Total Engagement Strategies

FLITE

THE PRACTICE OF LEADERSHIP

www.brianmaddocks.com

Total Engagement System

FLITE Framework

FLITE Pillars

1. Focus
2. Launch
3. Implement
4. Track
5. Evaluate

FLITE Workflow

COP

Core Values

WELCOME

BRIAN “MADDOG” MADDOCKS

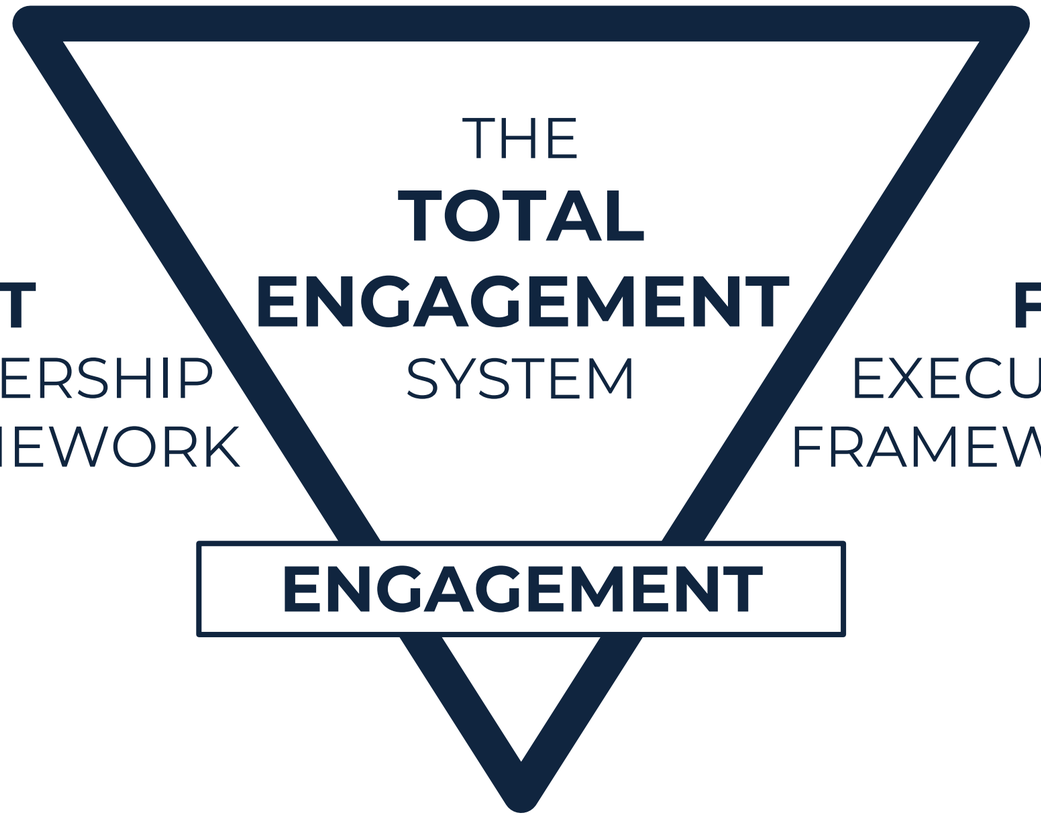
Founder and CEO, Total Engagement Strategies

Brian “Maddog” Maddocks is a former U.S. Air Force fighter pilot turned corporate strategic advisor who brings a mission-first mindset to leadership, team engagement, and business transformation. His career has been a fusion of discipline, agility, and critical thinking—skills honed in the “battlespace”—that he now applies to developing empowered team leaders, high-performance teams, and world-class organizations in the “business space”.

VAST
Value
Activities
Systems
Targets

VAST STRATEGIC FRAMEWORK

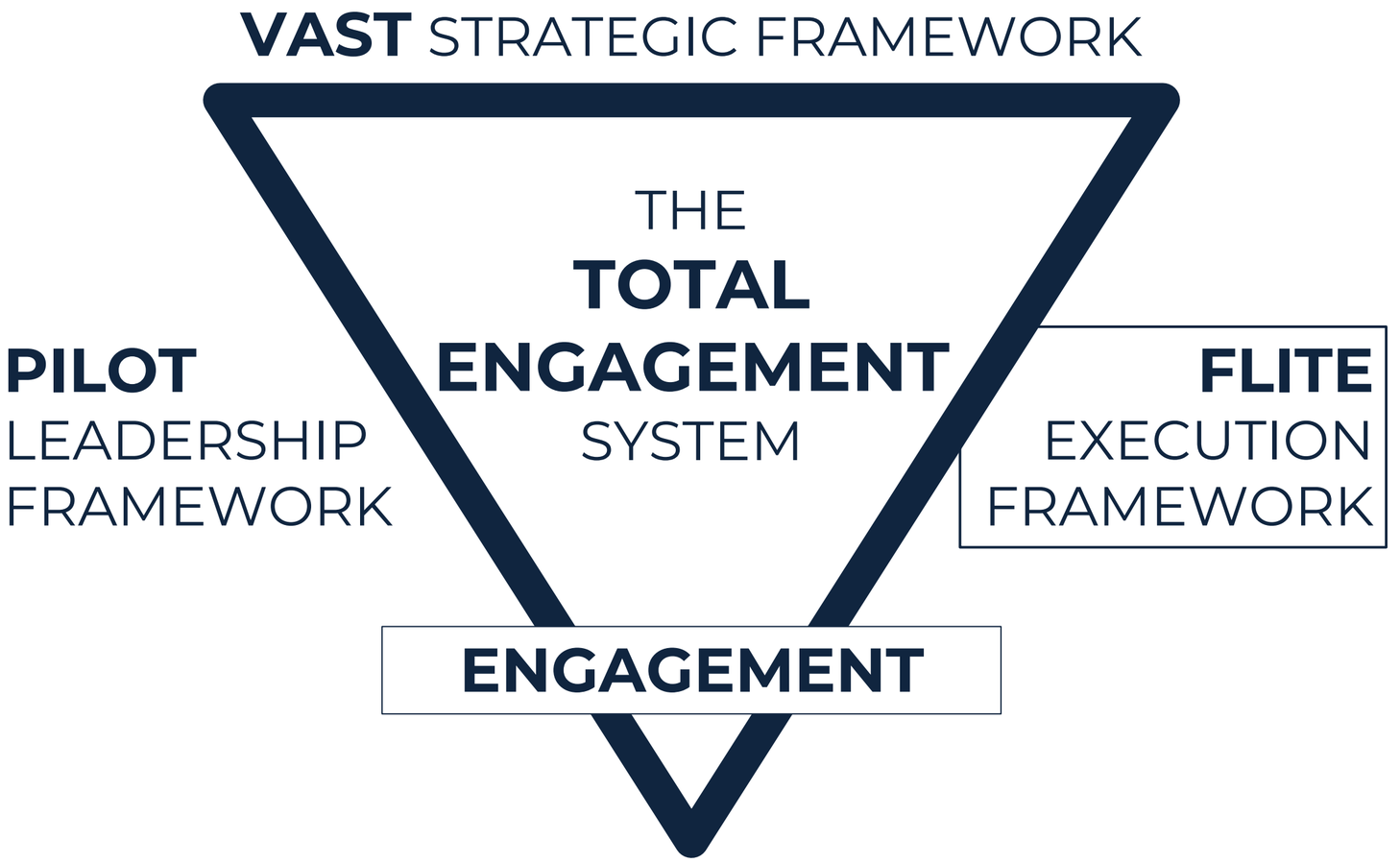
PILOT
Purpose
Initiative
Leadership
Opportunity
Tools



FLITE
Focus
Launch
Implement
Track
Evaluate

FLITE IS THE EXECUTION COMPONENT OF THE TOTAL ENGAGEMENT SYSTEM

FLITE IS **LEADERSHIP** IN **PRACTICE**



FLITE

A HIGH-SPEED, ITERATIVE, AND INTERACTIVE FRAMEWORK THAT:

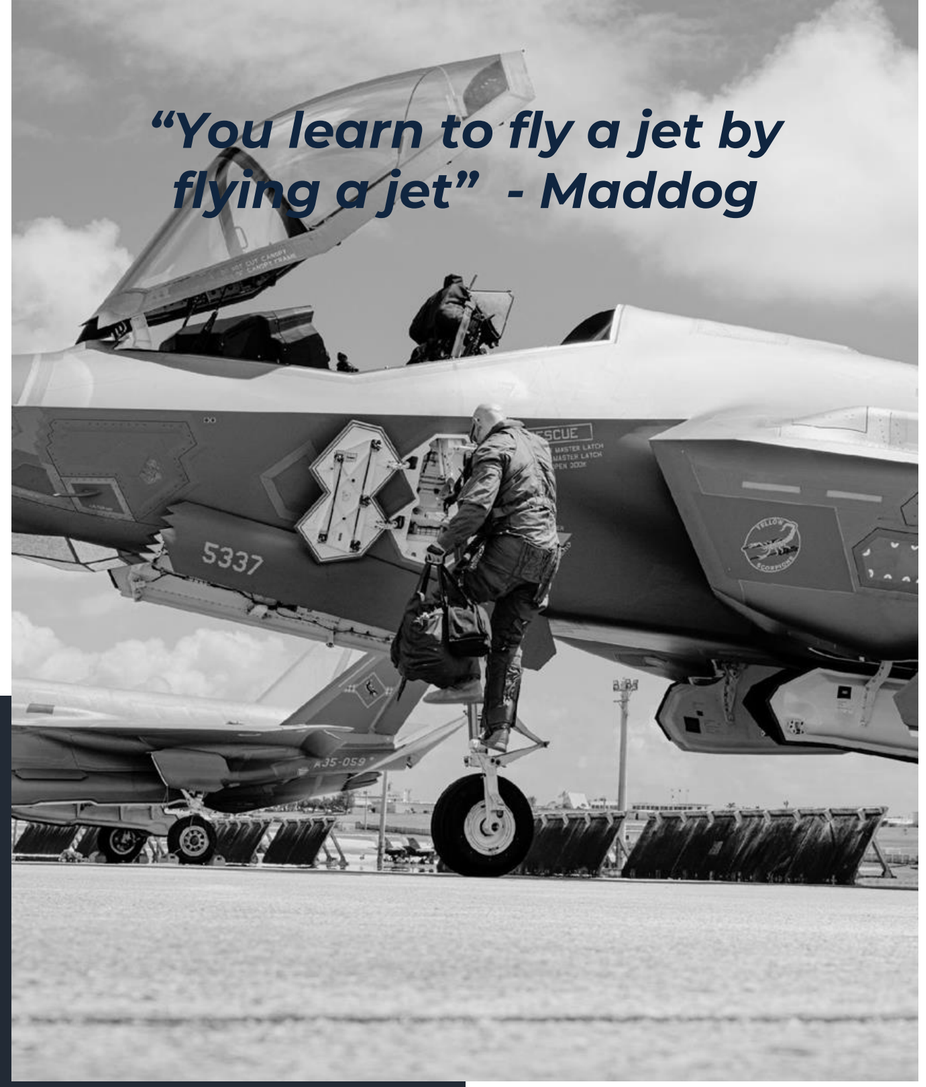
Empowers Team Leaders

Engages Team Members

Builds Real Teams

Drives Mission Execution

FLITE IS LEADERSHIP IN PRACTICE



FLITE Framework

“If you want to teach people a new way of thinking, don’t bother trying to teach them. Instead, give them a tool, the use of which will lead them to new ways of thinking.”

- Buckminster Fuller

FLITE IS A POWERFUL AGILE FRAMEWORK DESIGNED TO TRANSFORM THINKING.

FLLITE helps organizations shift their mindset and catalyze a high-performance culture

Total Engagement Strategies

FLIGHT PILLARS

FOCUS

Define the Objective and build the Plan

LAUNCH

Brief the Plan and Launch the FLITE

IMPLEMENT

Execute the Tasks

TRACK

Continuously Track Progress, Clarity, Resources, and Obstacles

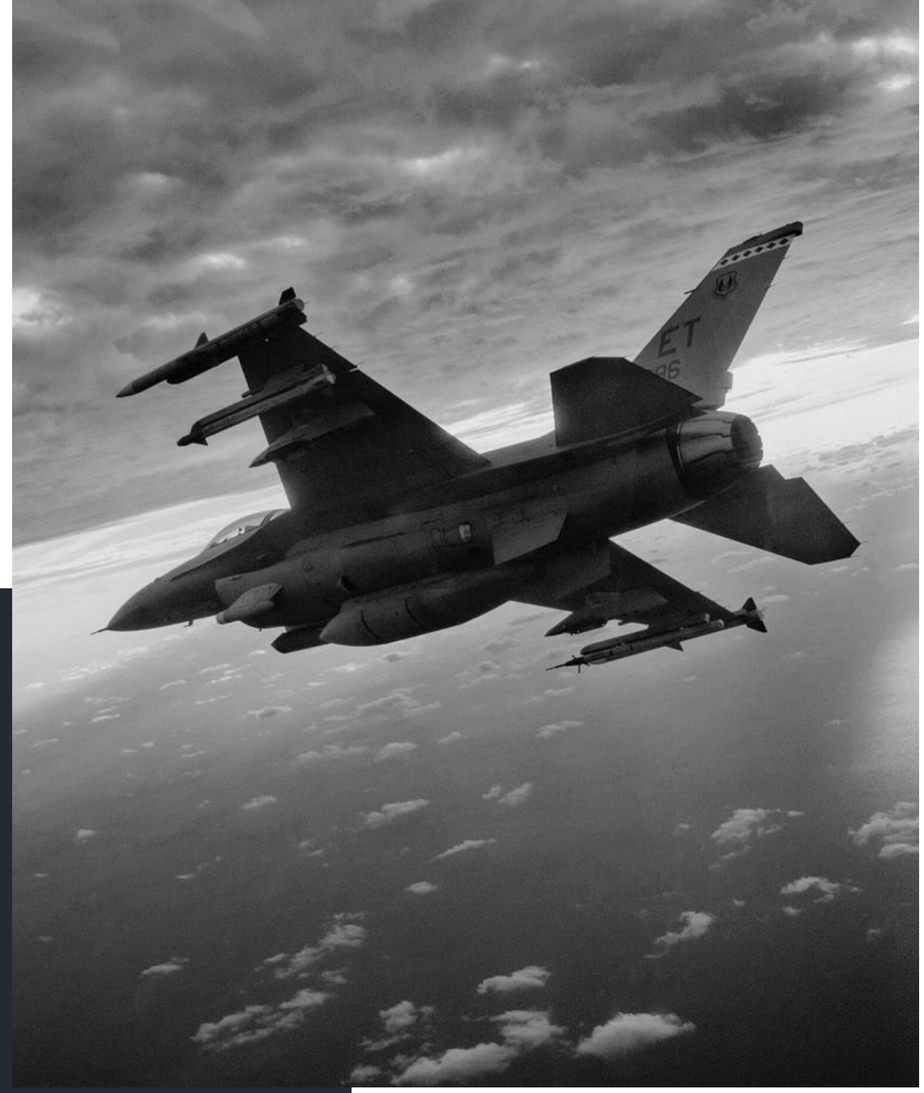
EVALUATE

Evaluate the Results against the Plan

FOCUS

HOLD A FOCUSED PLANNING SESSION TO:

- Review the Mission to create both context and pride enabling the Team to Focus on the Objective
- Define the Objective—the Team-level Objective that contributes to the Mission
- Build the FLITE Plan—the set of Tasks that accomplish the Objective
  - Team Members are responsible for Tasks
  - Tasks have Evaluation Criteria
- Document the FLITE Plan in the Common Operating Platform (COP)



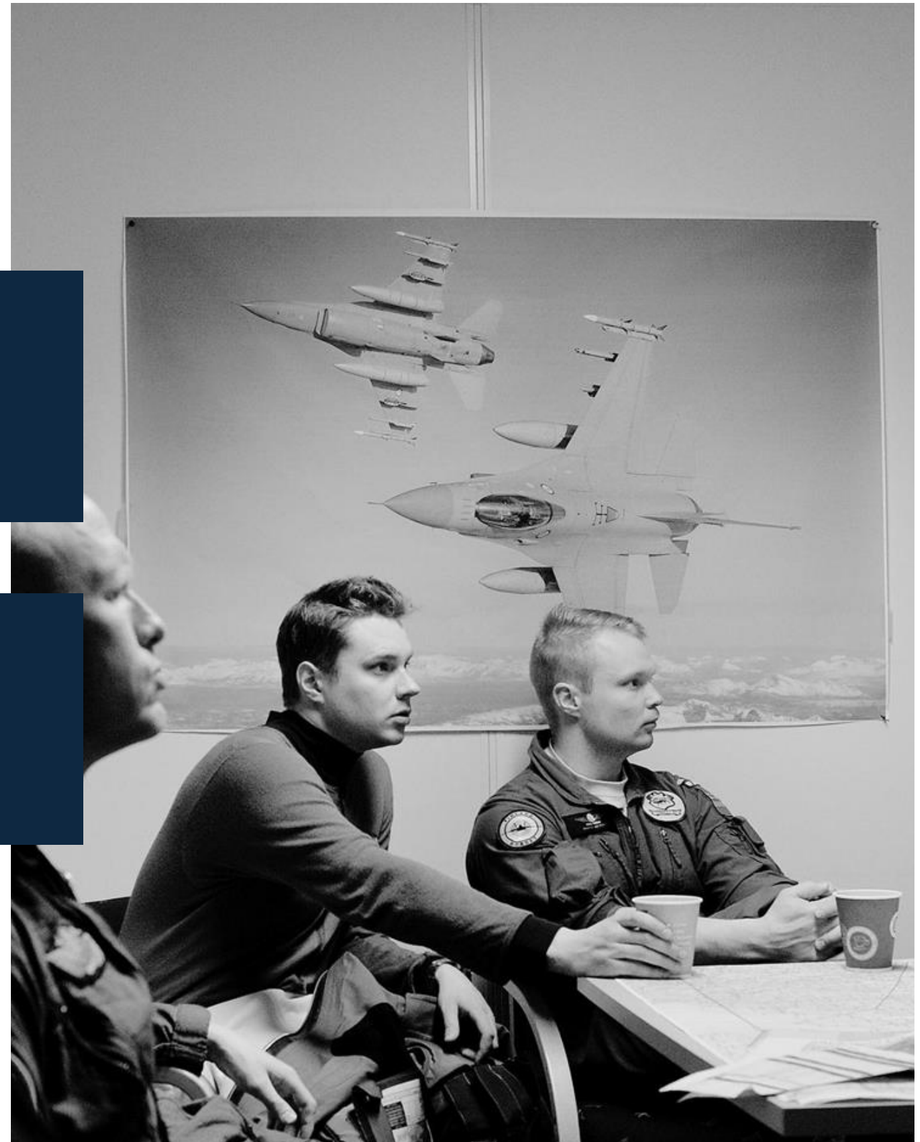
LAUNCH

- Launch the FLITE – The Team Leader conducts a Launch Briefing to the Team
- Review the FLITE Plan
- Validate the FLITE Plan – Ensure Team Members:
  - Clearly understand their Tasks and Evaluation Criiteria
  - Have the Resources to accomplish their Tasks
  - Have no Obstacles blocking their Tasks

IMPLEMENT

TEAM MEMBERS EXECUTE TASKS

TASKS ARE COMPLETE WHEN EVALUATION CRITERIA ARE MET



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TRACK

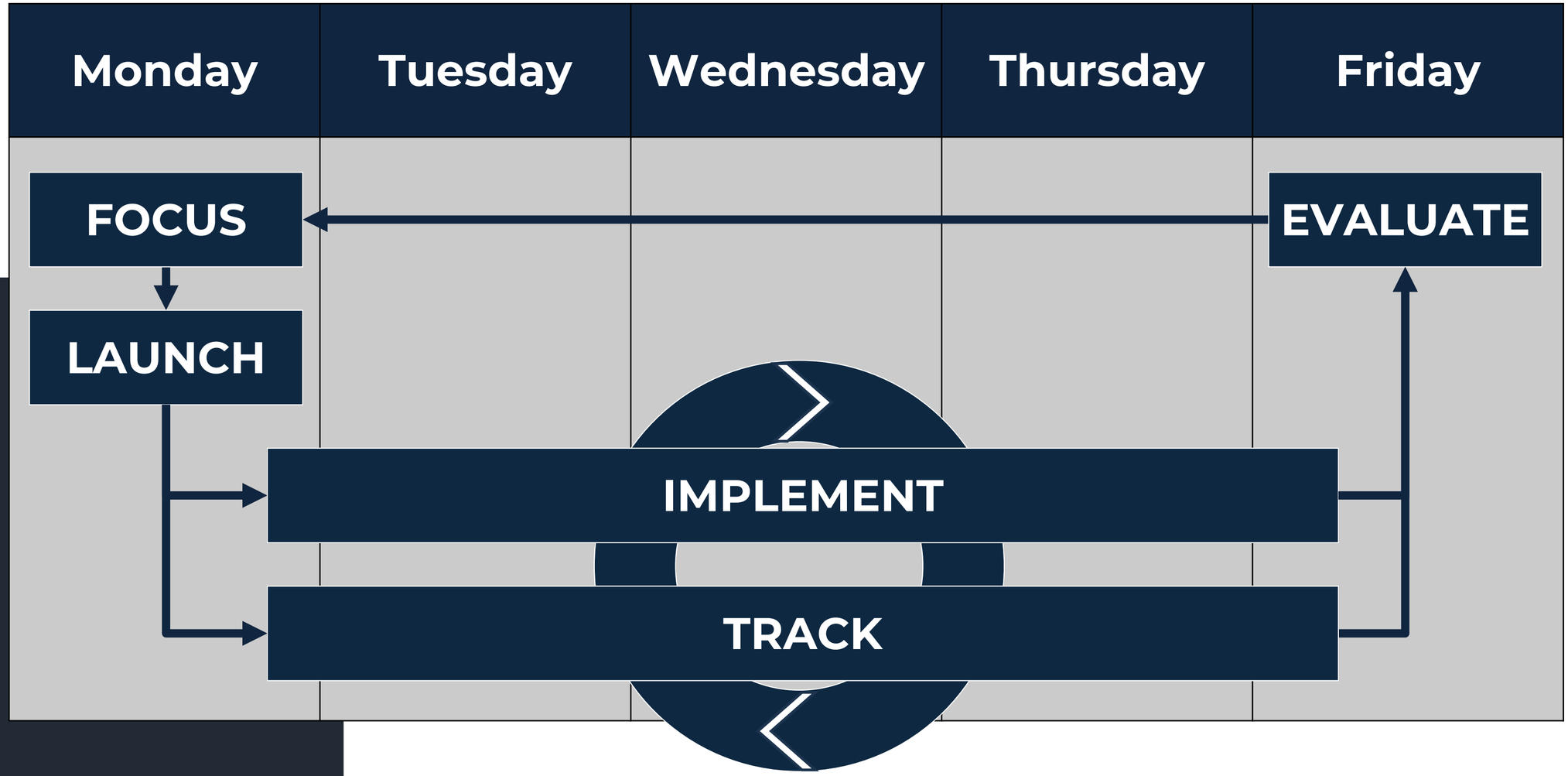
- Update the Plan - Team members update Task progress in the COP
- Monitor Progress - The Team Leader conducts short, focused daily “standup” meetings to:
  - Verify Task progress
  - Verify Task clarity
  - Verify Resource availability
  - Identify and address Obstacles
- The COP is the Truth Source

EVALUATE

- The Team Leader conducts a Debrief
- Review Tasks against Evaluation Criteria
- Assess FLITE process effectiveness
- Identify areas for improvement
- The COP is the Truth Source

THE PURPOSE OF THE EVALUATE PILLAR IS TO LEARN AND IMPROVE

FLIGHT Workflow



COMMON OPERATING PLATFORM COP

- The COP is the Team’s workspace
- All Team Members have access to all project data through the COP
- COP Examples:
  - Microsoft Project and Teams
  - Kanban Boards – JIRA, Trello, Notion

THE COP IS THE SINGLE SOURCE OF TRUTH AND THE TEAM’S SHARED MENTAL MODEL

CORE VALUES

- Servant Leadership – Action become obvious when we focus on those we serve
- Courage – Moving forward despite fear and uncertainty
- Humility – The foundation of and arbiter between integrity and loyalty
- Excellence – That which can be attained in the pursuit of perfection

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THANK YOU

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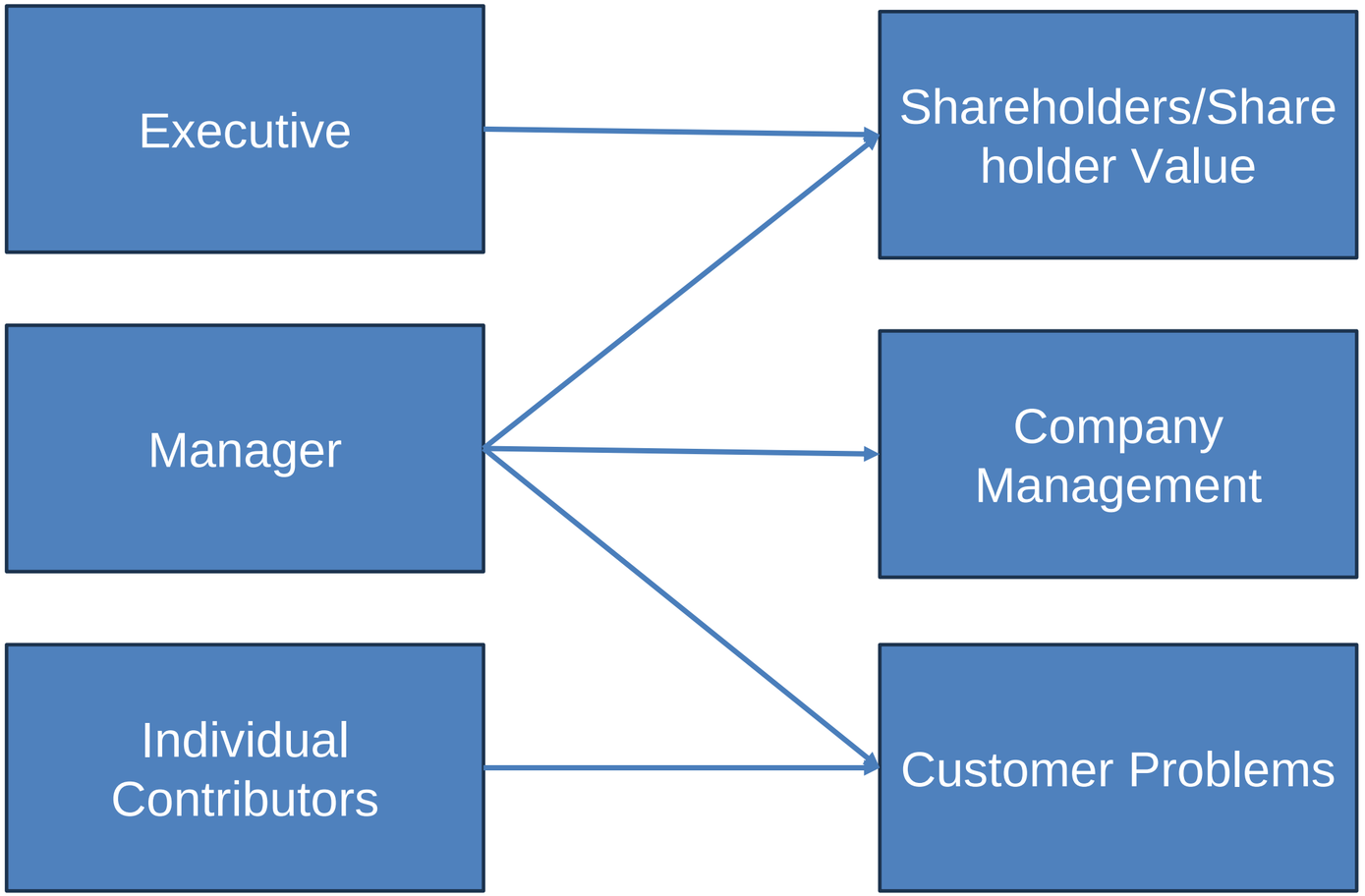
Executive
Manager
Individual Contributors
Shareholders/Share holder Value
Company Management
Customer Problems