



Southern Business Administration Assoc Building Resiliency & Resolve

Colonel Tom Gordon USMC (ret).
Commandant of Cadets, The Citadel

MARINE

TURNING
LEADERSHIP
PRINCIPLES
INTO PRACTICE

MAXIMS

COL THOMAS J. GORDON, USMC (RET.)

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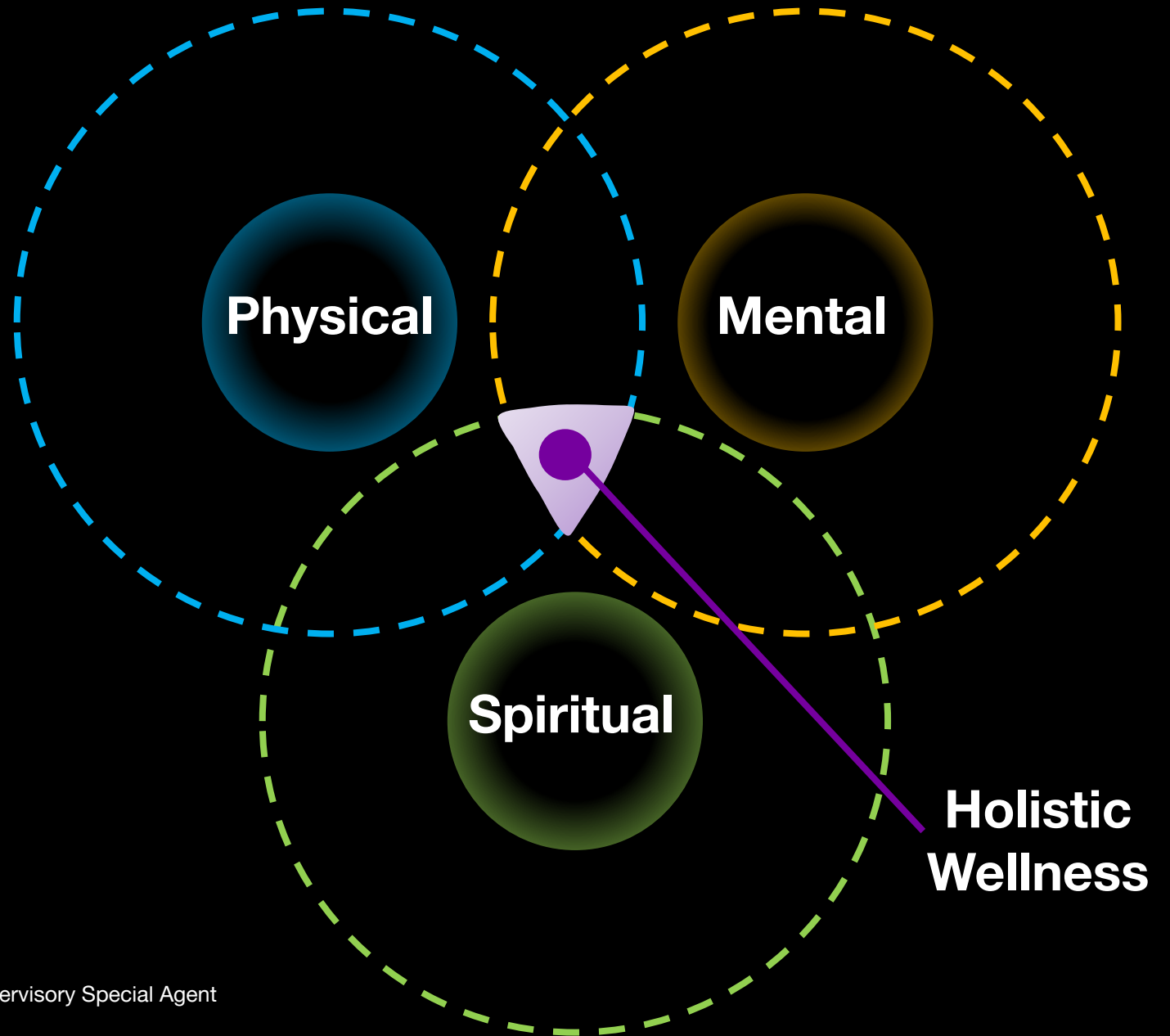
A MAN IS LIKE A FINE SUIT

“Positions are seldom lost because they have been destroyed, but almost invariably because the leader has decided in his own mind that the position cannot be held.”

- General A. A. Vandergrift, 18th Commandant of the Marine Corps



WELLNESS & BALANCE



SPIRITUAL WELLNESS

- A PERSONAL BELIEF SYSTEM ABOUT ONE'S PURPOSE (INDIVIDUAL PURPOSE AND SOCIAL PURPOSE) AND HOW TO FIND BALANCE WITH THE WORLD.
- SPIRITUALITY IS NOT SYNONYMOUS WITH RELIGION.



#1 Know Thy Self





KNOW YOUR WHY

“The greatest task a person can undertake is to find meaning in their life”

“It is not what do I want from life; it’s what does this life want from me.”

“What man needs is not a tensionless state, but rather a striving struggle for a worthwhile goal” – **Victor Frankl**

Do Hard Things



The Enchiridion

by Epictetus

translated by Elizabeth Carter



THE INVINCIBLE MAN

“THE INVINCIBLE MAN IS HE WHO CANNOT BE DISMAYED BY ANY HAPPENINGS OUTSIDE OF HIS CONTROL.”





HANOI HILTON

LESSONS FROM THE HANOI HILTON





TENANTS OF STOIC PHILOSOPHY

DICHOTOMY OF
CONTROL

COGNITIVE
DISTANCING

PARADOX OF
ACCEPTANCE

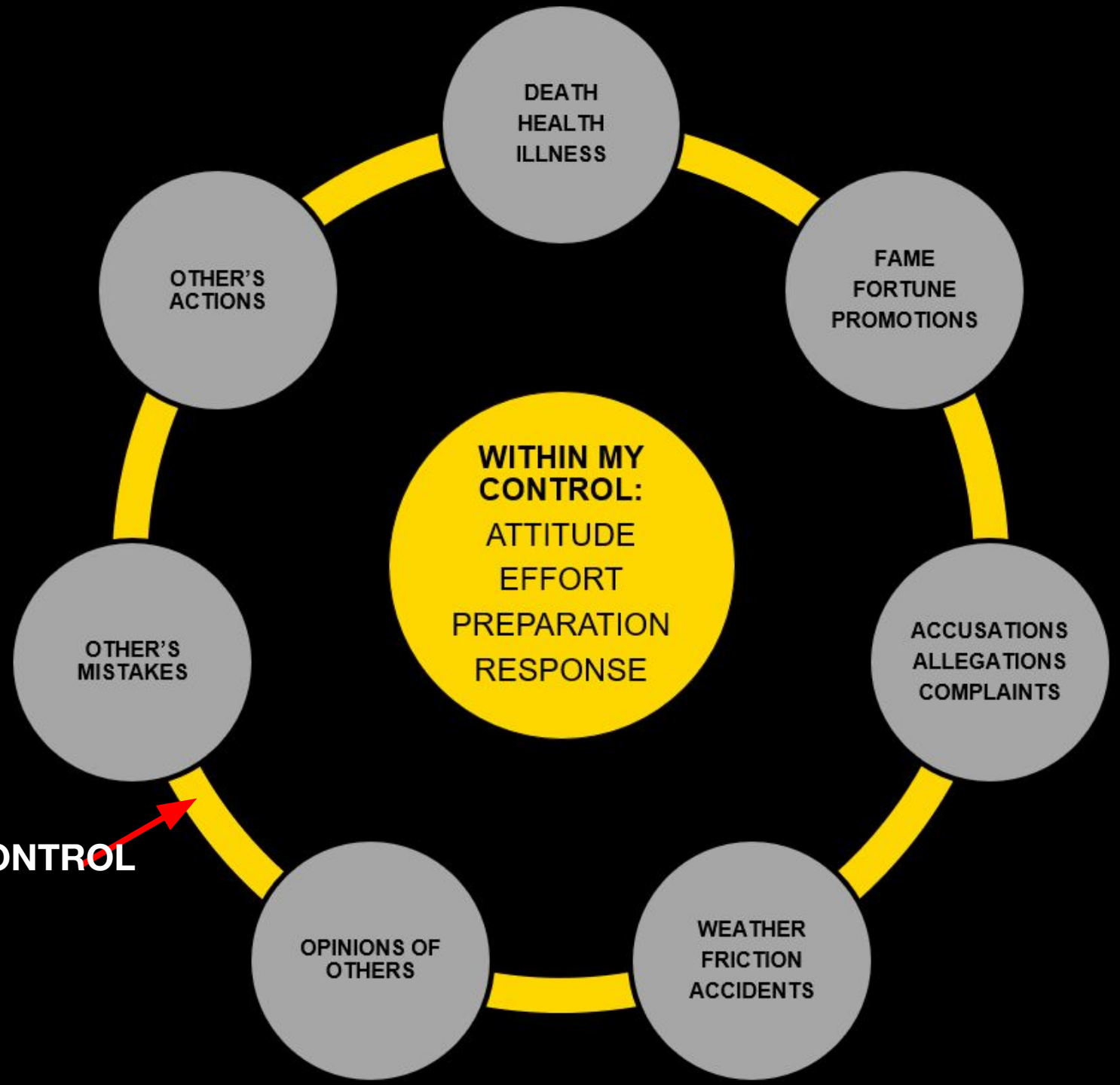
UNITY OVER
SELF

“Even though I may be a prisoner or a hostage, some measure of freedom remains to me.... in Hanoi, we were helplessly confined and at the mercy of the enemy. Yet a crucial measure of freedom remained to us. We could collaborate with the enemy or refuse to do so. True, he had the power to make us confess to shameful things by torture... But we had the power to make him begin all over again the next day....”

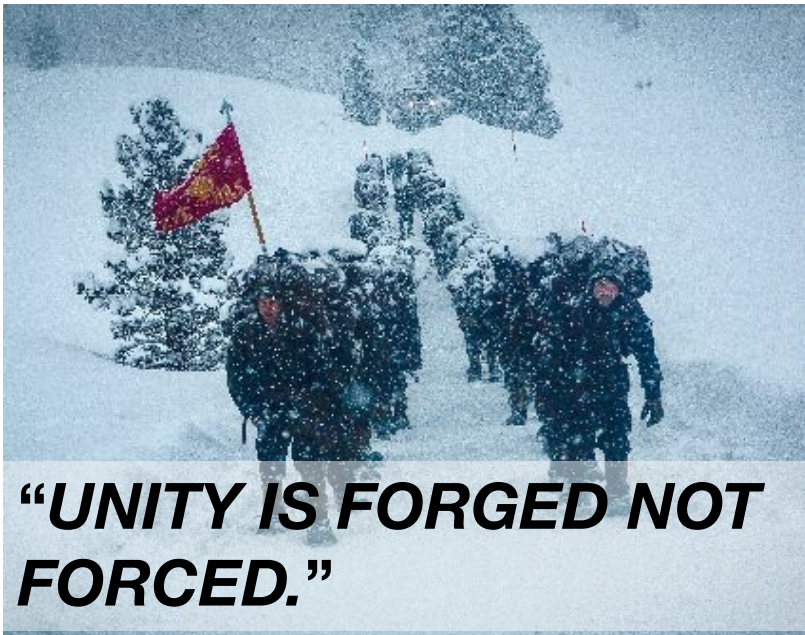
-VADM John Bond Stockdale

DICHOTOMY OF CONTROL

OUTSIDE MY CONTROL



#14 EMBRACE THE SUCK





THE FIVE CHIMP THEORY



FINAL THOUGHTS

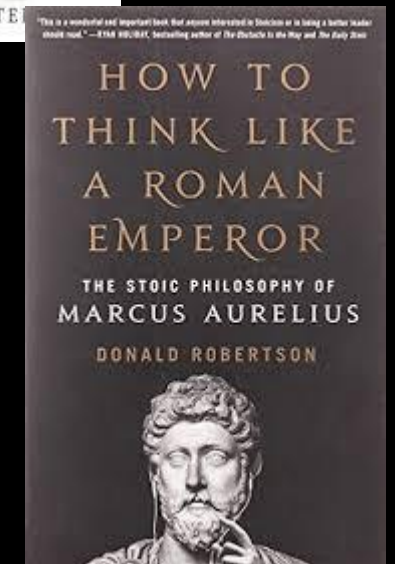
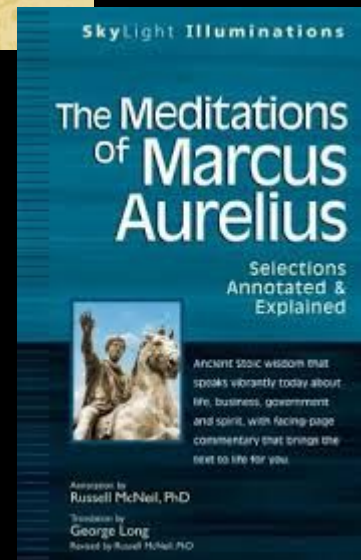
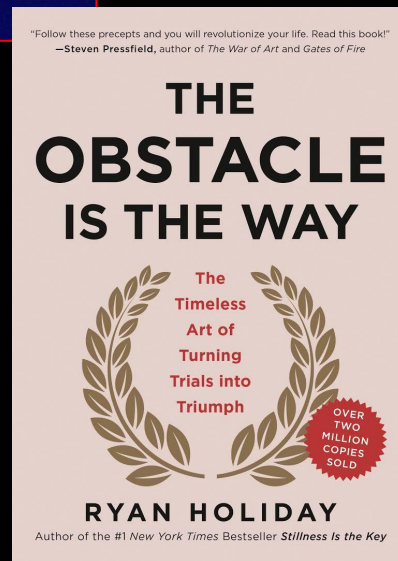
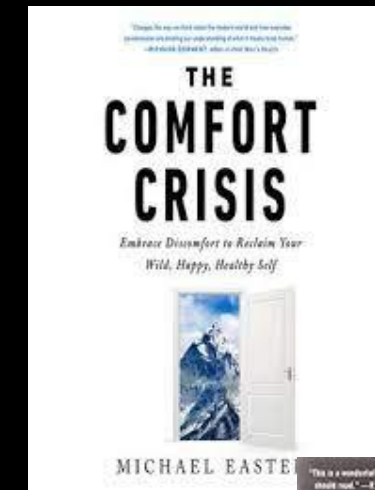
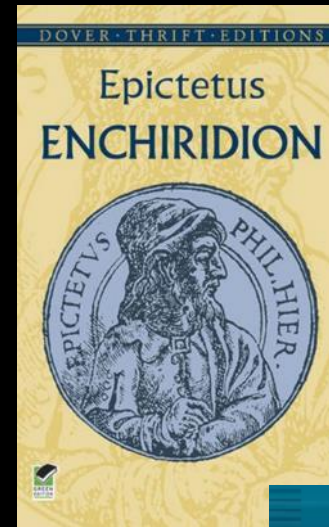
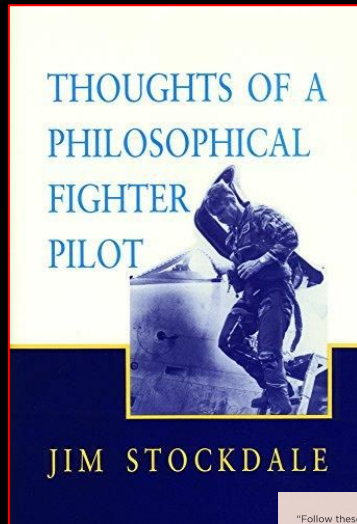
Acquire the consistency of character that will make it impossible for another to do harm:

- Know your **WHY**
- Do Hard Things – **Choose your struggle**
- Control the Controllable - **Retain agency by reframing your perspective**
- Choose your close contacts carefully...**Keep company only with people who lift you up**

Two most important sources of resilience:

- Knowing you're not alone in your suffering
- Being able to help others

RECOMMENDED READINGS



“Education is an ornament in prosperity and a refuge in adversity” - Aristotle



QUESTIONS?