



TRAHAN & ASSOCIATES

YOUR CLEAR BEACON IN THE MEDIA & CRISIS STORMS.

Gumbo Leadership

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What's the Definition of a Leader?

- Control
- Competence
- Concern





Leaders

- General George Washington
Crossing The Delaware River
Dec. 25, 1776
- General Andrew Jackson
Battle of New Orleans-8 Jan.
1815



Leaders

- William Barret Travis -6
March 1836
- Hood's Texas Brigade-
Devil Den's 2 July 1863
- Col. Joshua
Chamberlin-Little Round
Top

Leaders

- President Abraham Lincoln-
Gettysburg Address 19 Nov. 1863
- Normandy Landing 6 June 1944
- Think of their Glory not their Passing
- Desmond Doss-Combat Medic saved
75 men at Okinawa



Leaders

- Rosa Parks-1943 refused to give up her bus seat.
- Dr. Martin Luther King -I have a Dream Speech 28 August 1963



Leaders

President George W. Bush- World Trade
Center-USA

The 12 Special Forces Soldiers in
Afghanistan

Our wonderful Medical Staffs treating
COVID Patients



Gumbo Leadership Strategy

- Anticipate
- Coordinate
- Cooperate
- Communicate

Gumbo Leadership Roux

Communication Skills

Interpersonal Skills

Caring

Humility





Gumbo Roux

Hope

Stability

Compassion

Trust



Communication Skills

- Effective Listener
- Listen-Pause-Think-Answer
- Effective Non-Verbal Skills

Channel Your Inner Aristotle

- **Ethos:** Your Character-Reputation. Your audiences asks who are you? What are your values & beliefs?
- What's your experiences?
- Will you share your pain?

Channel Your Inner Aristotle

- What added value do you bring to the platform?
- You must build a BRIDGE of Trust & Confidence with your people.



Channel Your Inner Aristotle

Logos: Reasoning –logical, rational,
Persuasive and defensible argument
for what happened & what will you
do to fix the problem.



Pathos: Passion-Emotion for an organization or person. Show Me-feeling & sympathy. You can't fake it-show it!

Gumbo Leader

L stands for LOVE-

Listen

Overlook

Voice

Extra Effort



Gumbo Leader

E-Enthusiasm with Ethics.

Positive attitude. Always do the right thing. Coach-Mentor-Continuity & Consistency.



Gumbo Leader

**A-Action-Vision-
Communication MAR
Objectives**





Gumbo Leader

D-Determination-Never quit!
Dedication-Rebounding.

Gumbo Leader



**E-Example-Leading By
Deeds. Sense of Humor.
Never Accept No.**

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**R-Responsibility. Difference
between Accountability &
Responsibility.**



Gumbo Leader

**“Doing all you can to
have the heart of a
Lion, the skin of a
Rhino & the soul of an
Angel.”**

