



# First, Fast, Fearless: How to Lead Like a Navy SEAL (Business Books)

By Brian "Iron Ed" Hiner

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**First, Fast, Fearless: How to Lead Like a Navy SEAL (Business Books)** By Brian "Iron Ed" Hiner

***LOS ANGELES TIMES* BESTSELLER**

**SEAL-style leadership?your best weapon in today's complex business terrain**

Beyond extreme physical and combat achievements, SEALs are known for mental toughness, bias for action, decisiveness, creative thinking, adaptability, and perseverance—all under extreme stress. They get things done through, by, and with others. SEALs have a unique way of approaching every challenge and opportunity that enables them to do what others can't—or simply won't.

Competing in the global economy isn't unlike guerrilla warfare. Your competitors come at you from unexpected places with surprising force, and the marketplace is constantly shifting. As a leader, what do you do to empower your business and your people not only to survive but to thrive—and win?

*First, Fast, Fearless* is a practical guide for the business leader who wants to learn from the best of the best how to build and lead effective teams in conditions of volatility, uncertainty, complexity, ambiguity, and constant change. As one of the most experienced trainers in Navy SEAL history, "Iron Ed" Hiner reveals how to:

- Develop your personal leadership brand—and make it your credo
- Create mission-aligned teams that operate as true comrades
- Establish and communicate crystal-clear goals
- Enhance team innovation and problem solving under pressure
- Combat the enemies of copious bureaucracy and inadequate resources
- Rise to the call of leadership when it counts most

You may not be facing jihadists in the mountains of Afghanistan and the streets of Iraq like Hiner did. But just as his SEALs depended on him to lead them on successful missions and safe passage home, your people are counting on you to empower them, defeat the competition, and forge paths to greater success.



Be a First, Fast, Fearless leader!

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### Editorial Review

From the Back Cover

"Selfless leadership is the explosive power that drives the world's most elite teams. In *First, Fast, Fearless*, Ed Hiner shows us how to tap into that power by revealing the hidden forces elite leaders harness to drive mission success. Indispensable!"

**?Tony Robbins, #1 *New York Times* bestselling author**

"I challenge you to read and absorb every word of this book. It's a revolution. It's an inspiration. And it will be your ally when you inevitably march into the battles of business and life."

**?from the Foreword by Ken Blanchard, coauthor of *The New One Minute Manager* and *Leading at a Higher Level***

"If you want a tough, wise, and battle-tested coach who can help you to become a better leader, then dive into *First, Fast, Fearless*. In it, Iron Ed uses real-life experiences to teach us about the art of leadership. Read this book, and you'll have an impact on the teams that you lead."

**?Eric Greitens, Navy SEAL Lieutenant Commander and *New York Times* bestselling author of *The Heart and the Fist* and *Resilience***

"Ed Hiner has accomplished the difficult task of writing a book that both instructs and entertains. His career as a U.S. Navy SEAL serves as a rich resource for proven leadership techniques equally applicable to civilian world scenarios. Vignettes from the author's operational experiences liven up the solid leadership lessons. *First, Fast, Fearless: How to Lead Like a Navy SEAL* will significantly improve your leadership capabilities and enhance the productivity of your team."

**?Rear Admiral John F. Calhoun (ret.), former commander of the USS *Constellation***

"Focus in the ever-changing environment of business is essential. In *First, Fast, Fearless*, Ed Hiner distills powerful leadership lessons forged in the crucible of combat that will help any leader develop the front line focus and first strike mindset required for business success."

**?Garry Ridge, president and CEO of WD-40 Company**

"Ed Hiner redefines what successful leadership means in the twenty-first century. His inspirational stories of struggle, triumph, and brotherhood as a Lt. Commander in the US Navy SEALs define what it takes for people to successfully lead high performance teams during good and bad times. With the right mindset, discipline, and compassion, Ed reminds us that anyone can become a fearless leader. His candor, compassion, and insights into what it takes to be a transformational leader are a must-read for anyone aspiring to lead high performance teams."

**?Claudia San Pedro, CFO of SONIC, America's Drive-In**

"In his years as an elite special forces leader, Ed Hiner lived and breathed the principles of authentic leadership and followership, which he distills in these pages. Riveting and inspiring, *First, Fast, Fearless* is essential reading for business leaders who want to up their game and play at the elite level."

**?David Swanson, EVP of HR at SAP/SuccessFactors**

"Ed Hiner's leadership is so outstanding, I wrote about him in *The Sheriff of Ramadi*. Ed is the real deal, and he's brought his combat leadership and warrior ethos experience together in this terrific book. Recommended



reading for anyone who wishes to excel, *First, Fast, Fearless* is inspirational and speaks to the warrior in all of us.”

**?Dick Couch, Navy SEAL (ret.) and bestselling author of *The Warrior Elite* and *Chosen Soldier***

“Iron Ed Hiner is a leadership guru. In *First, Fast, Fearless*, he weaves fascinating stories from his twenty-year career as a Navy SEAL into powerful leadership maxims for us all. A must-read for any business leader?and those who aspire to leadership.”

**?John R. Driscoll, SVP of finance at General Atomics**

“Ed Hiner’s leadership and wisdom brought many SEALs through the fire and back home; I was one of them. This book will be a great guide to military and civilian leaders alike. With these powerful words, Ed continues to bring us home to this day.”

**?Kristin Beck, Navy SEAL Senior Chief (ret.) and subject of *Lady Valor***

“As a college baseball player, I once had a friend, classmate, and teammate by the name of Ed Hiner. Many years later, it’s easy to recall his best traits: energy, work ethic, positivity, and toughness . . . along with a touch of power from the left side of the plate! Most of all, Ed was the embodiment of a great teammate, which is clearly a trait he has maintained throughout his life. Like me, I believe you will find this book to be an inspirational read that exemplifies the passion, courage, and all-around leadership required of the first, fast, and fearless.”

**?Jerry Dipoto, GM of the Los Angeles Angels**

“Ed Hiner tells it like it is. A great read for leaders who want to be among the elite.”

**?Representative Ryan Zinke (R-Montana), Navy SEAL Commander (ret.), former Deputy and acting Commander of Combined Joint Special Operations Task Force-Arabian Peninsula**

“Ed artfully connects the dots and shows how to take the essential principles forged by the greatest leadership laboratory on earth, the Navy SEALs, and make them a way of life. A must-read for emerging leaders.”

**?Doyle N. Beneby, CEO of CPS Energy**

“The lessons that lead to consistently excellent results for our heroes are equally valuable in the business world. *First, Fast, Fearless* provides the inspiration and practical framework to build a leadership style that works. This will transform your life and the way you lead.”

**?Robert Goodman, president of FortéONE**

“Lt. Commander Hiner does a brilliant job of taking the SEAL ethos and weaving it into a superb blueprint on leadership as applicable in the boardroom and in our personal lives as on the battlefield. Everything is anchored to the ethos as Ed discusses building trust, problem solving, teamwork and how these apply across all spectrums of our lives. His commentary on humility as a key trait in great leaders is particularly inspiring, and the profound impact leaders have on the stress level of their troops or employees is a real eye-opener. You cannot compare what we do as business leaders to the responsibilities of our heroes in the military, but the parallels Ed draws in terms of the practical and tactical aspects of leadership are uncanny and serve as a valuable path to success.”

**?Robert A. Sullivan, president of Fifth Third Bank, Chicago**

“Ed Hiner shows us how authentic leadership goes far beyond ‘winning.’ It can actually be the solution to dilemmas faced by the top echelon of the corporate world. His words have a fierce intensity that resonate with those who are responsible for the lives of others?on the battlefield, in business, or elsewhere. Developed from a deep understanding of how good leaders impact the outcome of life and death decisions, Hiner guides us through the building blocks of a steadfast determination to get the job done, powered by honor, discipline,



and adherence to only the highest principles.”

**?Christina de Vaca, director of the Master of Science in Executive Leadership program at the University of San Diego**

“Most of us are fascinated by (and grateful to) the Navy SEALs. “Iron Ed” Hiner’s book offers not only a behind the scenes look at these warriors but, more important, a nuanced picture of what they are really like. Most important, he offers powerful leadership lessons that anyone charged with achieving goals through others can adopt and emulate. A bonus: the book is a quick and interesting read!”

**?B. Joseph White, James F. Towey Professor of Business and Leadership and president emeritus of the University of Illinois and author of *The Nature of Leadership***

“I sat on the bench for nearly two decades, and I believe that First, Fast, Fearless leadership has the potential to change our world for the better. It is the best leadership book I have ever read.”

**?Anthony J. Heckemeyer, Senior Circuit Judge, Missouri**

“How refreshing to read a leadership book that reflects on the rigors of business, with all of its stresses, using military leadership techniques. Those of us raised in military families can completely relate to the bar this leadership way of life sets. The bar is high, and what it can create in building a team in the workplace is completely worth taking the time to implement. I will be using the tools provided here personally and within my business.”

**?Christy Cardillo, CPA, partner at Shinn and Company, LLC**

“Ed Hiner has nailed what it takes to lead in VUCA situations, which is today’s environment. If you want to lead an organization that has a strong sense of mission and esprit de corps, read this book. Your employees may never be cold, wet, and uncomfortable in the work setting, but this book will help you develop the first strike capability to create enduring success. It should be on the reading list of every business leader, MBA program, and military organization.”

**?Colonel Ray Bender (ret.), PhD, coauthor of *Culture.com* and *I Should Be Burnt Out By Now . . . So How Come I’m Not?***

## About the Author

In his 20-year career as a Navy SEAL, **Ed Hiner** commanded hundreds of strategic combat missions and operations in Iraq, Afghanistan, and across the globe, for which he earned two Bronze Stars with “V” for valor and combat leadership. In his role as a Navy Special Warfare Training Officer, Ed managed basic and advanced training for all Navy SEALs on the national level. He draws on this vast experience for his work as a coach and consultant specializing in leadership, team building, mental toughness, resilience, and personal conflict resolution.

## Users Review

### From reader reviews:

#### **Madeline Pastrana:**

Do you have favorite book? If you have, what is your favorite's book? Book is very important thing for us to understand everything in the world. Each e-book has different aim or perhaps goal; it means that e-book has different type. Some people really feel enjoy to spend their the perfect time to read a book. They are really reading whatever they have because their hobby is usually reading a book. Think about the person who don't



like looking at a book? Sometime, individual feel need book if they found difficult problem or maybe exercise. Well, probably you should have this First, Fast, Fearless: How to Lead Like a Navy SEAL (Business Books).

#### **Martin McDaniel:**

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#### **Mary Gilbert:**

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