

Robert Neller

37th Commandant of the United States Marine Corps

Effort Matters, Character Counts: A Guide to Effective Leadership. With more than 44 years as a leader at global organizations, General Robert Neller is a retired four-star general who championed a unique brand of leadership during his time at the helm of the United States Marine Corps – successfully leading the organization through one of its most dynamic periods in its storied history, all while engaged in combat on multiple fronts.

Through it all, Gen. Neller maintained unwavering commitment to his ethos, “Effort Matters, Character Counts.” Sharing stories from his experiences as a leader in combat, he discusses his proven, forward-looking approach for motivating his troops to victory on and off the battlefield. With strong character and virtue at the foundation, audience members discover that much of Gen. Neller’s approach to leadership is applicable in any organizational setting, leaving motivated, inspired, and empowered to affect change that will set their organizations up for success.

Managing Change in Traditionalist Settings. Few institutions are as embedded in tradition as the United States Marine Corps. Yet, under the leadership of Gen. Neller, the Marine Corps experienced one of its most dynamic periods to date. It was a time in which, true to his reputation as a transformational leader, Gen. Neller modernized many of the Marine Corps’ policies – including integrating women into previously restricted ground combat units, addressing and developing policy for transgender service members, infantry squad changes, and implementing social media guidelines – while staying true to the organization’s uncompromising standards.

In this talk, Gen. Neller reveals the key points related to why he was successful introducing forward-thinking principles and policies to the Marine Corps. Groups from all types of organizations will enjoy the insights and action steps he offers for becoming an agent for elevating company cultures through positive change.

Success: What Does it Look Like? Everyone has a different vision of what it means to be successful. No matter the ways in which our ideas of success differ, they have one thing in common: the path to getting there is never easy and seldom straightforward. Gen. Neller combines empathy and his unique viewpoint to help organizations and individuals define what success is to them and underlines the importance of focus, discipline, and moderation on the path to achieving it.