



FULL MEASURE

LEADERSHIP AND DEVELOPMENT

We accelerate the growth of individuals and empower teams to reach their full measure so they are prepared to face the Gettysburg test that will happen in each of our lives. We do this through education, group discussion, breakout sessions, tailored reading assignments, on battlefield experience, personal stories, team exercises, workshop activities, historical examples, and by delivering specific take-aways. This allows teams and individuals to create their "Right Now Plan" to immediately implement the positive changes needed to accomplish the mission, creating...

BETTER TEAMS ■ STRONGER INDIVIDUALS ■ FASTER GROWTH

Exceptional organizational leader with over 32 years of experience in Special Operations, the last 15 years as a Command Master Chief in the SEAL Teams. He served as the NSW Group 2 CMC with direct leadership oversight on all aspects of personnel management, training, and logistics for all the east coast SEAL Teams and supporting commands, over 2800 personnel. Last served as the J3 Senior Enlisted Advisor to the General with direct oversight of all SOF Operations Globally. An effective and practiced communicator able to speak and write persuasively across demographic, geographic and cross-functional divides while delivering critical insightful analysis. Easily develops relationships to achieve consensus with foreign and domestic military, government officials and civilian leaders.

Vice Chairman of the SEAL Legacy Foundation, a 501C(3) nonprofit dedicated to supporting the families of the wounded and fallen United States Navy SEALs, which has given over \$35 Million to the NSW Community over the past 13 years. Brownell holds a Master's Degree in Organizational Leadership, a BS in Organizational Leadership, and has an Active (DoD) TS/SCI Security Clearance.



CHRISTOPHER
BROWNELL

Senior Faculty Lead Instructor at the Leadership and Freedom Center in Gettysburg, Pennsylvania, where he teaches leadership lessons learned from the battle and forging trusted teams and leaders. Jeff also teaches professional development and leading with a purpose courses to law enforcement, military and other agencies around the country. Jeff believes "Freedom is Not a Spectator Sport" and the more we understand our shared history the better we will govern ourselves. He has 32 years experience as President and CEO of a small company and 30 years' experience as a Tactical Swim Instructor to Naval Special Warfare and other U.S. military personnel. Jeff was an NCAA-All American Swimmer and Captain of the University of Arizona Swim Team where he also earned a degree in Aerospace Engineering. He currently serves on the Board of the SEAL Veterans Foundation.



JEFFREY UTSCH

"I appreciated the breadth of the content (leadership, Gettysburg, Constitution, etc.) and how it all tied into application to our lives"

"Thank you for pouring into us what you have spent a lifetime learning. You are a true inspiration and reveal many areas of my life that require my immediate attention."

"I learned something every day this week. I was also reminded I have a lot to learn."

"Your passion is unparalleled and it showed. I noticed others throughout these past four days change and heard them discussing the battle unprompted. I've never seen these guys talk about a course so freely. That was because of you."

"Overall, the course was awesome. The material was captivating, and the instructor was very knowledgeable. The personal stories added in refreshed the attention span of even the most spaced-out individuals. I thoroughly enjoyed the course, and I would take it again in a heartbeat."

History

Learn from it or walk only by the dim
narrow light of our own experiences.

FORGE Trusted Leaders
CREATE Winning Cultures
BUILD Championship Teams
REACH Your Full Measure
EXECUTE Your Personalized "Right Now Plan"
IDENTIFY Areas of Untapped Potential
IMPROVE the World Around You



"Hold at All Costs" by Dale Gallon
www.gallon.com

WHY FULL MEASURE LEADERSHIP?

We use time tested warrior principles, elite athlete training lessons, historical examples, and personal experience to empower you and your team to reach your highest potential.....YOUR FULL MEASURE.

LEARN HOW TO MORE EFFECTIVELY:

Apply historical lessons to accelerate the learning process.
Measure and rate leaders.
Implement a personal "Right Now Plan" to forge the leader you aspire to become.
Identify and develop your areas of greatest potential growth.
Understand and then instill commander's intent to your team.
Communicate and effectively persuade without offending.
Create teams capable of extraordinary feats.

FULL MEASURE LEADERSHIP AND DEVELOPMENT

ACCELERATING THE GROWTH PROCESS FOR TEAMS AND INDIVIDUALS

*because when the time of action has arrived
the time of preparation is over.*

Keynote one-hour to full-week training opportunities. Your place or ours.

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