

**WHY WOULD ANYONE
WANT TO BE LED BY
YOU?**



2026 Texas Fire Chief's Conference

My son is obsessed with popping these air bubbles...



**I DON'T REALLY CARE WHAT YOU DO, I
WANT TO KNOW WHAT YOU DO THAT
ACTUALLY WORKS.**



1ST YEAR AS FIRE CHIEF

- Established a relationship with a private ambulance service to reduce call volume
- Initiated a FTO program
- Began construction on two fire stations and a new training facility
- Went from 24/48 to 48/96
- Changed vendors for our EPCR and FRMS system
- Had a kidney transplant
- Put 2nd Battalion into service



MANAGEMENT VS LEADERSHIP

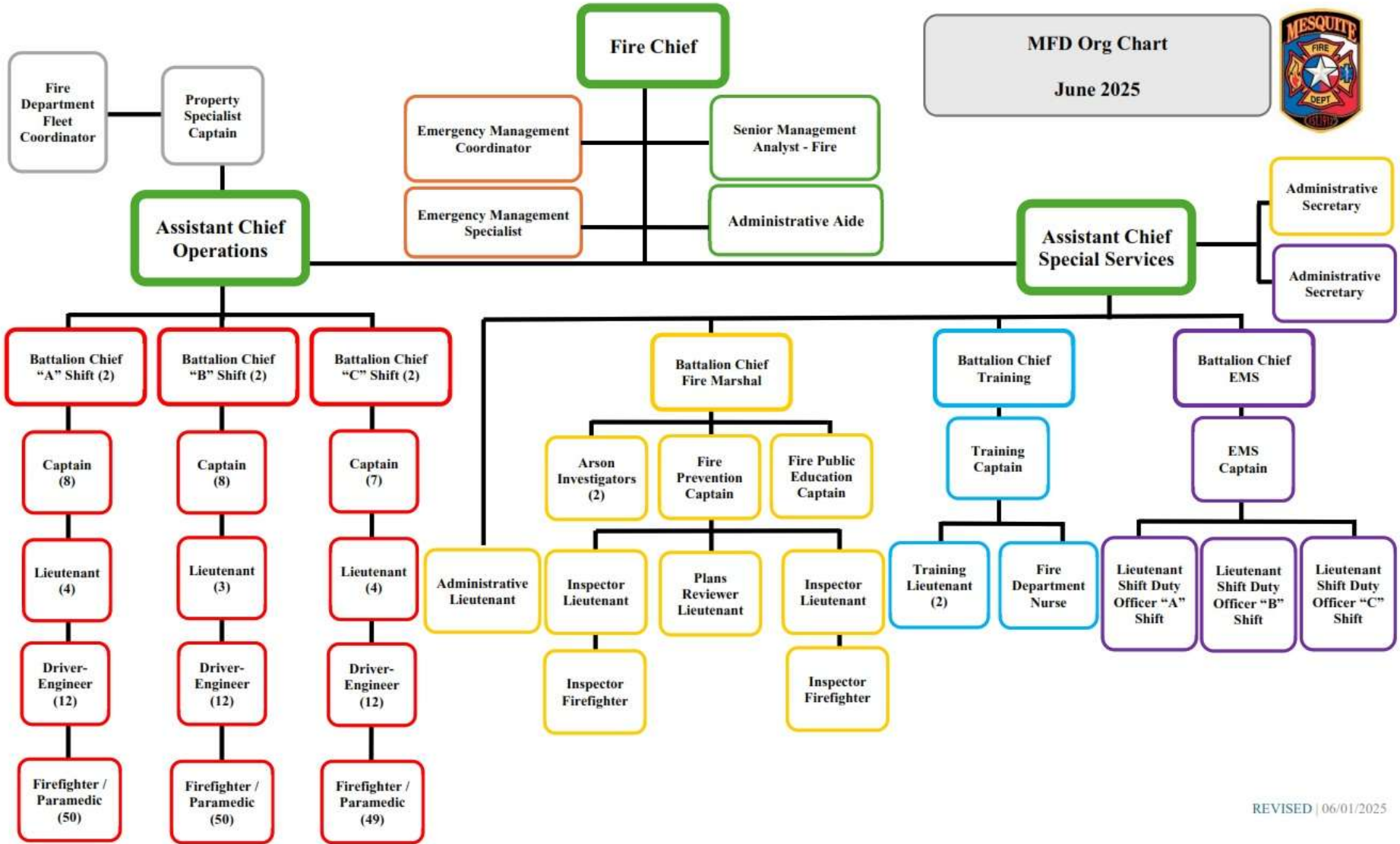


JOB DESCRIPTION

- The Fire Chief will plan, direct and review the activities and operation...
- Functions of this position include: • Preparing and coordinating City Council agenda and work session items and attending City Council meetings, public hearings and related proceedings to represent the Fire Department. •
- Coordinating Fire Department programs, services and administrative matters.
- Working with the rank and file in an inclusive manner with respect to policy, procedural, and hiring practices.
- Monitoring compliance with State Civil Service and Meet and Confer requirements.
- Attending civic, professional, service and community group meetings at schools, churches and other places of public gatherings.
- Directs, oversees and participates in the development of the Fire Department 's goals, objectives, work plan and budget.
- Staying abreast of new trends and innovations in fire science, emergency management and emergency medical fields.
- Initiates internal investigations when appropriate.



MFD Org Chart
June 2025



REVISED | 06/01/2025

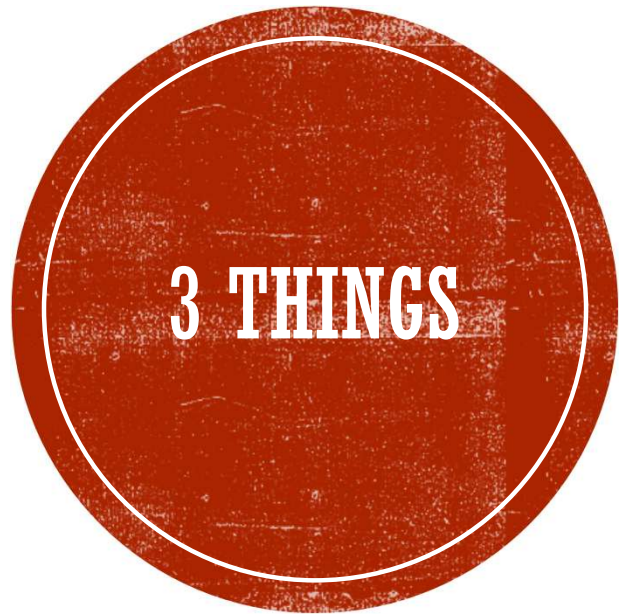




WHY DO PEOPLE FOLLOW?

- They have to (Accountability Driven)
- They like you (Personality Driven)
- You deliver results (Accomplishment Driven)
- You make them better (Motivationally Driven)
- You represent what they want to be (Altruistically Driven)





Discipline

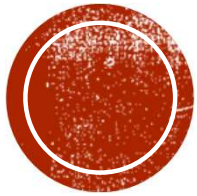
Desire

Discipleship

DISCIPLINE



THE MISSION



We will achieve excellence in everything we do and treat everyone we encounter like family.

Do the greatest good.

To be a leader, you have to make people want to follow you, and nobody wants to follow someone who doesn't know where he is going. – Joe Namath

LITTLE THINGS MATTER

- Words matter.
- Discourage gossip or speculation.
- Never second guess someone publicly. You weren't there.
- Be loud! Drown out the naysayers.
- Leadership is not complicated, but it's hard.



SITUATIONAL AWARENESS

Candor and an ability to assess oneself realistically. 5 best/5 worst

Frank in admitting failures.

Keep your focus on the mission.

Do an AAR after interactions with people.

The lens people look through matters.



Create an environment of trust and “rightness”.

Real results come from putting your momentary needs on hold to pursue larger, more important goals.

We train to stay calm in the midst of chaos. We are learning self discipline.

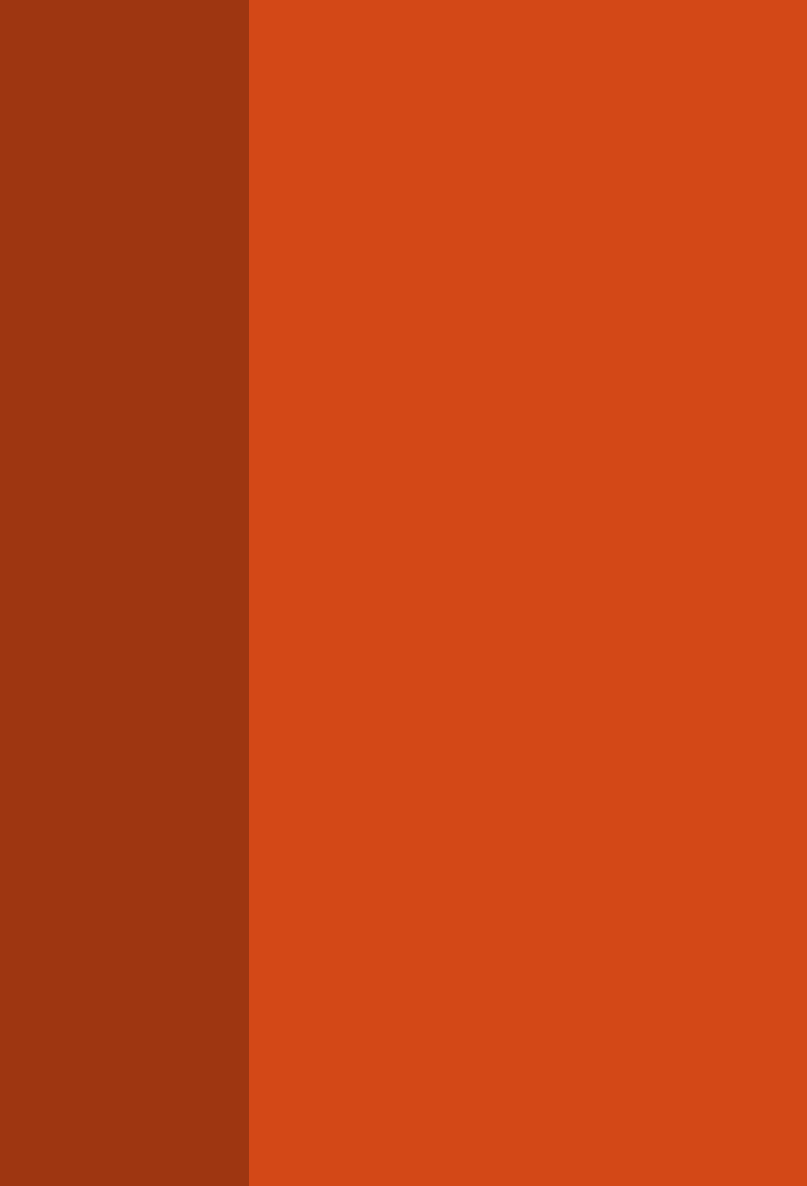
Have to, need to, want to.

SELF DISCIPLINE



DESIRE





**YOU MUST
CHANGE YOUR
DESIRES TO
CHANGE YOUR
BEHAVIOR**

THE LEARNING CYCLE

Learn it



Practice it



Teach it



Do it



DISCIPLESHIP



SALES

Move people in
the direction you
desire.

Give credit where
credit is due.

Listening and
observing are the
most important
elements of sales.

People don't buy for logical reasons; they buy for emotional reasons. –
Zig Ziglar





Find followers



WE are the tool



Reveals gaps in understanding



Reinforces mastery



Can I teach it where people understand it?



It can be one on one or to larger groups

TEACH IT



MENTORSHIP OR DISCIPLESHIP

Mentorship

- Skills, growth and guidance
- Informs
- Helping others to become more effective, successful or capable

Discipleship

- Beliefs, identity and life transformation
- Transforms
- Shape how someone thinks, lives and becomes, not just what they do.



SO WHAT'S THE SECRET?

- You will become what you think about.*

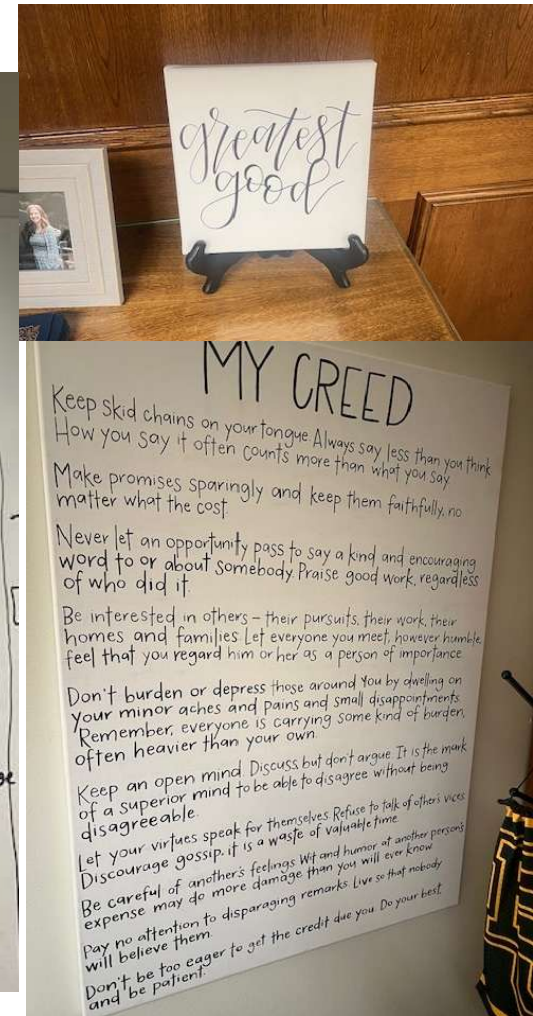
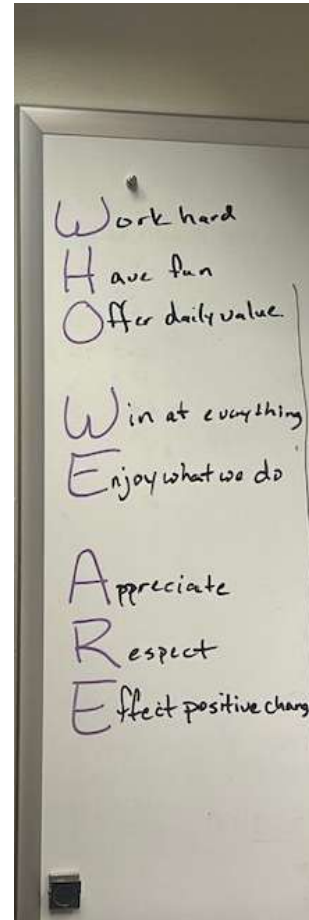
Your body will never go where your mind hasn't already been.

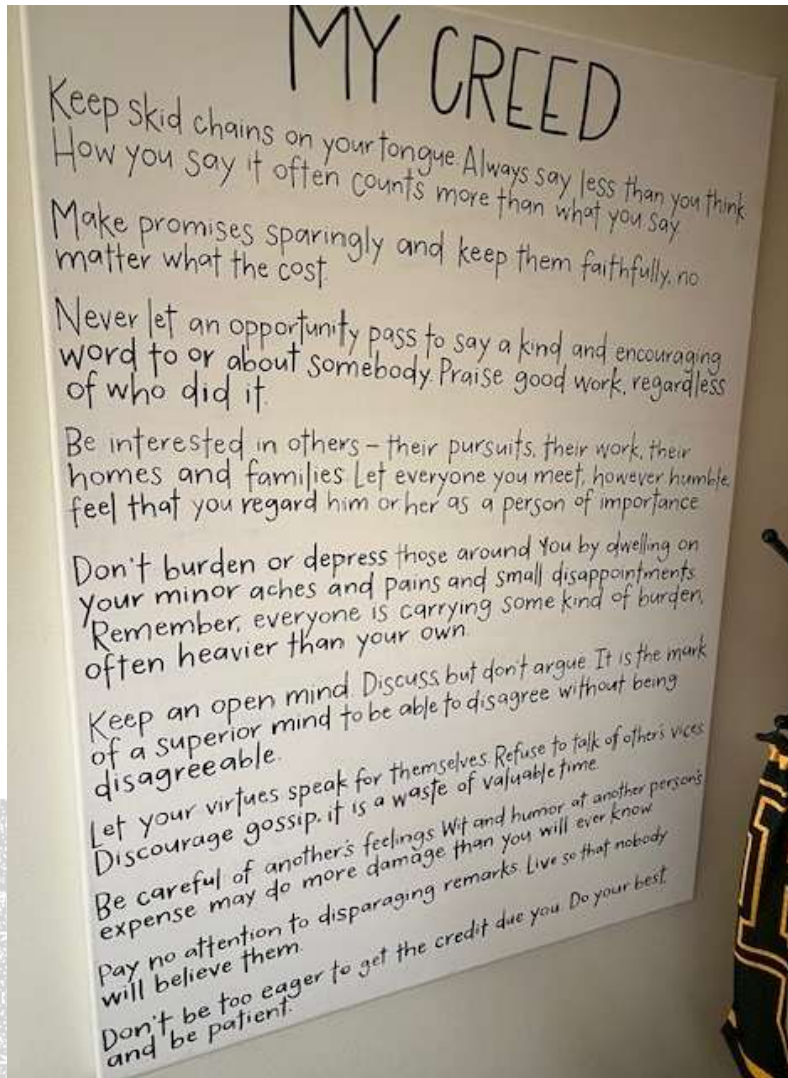
- Wisdom is the right use of knowledge. To know is not to be wise. Many men know a great deal and are all the greater fools for it. There is no fool so great a fool as a knowing fool. But to know how to use knowledge is to have wisdom.
 - - Charles Spurgeon



NOW WHAT?

Set	Set goals and reminders.
Find	
Be	
Have	
Learn	

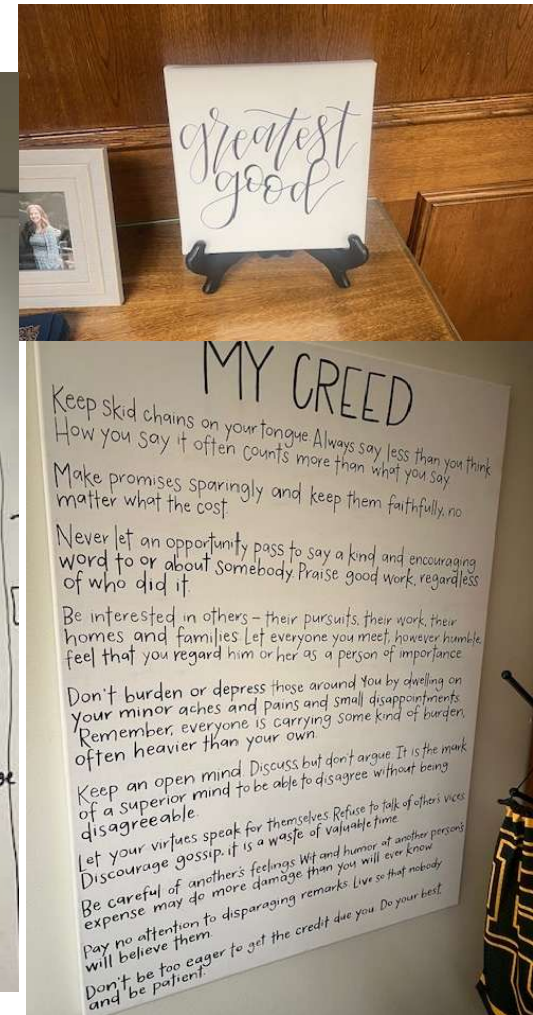
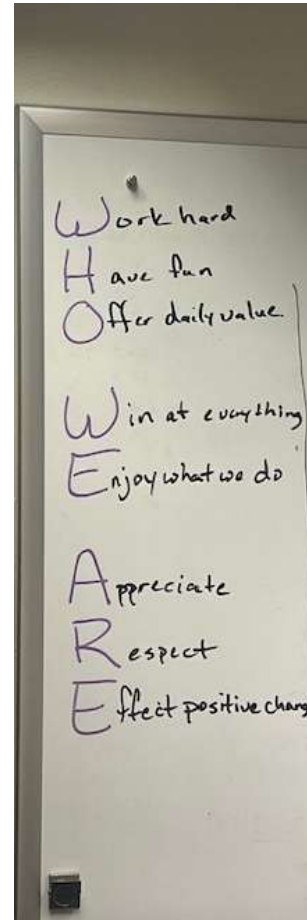




IT IS AN EFFORT OVER TIME

NOW WHAT?

Set	Set goals and reminders.
Find	Find someone to disciple.
Be	Be honest with your strengths and weaknesses.
Have	Have people in your life that will speak truth.
Learn	Learn it, Practice it, Do it and Teach it.





- Leadership is a mindset that becomes who we are.
- Management is what we are expected to do. Leadership is what we should do. It's the EXTRA.
- Great leaders develop great leaders.
- Leadership influences culture and culture influences future leadership.
- Institutionalizing a leadership-centered culture is the ultimate act of leadership.

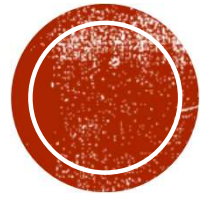
**NEVER
GIVE
UP!**



Credibility comes from
consistent performance.

Discipline – Desire –
Discipleship.





**WHY WOULD ANYONE
WANT TO BE LED BY YOU?**



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