this is your family."



Personal Impact

LTC Shannon H.

"The cohesion part was really moving. To try to understand what really motivates soldiers to serve and to serve well. If we have a cohesive team and a bond that we all share, we can defeat any enemy... A group of folks in our battalion have since made major life decisions based upon this self-reflection. They've referred to this training as being a significant life experience that has drawn them to certain conclusions in their lives. I'm also included in that group."

You can see soldiers share their candid feedback here:
<https://warriorleadertraining.com/testimonials/>

Warrior Leader Training System

We give you and your organization a plan to go from where you are to where you want to be.

There are unprecedented challenges facing today's military and paramilitary leaders.

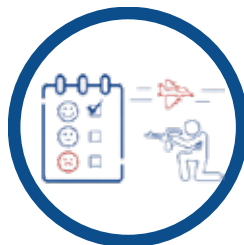
- Social problems and mental health issues are on the rise
- Recruiting and retention are suffering
- Those on the frontline aren't buying in
- The list of demands is growing with fewer resources to meet them

We partner with you to solve your people problems, reach your objectives, and achieve readiness.



Information Brief & Context

Develop situational awareness and explore approach to partnership and needs.



Discovery & Research

Develop understanding of context, operations, mission, and current command climate.



Training & Support

Develop and deliver custom training solutions which are engaging, experiential, and actionable. Ensure follow on support.

Who We Serve



Department of Defense
Forces



State-Level National
Guard



Police, Fire, and
EMT



Other
Paramilitary

Training Delivery

This is a sample of the training curriculum. Every organization will have customized learning.

Warrior Leader Training can be delivered as a two day in-person immersion followed by one additional virtual or in-person consolidation day 2-3 months later to lock in the learning. In those 2-3 months, leaders received at least two sessions of 1-to-1 leadership coaching focused on applying the learning in their day-to-day work.

Leaders can expect a demanding yet rewarding experience. They will leave empowered, prepared and more connected with their fellow leaders than they ever have been before.

This learning is experiential and operationally focused.

Sample Training Schedule

DAY 1

- Commitment from Top Leaders
- Importance of Command Climate for Readiness
- Awareness Training & Combat Psychology
- Cohesion and & Connectedness and Mission Command
- Emotional Intelligence Foundations

DAY 2

- Work-Life Balance Tools
- Transformational Leadership with Engagement & Commitment, including Strengths and Values Assessments
- Emotional Intelligence applications
- Facilitated strategy and planning for sustained implementation

Post-Training Support

- Refresher Training
- Hip Pocket Training Resources
- Coaching sessions
- Organizational Development & Process Consulting

Scientific Research

Happier soldiers are the highest performers

Compared to the soldiers lowest in well-being, those highest in well-being were 4X more likely to earn an award.

A groundbreaking study from the US government and University of Pennsylvania looked at 908,096 US Army soldiers. Researchers showed that those with a positive attitude and high optimism were more likely to receive awards for performance and heroism.

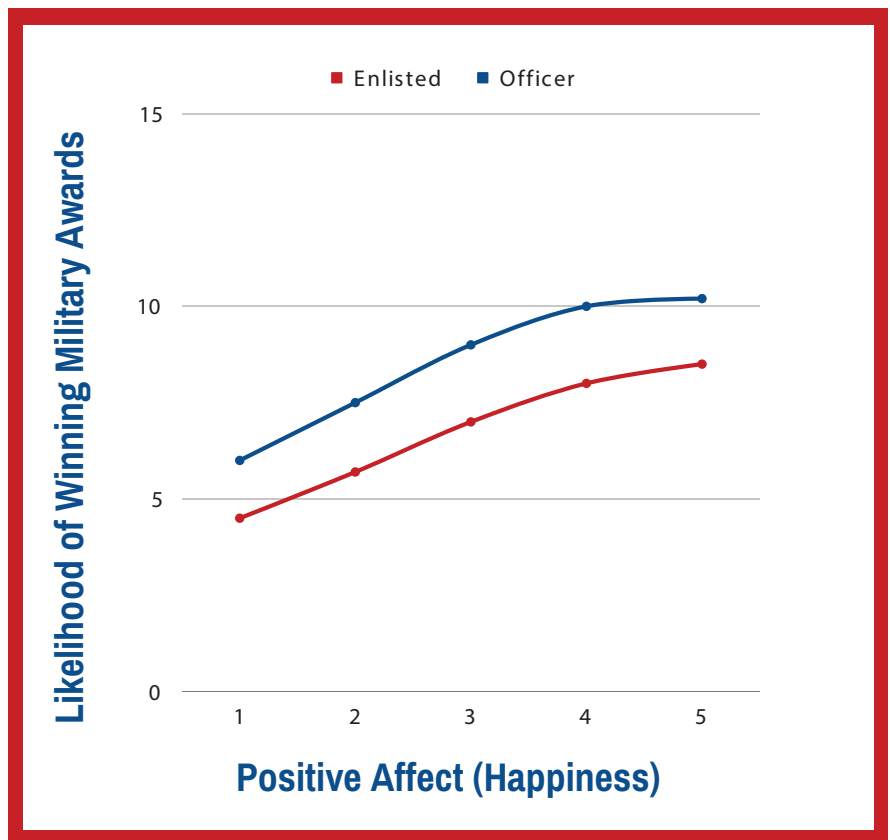


Figure: Based on groundbreaking research published in 2021*, we now know that soldiers who are happy outperform those that are not. Warrior Leader Training aims directly at this outcome — teaching skills of emotional intelligence that increase resilience and life satisfaction. These leaders are then empowered to role model these skills to their subordinates.

*Lester et.al. Journal of Happiness Studies, 2021 Aug 3

Team Members



Paul Krismer
Workplace Culture
Expert



Jackson Kerchis
Happiness Researcher &
Educator

Paul has over 20 years' experience as a Senior Executive at a top financial services firm. Since 2016, he has run his own consulting business focusing on leadership training and workplace culture.

Jackson is a former management consultant, startup executive, and Zen monk who created the world's first major in Happiness Studies.

As partners at Happiness Means Business and Warrior Leader Training, we have spoken directly to 100,000+ leaders, been featured in national media, and written a best-selling book. Our military work has impacted 9,000+ service men and women.

Here are a few select Fortune 500 & military organizations we are proud to have served.



The Challenge:

Become a Warrior Leader. To take the next step, visit our website or email to schedule a free information briefing.



For more information or to schedule a no obligation free information briefing, please visit our website or send us an email.



WarriorLeaderTraining.com



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