



Total Engagement Strategies

PILOT

LEADERSHIP IN CONCEPT

www.brianmaddocks.com



Total Engagement System

PILOT Mindset

PILOT Fundamentals

1. Purpose
 2. Initiative
 3. Leadership
 4. Opportunity
 5. Tools
-

FLITE

Core Values

Summary

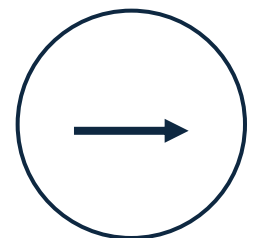


WELCOME

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”.



Total Engagement Strategies

VAST STRATEGY FRAMEWORK

THE
TOTAL
ENGAGEMENT
SYSTEM

PILOT
LEADERSHIP
FRAMEWORK

FLITE
EXECUTION
FRAMEWORK

ENGAGEMENT



ENGAGEMENT – WHY IT MATTERS



Gallup Employee Engagement Results (2024)

- **33% are Engaged** – they take Initiative
- **51% are Not Engaged** – they go through the motions
- **16% are Actively Disengaged** – they're destructive

Highly-Engaged Teams generate a 23% increase in business unit profitability



70% of variance in ENGAGEMENT is directly attributable to the manager (Gallup)

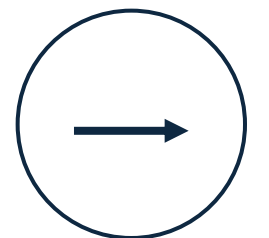
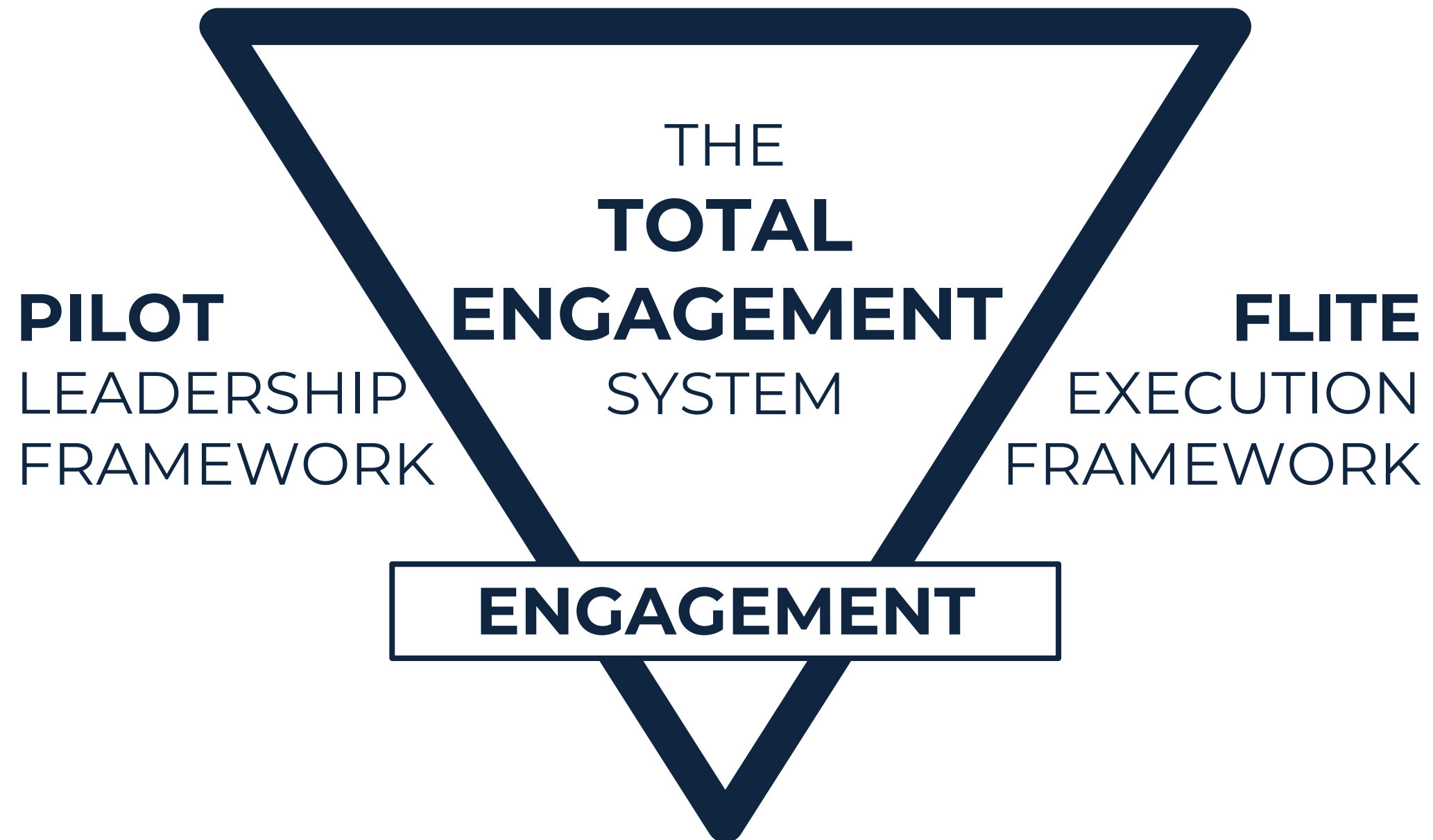


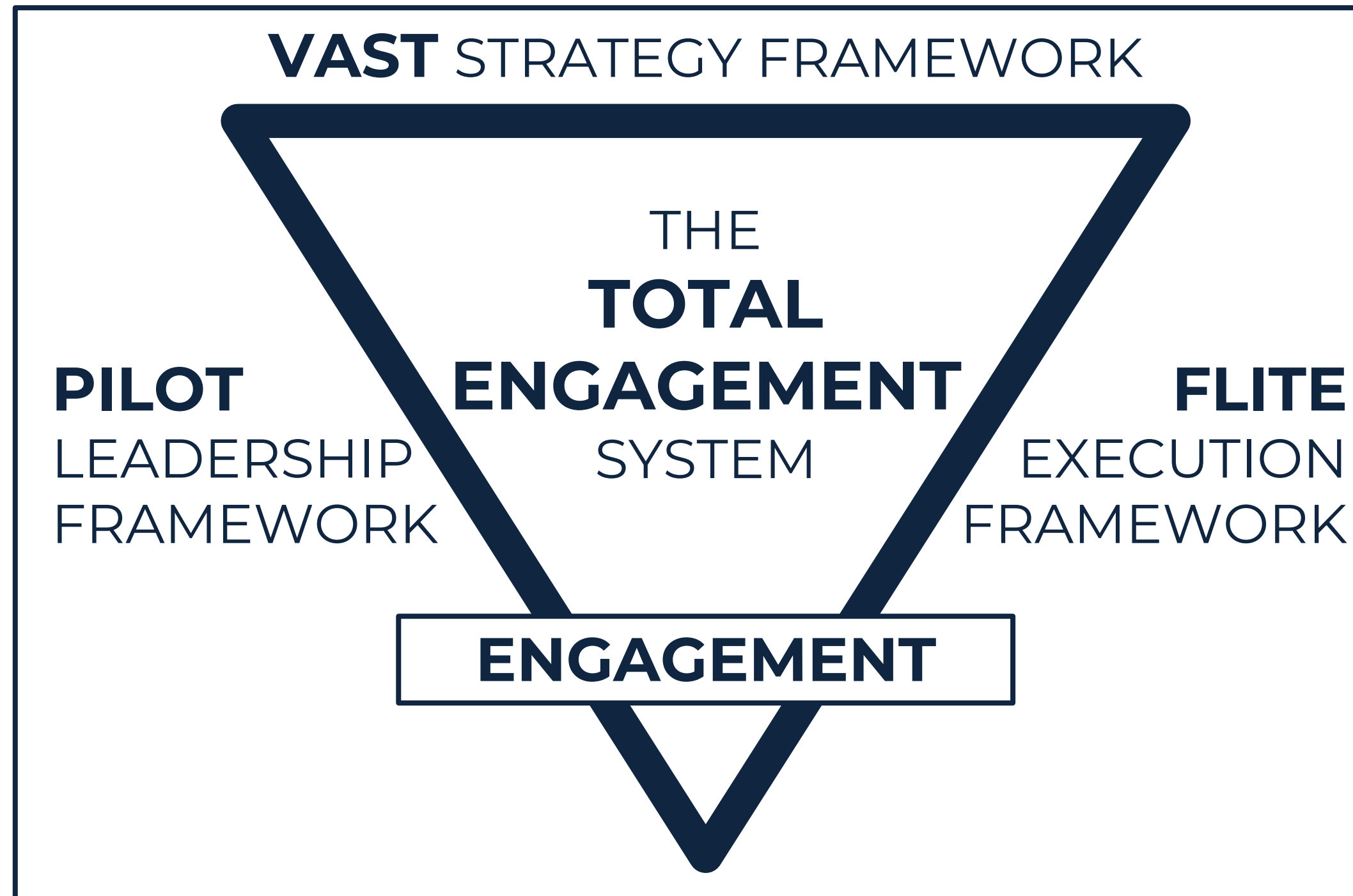
Total Engagement Strategies

VAST is
Leadership in
Context

Value
Activities
Systems
Targets

VAST STRATEGY FRAMEWORK





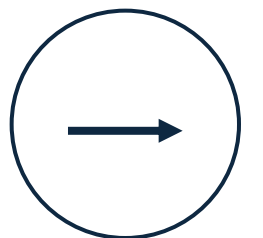
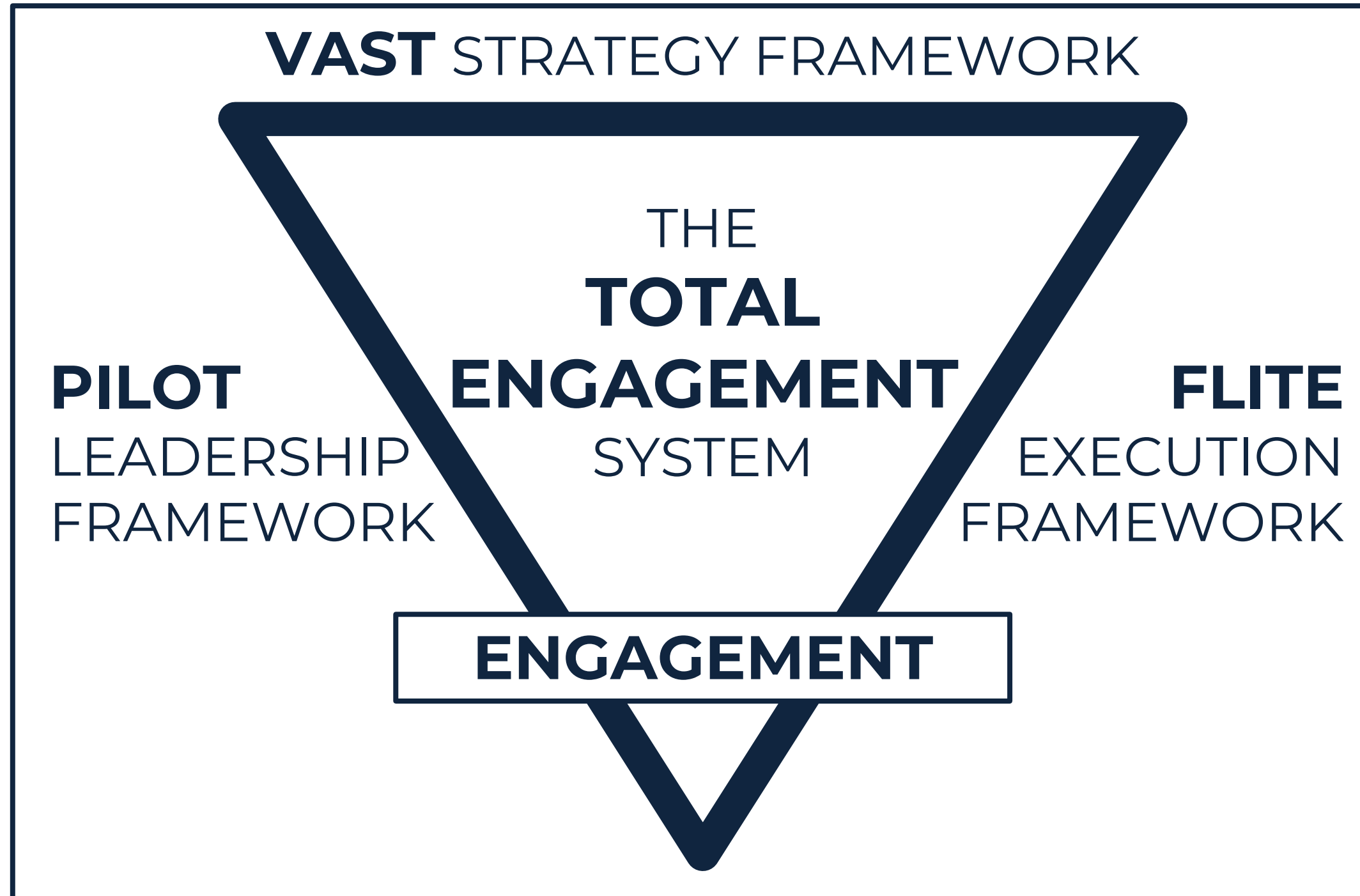
FLITE is
Leadership
in Practice

Focus
Launch
Implement
Track
Evaluate

Total Engagement Strategies

PILOT is
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Purpose
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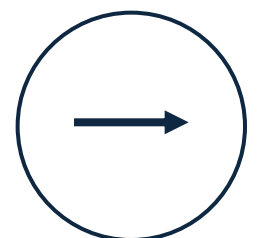
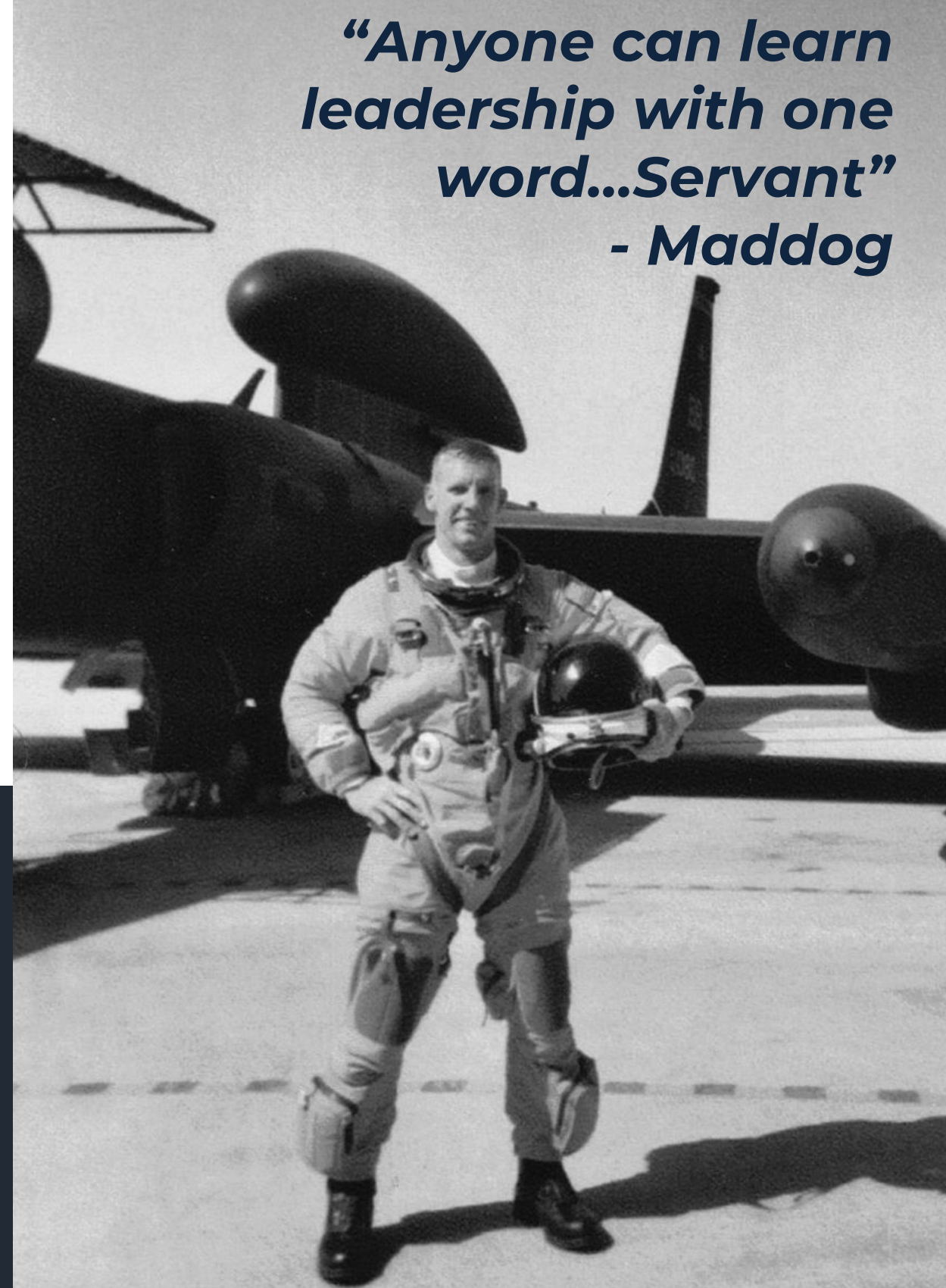
PILOT

THE FUNDAMENTAL LEADERSHIP
KNOWLEDGE THAT:

- Empowers Team Leaders
- Engages Team Members
- Builds Real Teams
- Drives Mission Execution

PILOT IS LEADERSHIP IN CONCEPT

*“Anyone can learn
leadership with one
word...Servant”
- Maddog*





PILOT Mindset

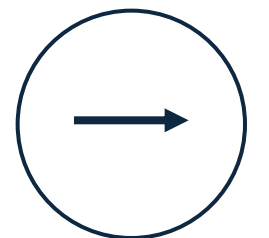
“The sign of outstanding leadership appear primarily among the followers. Are the followers reaching their potential? Are they learning? Are they achieving the required results? Do they change with grace?”

- Max De Pree



**PILOT IS A POWERFUL FRAMEWORK
DESIGNED TO CREATE SERVANT LEADERSHIP**

PILOT helps leaders shift their mindset and foster engagement among teams.



PILOT FUNDAMENTALS

PURPOSE

Clarity of Mission, Objective, and Task

INITIATIVE

The Key Performance Indicator of Engagement

LEADERSHIP

Define the Task, Provide the Tools, Clear the Way

OPPORTUNITY

Create Personal and Professional Fulfillment

TOOLS

Leadership in Practice





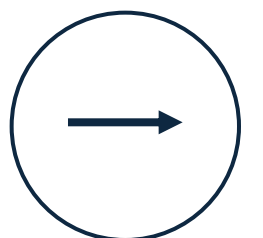
PURPOSE

GENERATE CONNECTION BETWEEN:

- **MISSION** – The Organization-level goal—the Vision—the “Why”
- **OBJECTIVE** — the Team-level goal that contributes to the Mission
- **TASK** — the Team Member’s work that accomplishes the Objective



People need to know why they’re doing something as much as they need to know what they’re doing.



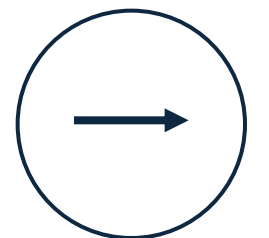


INITIATIVE

- “The ability to assess and initiate things independently” (Oxford English Dictionary)
- The behavior exhibited by an ENGAGED person*
- The “sign of outstanding leadership”

**INITIATIVE IS THE KPI OF THE
TOTAL ENGAGEMENT SYSTEM**

*People who take initiative are 37% more likely to be highly engaged (Journal of Applied Psychology)





LEADERSHIP

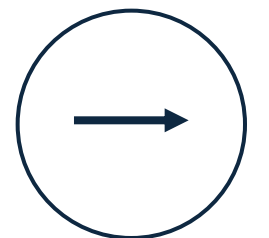
START WITH A SERVANT LEADER MINDSET AND
PRACTICE THE FOUR C's of LEADERSHIP

CLARIFY THE TASK (PURPOSE)

COMMIT REQUIRED RESOURCES

CLEAR OBSTACLES

PRACTICE **aCCOUNTABILITY**





OPPORTUNITY

MASLOW'S HIERARCHY

WORKPLACE FULFILLMENT

SELF ACTUALIZATION

PURPOSE, AUTONOMY, MASTERY

ESTEEM

RESPECT & RECOGNITION

LOVE AND BELONGING

VALUED TEAM MEMBER

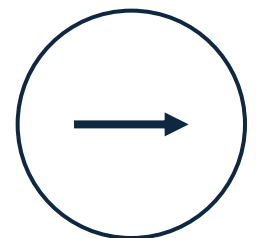
SAFETY

JOB SECURITY AND STABILITY

PHYSIOLOGICAL

PAYCHECK

ENGAGEMENT





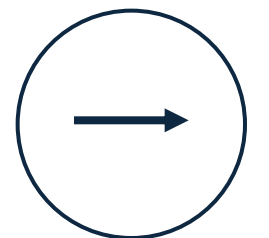
TOOLS

“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



TOOLS ENABLE THE **LEADER** TO **IMPLEMENT LEADERSHIP** AND CREATE **PURPOSE, INITIATIVE, AND OPPORTUNITY**





FLITE

FOCUS

Define the Objective and build the Plan

LAUNCH

Brief the Plan and Launch the FLITE

IMPLEMENT

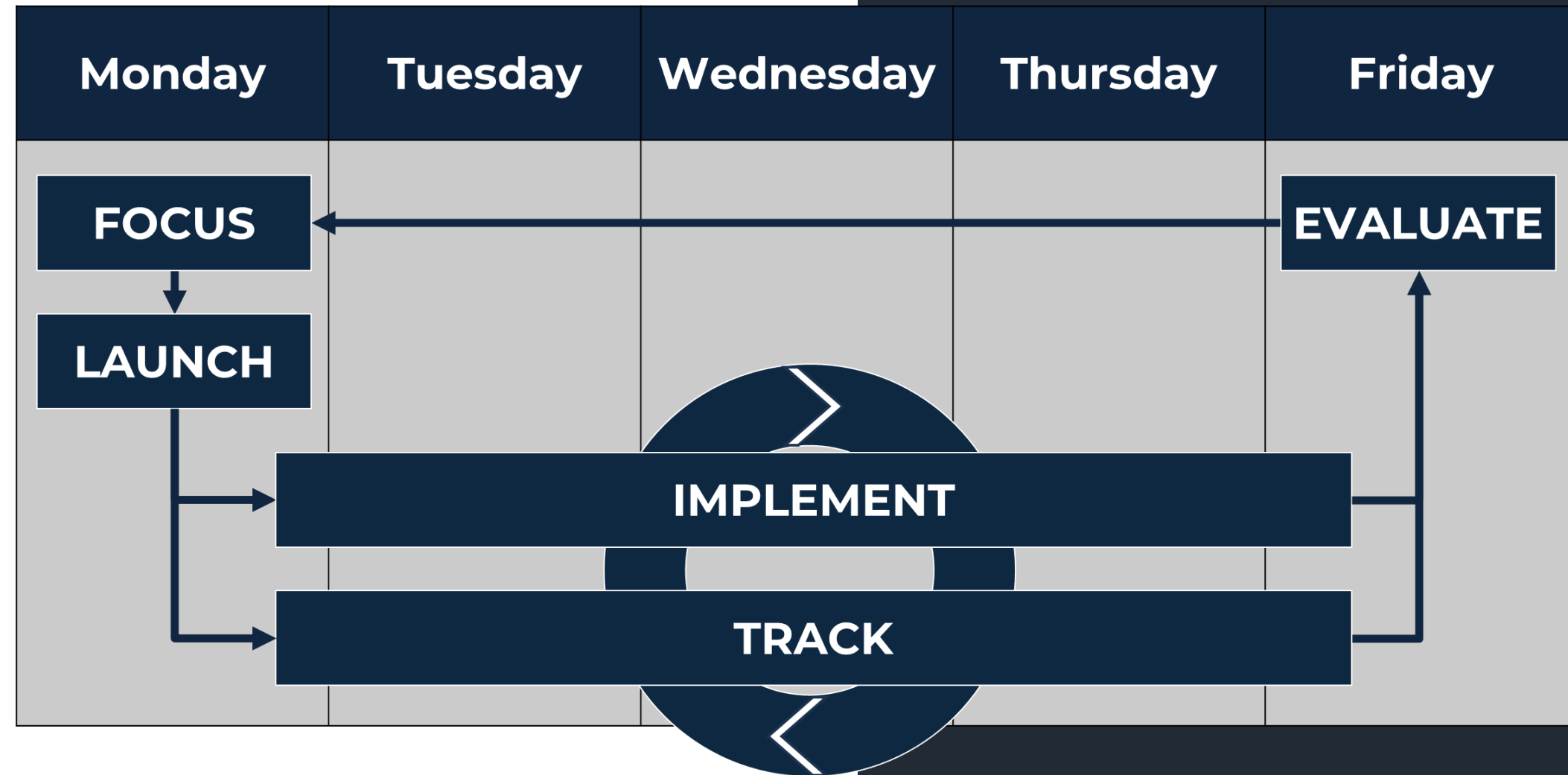
Execute the Tasks

TRACK

Continuously Track Clarity, Commitment, Obstacles, and Progress

EVALUATE

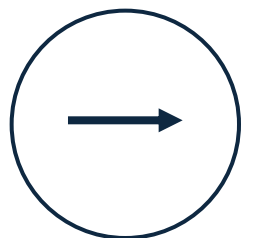
Evaluate the Results against the Plan





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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QR Code to
VAST Slides

VASTStrategyFramework.com

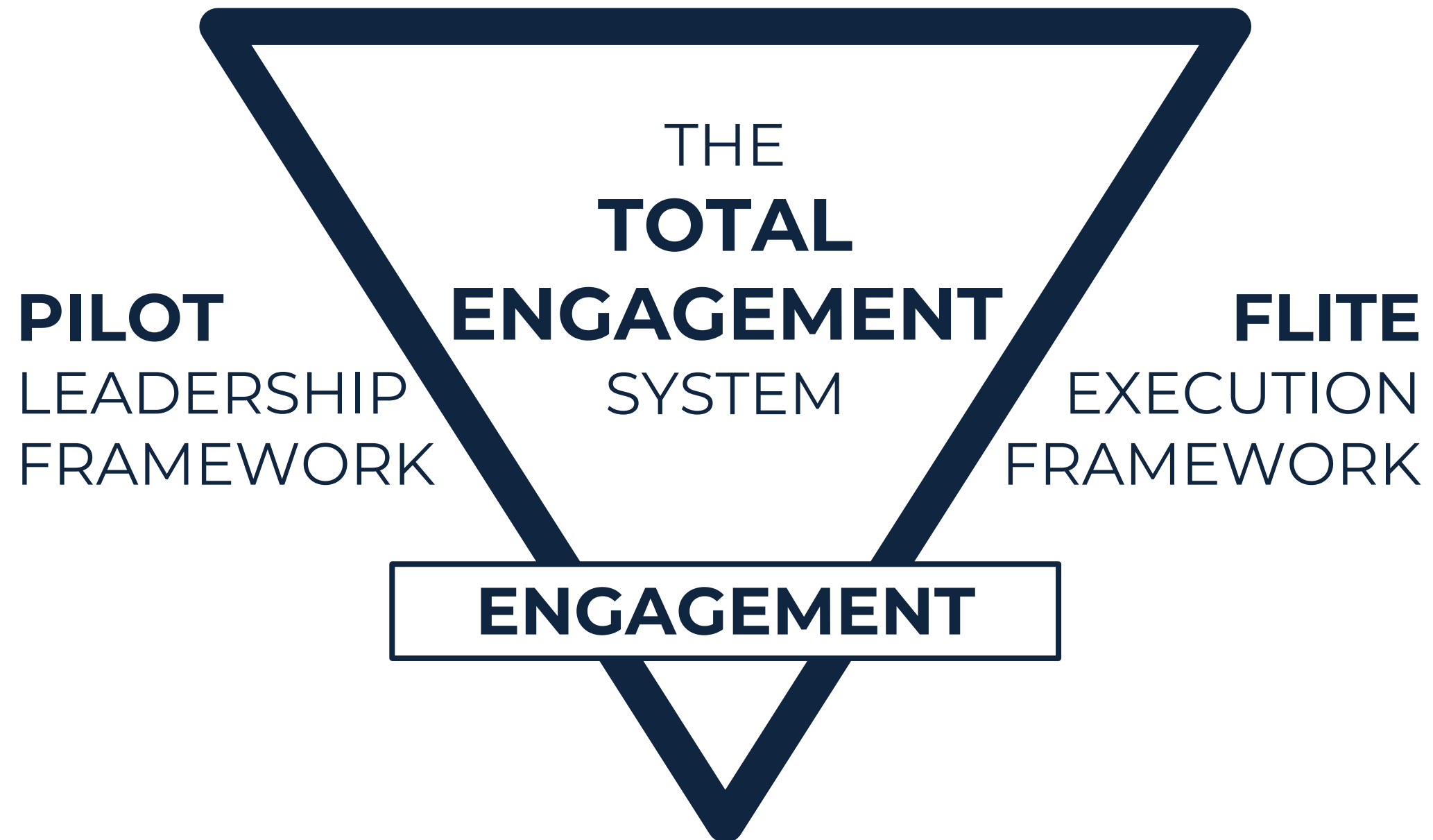


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VAST STRATEGY FRAMEWORK



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Total Engagement Strategies

THANK YOU

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Summary



References

Build a slide with references and further reading for the downloadable version