



AT EASE!

VETERANS MAGAZINE

MARSHALL TERRIN: LEADERSHIP IN COMBAT, BUSINESS & CIVILIAN

WARRIOR WISDOM V W V

By Larry Broughton

8 POWERFUL LESSONS VETS CAN TEACH THE WORLD ABOUT LIFE



Larry Broughton is an award-winning entrepreneur, bestselling author, keynote speaker, and former US Army Green Beret. CBS News has called Larry "the nation's foremost expert on leadership and entrepreneurship." He has been featured in national publications and has been a guest expert on every major television and cable network.

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In the crucible of military service where intense training, a profound sense of mission, and a deep communal bond are the norm, Veterans emerge with insights that are both profound and life-affirming. The insights, born from the necessity to survive, adapt, and overcome, have much to teach us about life, leadership, and personal development while the following lessons, garnered from the front lines to the home front, hold significant implications for personal growth and societal advancement.

1. The Profound Sense of Purpose
Purpose isn't merely a buzzword; it's the heartbeat of a fulfilled life. Purpose is the compass that guides Veterans through the tumult of service. It is a deep-seated conviction that propels one to act beyond personal interest. Veterans understand this viscerally. The military's communal purpose—a shared commitment to something greater than oneself—sets a benchmark for civilian life. It's not the symbols of military service that define this purpose but the underlying ethos of interdependence and interconnectedness. Transitioning from this web of interdependence to the individualism prevalent in civilian life can be challenging. Veterans remind us that purpose flourishes not in isolation but in connection with others and the world at large.

2. The Art of Leadership
The heart of military leadership beats with adaptability and accountability. Far from blind obedience, it's about understanding the gravity of each decision and its ripple effects. The concept of the 'Strategic Corporal' illustrates that leadership is not confined to rank; it's an ethos that empowers every soldier, sailor, and airman to be a custodian of their unit's integrity and purpose. Veterans understand that leadership is not about rank or title but about taking responsibility and being accountable for the well-being of others. It's a holistic approach that civilian organizations can learn from, where leadership is responsive, resilient, and deeply human. It's about serving those you lead.

3. Mission: The North Star
A mission in the military is a clarion call to action, a directive that infuses each task with significance. Stale corporate mission statements pale in comparison to the living, breathing missions with which Veterans are tasked. The mission is a lifeline, a directive that demands action and offers a tangible sense of contribution and camaraderie. Veterans teach us that a mission worth stating is one that stirs the soul to action and binds a team together in pursuit of a common goal. It's this sense of collective endeavor that transforms a group of individuals into a cohesive force.

4. Strategic Adaptability: The Lifeline in Chaos
Veterans' experiences in fluid combat and training situations—where adaptability can mean the difference between life and death—equip them with an unparalleled strategic flexibility. Veterans learn to thrive in environments where change is the only constant, and this skill is invaluable in a world that is increasingly volatile, uncertain, complex, and ambiguous. This adaptability is a trait sorely needed in the fast-paced, ever-evolving civilian market. It's a lesson in staying agile and proactive, regardless of the terrain.

5. Service: The Ultimate Commitment
Military service instills a profound sense of service that goes beyond the self—it's a commitment to others that often entails great personal sacrifice. This is where the concept of self-sacrifice becomes a reality—where one is willing to lay down their life for their comrades and belief systems. Veterans bring this sense of service to their communities and workplaces, providing a model of commitment that can inspire greater collaboration and dedication.

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6. The Civilian Life Conundrum

Veterans often view civilian life as a different kind of 'iron cage,' one characterized by consumerism and disconnectedness. They offer a critical perspective on how the chase for material success can overshadow meaningful social bonds and a sense of community. They challenge us to examine our own lives: Are we living in ways that foster genuine connections and a sense of community? Or are we trapped in a cycle of consumption that leaves us feeling empty and disconnected? This insight calls us to question our values and the structure of our society, advocating for a life that transcends mere acquisition.

7. Self-Actualization through Service

The concept of self-actualization, as seen through the eyes of Veterans, is about reaching one's full potential through service and commitment to a cause greater than oneself. It's not a solitary pursuit but a collective journey. The military's dynamic environment pushes individuals to their limits, allowing them to discover their capabilities and strengths in a way that can be elusive in civilian life. Veterans understand that real growth comes from testing one's limits and serving a purpose beyond oneself. In contrast to the individualistic pursuit of self-help, the military model teaches us that self-actualization is not a solitary endeavor, but one deeply rooted in community and action.

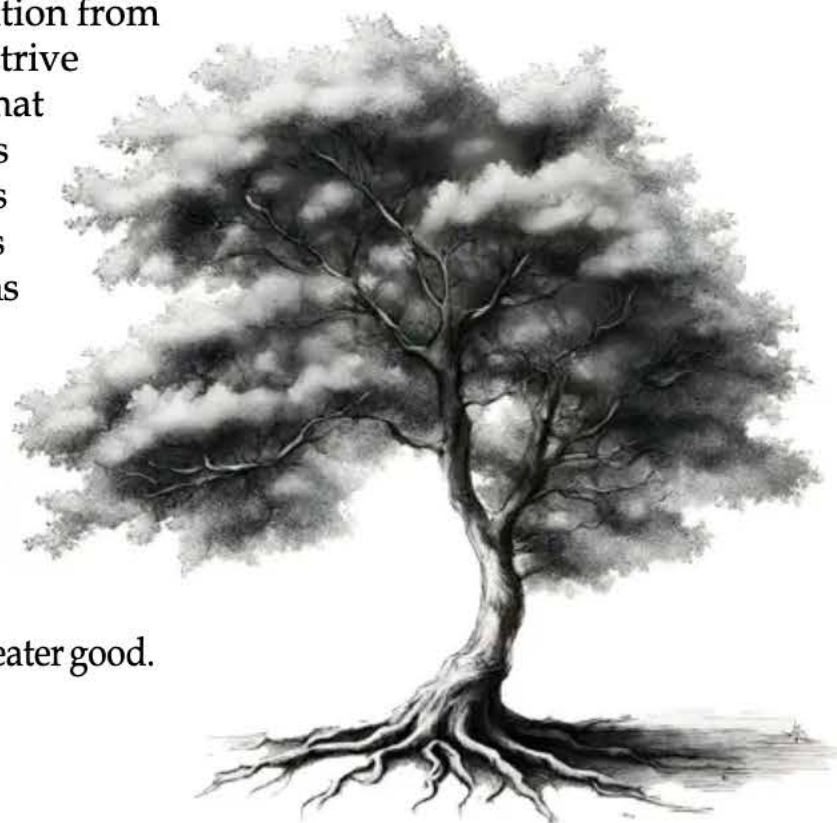
8. The Reality of Adversity

Adversity is a relentless tutor. Military service teaches with an unforgiving hand, forging a resilience that trivializes the mundane hassles of everyday civilian life. The notion of not 'sweating the small stuff' is ingrained in those who have faced life's gravest dangers. Veterans' experiences with adversity provide them with a unique resilience and an ability to discern what truly matters. This perspective is a profound reminder to maintain focus on the significant, not the trivial, and to approach life's challenges with courage and tenacity.

The Warrior's Ethos in Civilian Life

The end of military service is not the cessation of the warrior's journey; it is an evolution. The principles that define the warrior — honor, courage, selflessness, and fidelity — are not left behind but are carried forward into new arenas. They provide a steadfast framework for engaging with the world, for leading with heart, and for making a lasting impact. Veterans carry these virtues into civilian life, not as relics of a bygone era, but as guiding principles for continued service and success.

As we draw inspiration from these lessons, let's strive to create a society that not only welcomes Veterans back into its fold but also embraces the profound lessons they bring with them. In the stories of those who have served, we find the blueprint for a life lived with courage, purpose, and an unwavering commitment to the greater good.



“A TRUE LEADER HAS THE
CONFIDENCE TO STAND
ALONE, THE COURAGE TO
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AND THE COMPASSION TO
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OTHERS.

HE DOES NOT SET OUT
TO BE A LEADER, BUT
BECOMES ONE BY THE
QUALITY OF HIS ACTIONS
AND THE INTEGRITY OF
HIS INTENT. IN THE END,
LEADERS ARE MUCH LIKE
EAGLES... THEY DON'T
FLOCK, YOU FIND THEM
ONE AT A TIME.”

– UNKNOWN