

YOUR WINGMAN!®
A trusted partner in business and life!

- ★ **Motivational Keynotes**
- ★ **Peak Performance Seminars**
Leadership, Team Building, Sales

*In business and life,
you should never fly
solo. You need
Wingmen to Win!*
- Waldo

Rob "Waldo" Waldman, MBA

NEVER FLY SOLO!®

*Lead with Courage, Build Trusting Partnerships, and
Reach New Heights in Business*

Flying solo? You might think so. But take a good look around. You have support staff and managers. You have suppliers, vendors, and distributors. And you have colleagues, family members and significant others. Today in our super charged, highly competitive world of rapid and constant change, those who build trust and work as a team will dodge the missiles and win. By committing yourself to excellence and placing your trust in those around you, you can *overcome obstacles, adapt to change, and break performance barriers* during adverse times. By placing your trust in your wingmen and by being a wingman to your customers and team, there is no mission you can't complete!

Lt. Col. Rob "Waldo" Waldman, *The Wingman*, overcame a lifelong battle with claustrophobia and a fear of heights to become a combat decorated Air Force fighter pilot and highly successful businessman, entrepreneur, and *New York Times* bestselling author. His motto is **Winners Never Fly Solo!** Through his captivating personal stories and high energy videos, learn how you, like a fighter pilot, can succeed in highly competitive and demanding environments.

Discover how to *prepare diligently for every mission; employ loyal wingmen to promote integrity and mutual support; and lead your team with courage, compassion and conviction.* Be inspired to take to the skies knowing that you have wingmen to help you face challenges and change with confidence while maximizing your potential in all aspects of your life.



Waldo's clients include Aflac, Marriott, Medtronic, Verizon Wireless, UPS, Hewlett-Packard, Johnson & Johnson, Bank of America, and dozens of national associations. A Certified Speaking Professional (CSP), he is the author of the **New York Times** and **Wall Street Journal** bestseller **Never Fly Solo** (McGraw-Hill) and has been featured on Fox News, CNN, CNBC, *The Harvard Business Review*, and *SUCCESS Magazine*. To purchase his book or to hire Waldo for your next corporate or association meeting, visit www.YourWingman.com; email info@YourWingman.com or call 1-866-925-3616.

got wingmen?



NEVER FLY SOLO!®

Lead with Courage, Build Trusting Partnerships, and Reach New Heights in Business

Keynote Speaker: Lt. Col Rob “Waldo” Waldman, Your Wingman®

MISSION DEBRIEF

Wingman® - A Trusted Partner in Business & Life

Critical Traits of a Successful Wingman:

- Disciplined **Preparation**
- Has the **Courage** to take action despite fear
- Willing to **Ask for Help**
- Focused on **Service**



Key Wingtips and Phrases

PUSH IT UP!® Add Power and Take Action. 100% Focus, Energy, & Commitment to Excellence.

COMMITMENT: Attitude in Action

WIN: WORK IT NOW!

FEAR: Focus Energy and Accept Responsibility

CHAIR FLY – Visualize and Mission Rehearse every business mission. Plan for contingencies

CHECK SIX – Cross check your vulnerable position and monitor your wingmen’s blind spots.

BREAK RIGHT! Accept and provide feedback to and from your wingmen. Take action.

WALK THE FLIGHT LINE – Appreciate your wingmen and walk in their shoes.

MAYDAY, MAYDAY! The three most important words in life are I NEED HELP!

WINGGIVER - A wingman who lends a wing to help someone to fly or reach new heights in life.

“Lose Sight, Lose Fight!” U.S. Air Force

“The More You Sweat in Peace, the Less You Bleed in Battle!”

“Prepare for the Worst, but Expect the Best.” Waldo

“Think outside the cockpit.” Waldo

“Wingmen Never ‘Wing it!’” Waldo

“Survivors focus on the competition. Winners focus on the customer.” Waldo

“Never sell by the seat of your pants.” Waldo

“Your customer rewards your performance, not your attitude” Waldo

The Four Top Gun Tactics to Becoming a Wingman

I. COMMITMENT – “Attitude in Action”

- a. Passion, focus & belief in the mission drive success
- b. **Push it up!** = 100% commitment and effort despite the missiles of change and adversity
- c. Always be willing to stretch yourself
- d. **Complacency kills** relationships & business
- e. Trust: Preparation X Attitude = Confidence to exceed expectations and win
- f. “*You Have the Aircraft*” – You must be fully **accountable** and fly your jet every day



II. MISSION READY – Preparation builds trust

- a. Winners never lead or sell by the seat of their pants
- b. Prepare Relentlessly and create a **flight plan** before you strap into your jet
 - i. Know your objective, customer, competition, partners and product
 - ii. Leverage technology assets
 - iii. Plan for contingencies – How will you handle objections/change?
 - iv. **Chair Fly** – Mission-rehearse and visualize the ‘what-ifs?’
- c. Build trust by asking the right questions and listening to your customers & prospects.
- d. Use quick reference **checklists** to assist in handling contingencies.

III. FLY WITH WINGMEN – Your trusted partners in business and life

- a. Winners Never Fly Solo. They build trust and collaborate to win
- b. **Leaders Lift**: Encourage your wingmen and customers in the face of adversity.
- c. **Check Six**: Mutual support = Improved *perspective*: cross check your most vulnerable position: behind you. Watch for threats and monitor your wingmen.
- d. **Break Right!** Communication is mission critical. Be willing to call out threats to your wingmen and be open to feedback. Take action and trust your co-workers.
- e. **Walk the Flight Line**: Appreciate your wingmen and the unsung heroes behind the scenes who get the job done. Get to know them as people first and employees second
- f. Who are your wingmen? Who can *you* be a wingman for?
 - i. Customer Service, Inside Sales, IT, Distributors, Family, etc.

IV. COURAGE – The ability to take action despite your fear

- a. “**Fear un-faced leads to doubt, and doubt destroys the winning spirit.**”
- b. Courage helps *break performance barriers*.
- c. Growth involves stepping outside of your comfort zone and taking risks
- d. Call out “**Mayday, Mayday!**” – “I need help” is the wingman’s call to action.
 - i. Who is in your formation that you can turn to for help?
- e. Turn your Fear into Focus by focusing on your mission (your purpose.)
 - i. Who/what are you fighting for? (I.e. customer, family, charity, etc.)
 - ii. Find **meaning in your mission** – who are you serving? Who do you love?
- f. “**Lose Sight, Lose Fight!**” – never lose sight of your customer, your purpose, your wingmen, and what you really care about.
- g. Be a Wing-Giver – be the type of wingman others come to for help.
- h. Give others hope - Let them know with you on their wing, they cannot fail.