

# FIRE LEADERSHIP ACADEMY



**LEADERSHIP**



**CLASS 009**

Online Curriculum & Program Details

Presented by All American Leadership

# All American Leadership –Academy Introduction



Why All American Leadership Exists

Who We Are

Developmental Framework

Leadership Resources

Fundamentals of Leadership

The Power of Reflection and Accountability

Your Legacy



CLASS 009

CHARACTER | EMPATHY | TRUST | OWNERSHIP | LEARNING





**LEADERSHIP**

## Why We Exist

To inspire, empower, and challenge leaders to develop and sustain high performance cultures

## Our Ethos

Character

Empathy

Trust

Ownership

Learning



# All American Leadership – Who We Are



# All American Leadership – Who We Are

## Leadership Development from Leaders Who Have Led

- Former Deputy Commandant of U.S. Military Academy at West Point
- Former Commandant of The Citadel
- Former Dir. Leadership & Professional Development, U.S. Naval Academy
- Former Exec. Dir. Character & Leadership Development, U.S. Air Force Academy
- Former Chief of National Leadership Training for Air Force ROTC
- Former Commander of all SEAL Teams on the East Coast
- Former Air Force Rep. to Secretary of Defense on Ethics and Professionalism
- Chief of Leadership Programs, National Medal of Honor Institute
- Former Commander, Naval Special Warfare Center
- Former Commander, Naval Destroyer Squadron
- Global Leadership Expedition Leader (Incl. NASA; 9 of Top 20 U.S. Bus. Schools)
- Former Fire Chief; Cities of Coronado, Benicia
- VP Operations, Blue Origin – New Shepard (put Jeff Bezos in space in 2021)
- Vice Pres. Test & Launch Engineering Operations; ASTRA Space Launch Co.
- Former Culture Leader for Southwest and Jet Blue Airlines
- Multiple Combat Commanders
- Multiple Recipients of the Legion of Merit
- Multiple Recipients of the Bronze Star for Valor
- Multiple Professors of Leadership and Organizational Development



## High Performance Cultures

- Develop high levels of trust
- Align on purpose and values
- Consistently perform at a high level

Invest in people and their leadership skills,  
because leadership is a key component of culture!



# All American Leadership - Learning Philosophy

- Learn through a science-based progression
- Read engaging material, watch videos, and self-assess
- Ingrain fundamentals of leadership
- Discuss current challenges in breakouts comprised of diverse ranks & departments
- Commit to goals to be a better person, teammate, and leader
- Enhance goal achievement with accountability partners
- Reflect regularly, a key component of growth
- Present a summary of your leadership philosophy & desired legacy
- One-on-one leadership coaching available between sessions



# Dynamic Facilitators

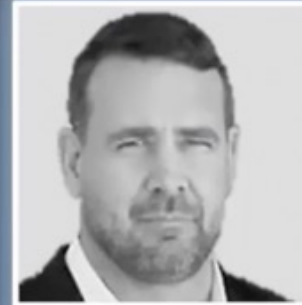
(Class 009 TBD)



Rob Nielsen  
CEO & Founder



Kevin Basik, *PhD*  
(Lt Col, USAF, Ret.)



BP McCoy, *PhD*  
(Col, USMC, Ret.)



CAPT Doug Kunzman, *MPA*  
(USN, Ret.)



Missy White, *MA*  
City Council President



Rick Rochelle, *MS*  
President, AAL



CAPT Bob Schultz, *MA*  
(USN SEAL, Ret.)



Delise Simmons  
Chief Culture Officer



COL Greg Stone, *MS*  
(USA, Ret.)



Bruce Loveless, *PhD*  
(RADM, USN, Ret.)



Jim Lydon, *MA*  
(Fire Chief, ret.)

Each session will have a guest speaker as well as others for continuity.





# AAL Developmental Framework

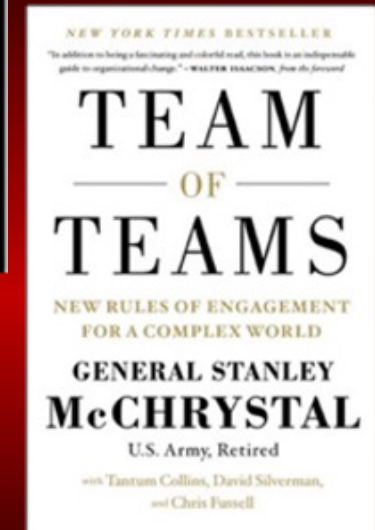
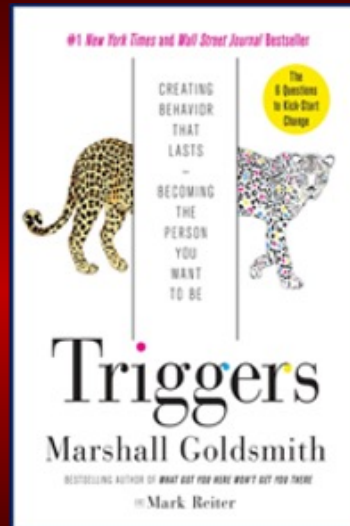
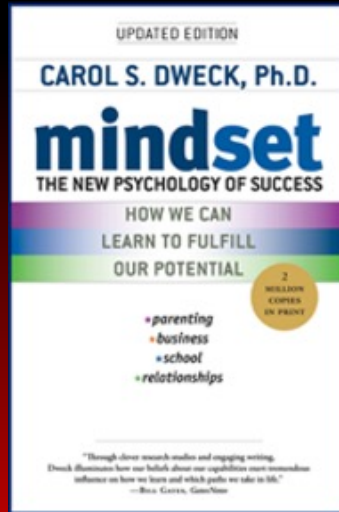


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# Class 001 - AAL Fire Leadership Academy



# Curriculum Books



Well before the first session, you will need to purchase each of these in the format you prefer. There is value in having a version in which you can highlight or take notes.



## Class 002 - Columbia Memorial Space Center

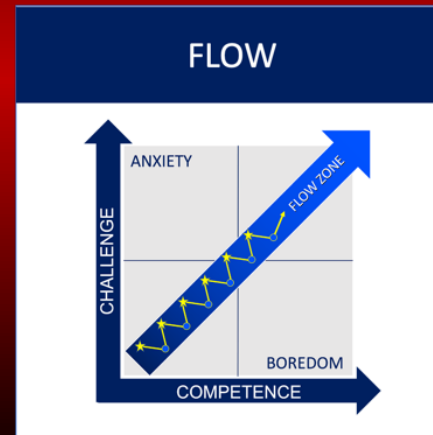
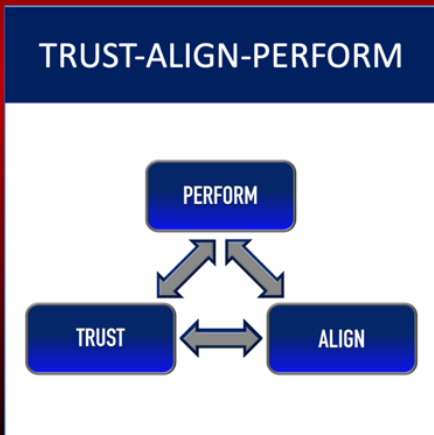
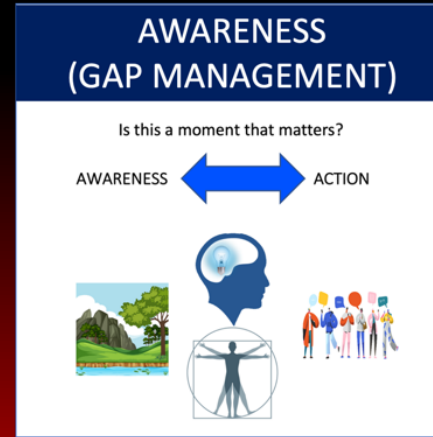
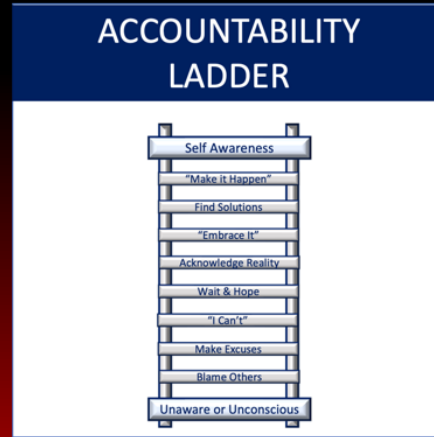


*“We not only learned new material every month, but we also reviewed what we previously learned, we used it at work, and then came back and discussed how it went the following month. It felt like we were actually developing skills, not just adding a bunch of new stuff on the plate.”*

*– Fire Captain*



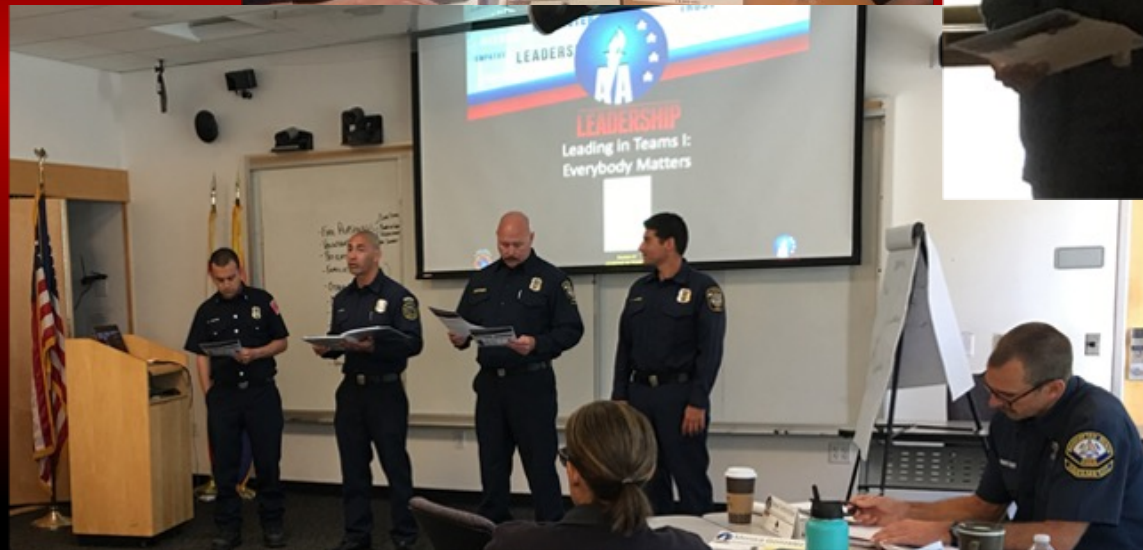
# Fundamentals of Leadership



Faculty will present these & other fundamentals  
 Then, *you* will prepare and present them  
 Then, *you* will use them at work, facilitating deep learning.



# Class 003



*"This is a great opportunity for personal and professional growth. I appreciate the knowledge to better articulate my leadership goals & philosophies."*



# Reflection

## Reflection

*“The unexamined life is not worth living”* – Socrates

Reflecting between sessions (one paragraph) and in-session cements learning by strengthening new neural connections

## Accountability Partners

Sharing your goals—as a person, teammate & leader—and progress towards them leads to significant, lasting change

## Coaching

AAL faculty are available for coaching between sessions



# Class 004



1/2

A growth mindset in 2020 helped us pivot to the benefits of online education, which include interactions among departments from a number of states.





# My Legacy – Capstone presentations by each participant

Purpose & Values  
Leadership Journey  
Leadership Philosophy  
Desired Legacy  
Leader's Intent



# Class 005 – A virtual academy spanning the entire West Coast



1/2



CLASS 009



# Participants

Demographic mix of participants to date:

33% chiefs, 48% captains, 19% engineers & firefighters

Includes a few non-sworn personnel (CFO to Exec. Asst.)

The mix leads to dynamic discussions

Many participants have been promoted since their academy

Accepting participants from across the continent

We anticipate 36 participants in Class 009. Register early.

We believe in “feeding the hungry.”

Are you *hungry* for a deep dive into leadership, culminating in clarity around your purpose, values & philosophy?



# Class 006 (in part)

th Sessions - South County Fire

Rick Rochelle - AAL

Dan Stayne

Todd Anderson Battalion Chief South County Fi

James Curtis - South County Fire

Chris Burt - South County Fire

Jon Gin - Monterey Park Fire

Nicole Pesqueira - El Segundo Fire

Joshua Kueng Manhattan Beach

Steve Ness

James Ford

Peter Browne's i...

Deanna Herbert South County Fire

Bryan S

Toni Clubb-AAL

(1/3 of class)



SUSTAINED EXCELLENCE  
HUMILITY  
INNOVATION  
ACCOUNTABILITY  
CONCERN FOR OTHERS  
I AM ONE OF MANY  
TRUST  
DETERMINATION  
INSPIRE  
CHALLENGE  
CARING  
PERFORMANCE  
LEADERSHIP



A Growing Community!

# 2024 Fire Leadership Academy – Class 009

	<u>Dates</u>	<u>Pacific Time</u>
Leading Self	Jan 24	0900-1700
Leading in Relationships I	Feb 28	0900-1700
Leading in Relationships II	Mar 27	0900-1700
Leading in Teams I	Apr 24	0900-1700
Leading in Teams II	May 22	0900-1700
Leading in Organizations	Jun 26	0900-1700
Legacy Talks	July 17 / 18	0900-1700



# Class 007 (1/2 of class)



Rob Nielsen - AAL



Dane Morrissey- Huntington Beach Fire



Tristan Gale Huntington Beach FD



Rick Rochelle - AAL



Steve Sakaguchi-Clackamas Fire



Chris Taylor- Clackamas Fire



Jessica Fleshman



Jim Lydon- AAL



Ivan Orloff - Downeyfire



Eric Klaas - LFRFA



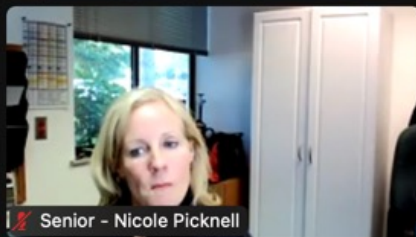
Christian McArthur- Manhattan Beach Fire



Jorge Villanueva Downey Fire



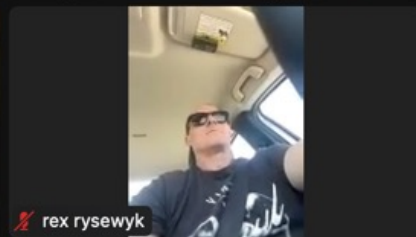
Dan Hurlock - Downey Fire



Senior - Nicole Picknell



Chris Dickison - NCRFA



rex rysewyk



jdulmage



Steve Goforth-North County RFA



# Testimonials

*“Before this class I had scattered thoughts of what leadership meant. AAL really gave me structure and I ended up utilizing concepts from the class quite often. It also allowed me to take a deeper look into myself and who I truly am as a person, and I am thankful for that.”*

*“AAL offers an opportunity to learn leadership traits from many different fields and apply them to the fire service.”*

*“The AAL Fire Leadership academy is a must for anyone that wants to learn about themselves, learn and develop your leadership style, and make yourself an even greater asset to your organization.”*

*“Great Program! You will be challenged to rethink how you look at leadership!”*







Downey Fire Chief Dan Hurlock - Class 003  
(Promoted after academy)



# The 2024 AAL Fire Leadership Academy – Class 009

<b>When</b>	Seven day-long sessions The 4 <sup>th</sup> Wednesday of each month (except in July) Begin January 24, 2024
<b>Where</b>	Zoom, with a variety of interactive formats
<b>Investment</b>	\$2,450/participant PDF of workbook provided. Textbooks not included.
<b>Funding</b>	Departments, associations, CFFJAC, and motivated individuals have contributed in the past
<b>Register</b>	Deadline December 15, 2023 Early registration is advised to secure enrollment!



Are you ready to become the leader your team needs?



**LEADERSHIP**

For questions, please contact  
Rick Rochelle at [rrochelle@allamericanleadership.com](mailto:rrochelle@allamericanleadership.com)