

Combat Leader to Corporate Leader: 20 Lessons to Advance Your Civilian Career

Press Summary

Book Description

Combat Leader to Corporate Leader: 20 Lessons to Advance Your Civilian Career outlines 20 lessons describing how veterans can apply their universal military training to succeed and excel in the business world. Combat Leader to Corporate Leader teaches Army, Navy, Marine, and Air Force veterans and non-military professionals how to apply successfully military skills to compete effectively and successfully in business.

The book is divided into four sections and aligned with military combat planning tools: (1) understanding the company and business environment, (2) planning a robust solution, (3) rigorous execution to meet the plan's goals, and (4) improving people and process for better results. Each section offers specific examples, advice, and formats that directly address the challenge of translating military experience into business skill sets. Among other issues, the book will teach vets how to showcase military experience and value to get hired, how to apply combat experience to a career in business, how to avoid the mistakes veterans commonly make in the workplace, and how to customize and translate their own unique military experiences to their business. At the conclusion of the book, veterans and non-veterans alike will have the skills to understand, plan, execute, and improve their careers and business ventures.

Book Availability

Available at Amazon, Barnes & Noble, and Praeger.

Publisher

Praeger, a division of ABC-CLIO, 130 Cremona Dr., Santa Barbara, CA 93117, 805-968-1911. Editor Brian Romer.

About the Author

CHAD STORLIE has had a distinguished career in both military and civilian service. Chad is a US Army Reserve Special Forces officer with 19 years of service in infantry, special forces, and joint headquarters units. He has served in Iraq, Bosnia, Korea, and throughout the United States. He has been awarded the Bronze Star, the Combat Infantryman's Badge, the Meritorious Service Medal, the Special Forces Tab, and the Ranger Tab. Chad is a mid-level marketing executive and has worked in marketing and sales roles for various companies, including General Electric, Comcast, and Manugistics. In his spare time, Chad has taught marketing at Creighton University, developed Combat Analytics—a counterinsurgency assessment process—and written articles that have been published in several military journals. Chad holds a BA from Northwestern University and an MBA from Georgetown University.

Learn more at www.combattocorporate.com.

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CEO Endorsements of Combat Leader to Corporate Leader:

"Read this smart, candid book with a pen in hand. Chad Storlie challenges veterans to fulfill our leadership potential in the workplace; then he shows us, through practical examples and memorable stories tailored to military experience, how to build careers that matter to us and our organizations."

John R. Ryan,
President and CEO, Center for Creative Leadership
Vice Admiral, US Navy (retired)

"Combat Leader to Corporate Leader is an excellent tool for any person transitioning from the military world to the civilian world. It recognizes the skills learned in the military and uses a clear 20-lesson process to help them be applied in business. His book will help someone leaving the military get off to a fast effective start in their new job."

Ken Hicks
President &CEO, Foot Locker, Inc.
Former US Army Officer

"A must read for every Soldier, Sailor and Marine. It is the only book of its kind that lays out a very practical way for a veteran to capitalize on the outstanding preparation that a military experience brings to a successful career in the marketplace."

Steve Reinemund
Retired Chairman and CEO, PepsiCo and Dean of Business, Wake Forest University
Former US Marine Corps Officer

"My military experience provided a solid foundation for my business and public service endeavors. Veterans today need all the help and support that they can get which is why Chad Storlie's Combat Leader to Corporate Leader is an important reference for veterans interested in business."

Bob Kerrey
President, The New School and Former US Senator (Nebraska)
Former US Navy SEAL Officer and Congressional Medal of Honor Recipient

"Combat Leader to Corporate Leader gives our nation's veterans a step-by-step, disciplined approach to translating their skills to today's competitive business environment. Chad Storlie provides a clear road map for men and women who wish to pursue post-military business careers."

John Rice
Vice Chairman, General Electric Corporation

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"As a former Air Force Captain and now CEO of a global company, I have benefited immeasurably from the self-discipline and accountability instilled in me as an officer. It was not always an easy process to transition to the private sector. I applaud Chad Storlie's effort to lay out a clear roadmap that veterans can follow as they prepare themselves, their teams and their businesses for success. I recommend Combat Leader to Corporate Leader to every veteran who aspires to the top ranks of corporate America."

John Meyer
CEO, Acxiom Corporation
Former US Air Force Officer

"As a former U.S. Navy jet pilot and the leader of a company that has thousands of veterans in its ranks, I can uniquely appreciate the context in which Chad Storlie's book is written. I commend him for making this information available to transitioning military members, since it encapsulates a wide variety of guiding principles that took many of us veterans in corporate careers many years to seek out and comprehend. Whether you served four or twenty years in the military, you'll understand how to leverage the qualities of leadership, teamwork, integrity, loyalty and resourcefulness to your best advantage. You'll also gain great insights about the differences between the military and civilian sectors, while learning to adapt to situations where the way forward isn't necessarily as clear as it once was in your previous career.

Steven Loranger
Chairman, President and Chief Executive Officer, ITT Corporation
Former US Navy Officer

"Helping military leaders transition successfully to become corporate leaders will be good for the corporations and the country. These combat veterans bring unique skills and experiences to the private sector, but they need a framework to make this transition. This book provides that."

Lawrence J. Korb
Senior Fellow, Center for American Progress
Former Assistant Secretary of Defense and US Navy Officer

"Chad Storlie's book is a home run. The bottom line is this. Businesses desperately need men and women of character who walk the talk with values, who understand how to articulate a clear mission statement, who know how to hold their teammates accountable, who know how to inspire and take care of their people, and who appreciate the value of delegating authorities and responsibilities. Veterans fit this requirement in spades. I wish I had the opportunity to read this book four years ago—a must read for veterans making the transition into business."

John Batiste,
President, Klein Steel Service Inc
Major General, US Army (Retired)

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“Chad Storlie provides an excellent resource for members of our Armed Forces as they transition from service to their nation to service in the private sector. Chad’s lessons are not only a benefit for transitioning veterans, but for the civilian community as well, for they provide valuable leadership lessons. Military personnel are all trained in the belief that the team, the cause, the outcome is greater than oneself – a trait uncommon in most of the commercial world.

The competitive market today is full of economic pressure, uncertainty in global affairs, chaos, adversity and everyday crisis. Chad combines the required understanding, planning, execution and improvement lessons learned from the military with the private sector improving a leader’s ability to position oneself and organization for success. A must read for transitioning veterans.”

David Grange
CEO, PPD
Brigadier General, US Army (Retired)

“Combat Leader to Corporate Leader: 20 Lessons to Advance Your Civilian Career is THE field manual for combat leaders returning to civilian life. Chad Storlie has done an excellent job analyzing the business world and identifying the key actions military veterans must take to be successful. We need leadership in business and veterans can provide that leadership. Mr. Storlie’s book provides the path to make that happen.”

Frederick M. Strader
President and Chief Executive Officer, Textron Systems Corporation
Former US Army Officer

“LTC Storlie fills a significant void in military-to-corporate transition literature. The author displays the unique ability to translate military experience into corporate management strategy using language that is familiar to every military leader. His numerous tables provide real-world examples of how military leadership scenarios correlate directly to business management situations. If a military member masters LTC Storlie’s 20 Lessons, she or he will find the transition from military leader to corporate executive a much shorter and smoother journey. Chad Storlie introduces the reader to “intelligent self promotion” in the corporate world and stresses its accepted place in the overall corporate leadership structure.”

Tim S. McClain
President & Chief Executive Officer, Humana Veterans Healthcare Services, Inc.
Former US Navy Officer

“Combat Leader to Corporate Leader could not come at a better time. In the next several years, many veterans will be entering the corporate job market. These veterans are both well trained and disciplined to take responsible positions in major corporations. Chad’s 20 lessons demonstrate transference of skill sets by using methodologies that are easy to understand. The description of how veterans can use their skills in the business world will be valuable to both veterans and executives hiring these capable leaders. I highly recommend this book.

Alfred A. Plamann
President and CEO, Unified Grocers
Former US Navy Officer

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“Many principles of combat leadership apply equally in the business world. Whether taking a hill or doing a takeover, bonding with allied forces or partnering for a joint venture, the fundamentals are much the same. Chad nails those themes with persuasive clarity.”

Steve Townes,
CEO and Founder, Ranger Aerospace Corporation
Former US Army Officer

“Congratulations on revealing an extremely valuable resource for industry. In my 52 year working career (26 years U. S. NAVY and 26 years industry), I recognized early on the great contributions folks with a military background could bring to industry. During my 16 years as a CEO 75 to 80 percent of my top management team consisted of both officers and enlisted and we grew the company from \$50M to over \$1B in revenue. What better testament to the value of prior military experience in industry.”

Donald M. Ervine
Chairman of the Board, VSE Corporation
Captain, US Navy (Retired)

