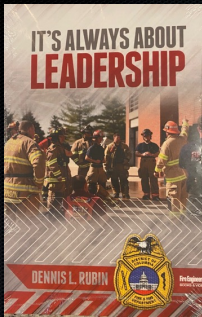


“It’s Always About Leadership!”

Prepared for
FDIC International 2024

1



This presentation is
based on the Best Selling
Fire Engineering Textbook
of the same Title.

2



Prepared & Presented by
Chief Dennis L. Rubin



3

It's Always About Leadership! Program Introduction

- Represents long held "Core Values & Beliefs"
- Important Information for Everyone
- In fact - use this information in all walks of your life
- We will discuss the Science & Art of Leadership
- This Program Was Developed over many Years of Service.

4

It's Always About Leadership!

- Everyone will be asked to participate
- Everyone will be correct; However,.... Some will be more correct than others - Jump In!
- The Socratic Process
- This is a Guided Discussion not a lecture
- What will you do with this information?
- Now Let's Get to Work!



5

RULE - #1 YOU GOTTA SHOW UP!

"80 % of success is showing up"

Author Unknown

"The Georgia Aquarium Case Study"



6

RULE - #2 LEAD FROM THE FRONT!

"Management is doing things right;
leadership is doing the right thing."

Peter F. Drucker

Colonel Joshua Lawrence Chamberlin
20th Maine
"To the last..."



7

RULE - #3 FLAWLESSLY EXECUTE THE BASICS OF YOUR JOB!

"Perfection is not attainable, but if we
chase perfection, we can catch
excellence".

Washington REDSKINS Head Coach
Vince Lombardi
1969-1970

Another Sad Fire Department Case Study
"Follow The Broken Equipment - Engine 10"



8

RULE - #4 RELENTLESS FOLLOW-UP!

"Either you follow-up or you fold-up".

Bernard Kelvin Clive

2016 Chicago Cubs
Down 3 games to 1
Never Give Up!
Cubs Win the World Series



9

RULE - #5
COMMUNICATE, COMMUNICATE, COMMUNICATE!

"The Art of Communications at
Emergency Incidents is a Mission
Critical Process - Be Great at it!"

Fire Chief Alan V. Brunacini
Phoenix Fire Department 1958 -2006

Dennis' High School Graduation Gift!



10

RULE - #6
CONSISTENT PERFORMANCE!

"Consistency is the foundation of virtue".

Lord Francis Bacon

The Atlanta (Cobb Co.) Braves
1991 - 2005



11

RULE - #7
TELL THE TRUTH – ALWAYS!

"If you tell the truth you don't have to
remember anything".

Mark Twain
American Writer

Case Study
Congress Member Anthony Weiner
(D-NY)



12

RULE - #8 DO THE TOUGH STUFF FIRST!

"Procrastination is one of the most common and deadliest diseases and its toll on success and happiness is heavy".

Wayne Gretzky #99 Edmonton Oilers
"The Great One"

Military Physical Fitness Program
Open your eyes and fallout for PT
First thing each morning
Every Morning!



13

RULE - #9 BE THE CUSTOMER SERVICE ADVOCATE!

"The goal as a company is to have customer service that is not just the best but legendary".

Sam Walton
Founder, Wal-Mart

Driveway Finishers
Chief Alan Brunacini



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RULE - #10 PASSION FOR FIREFIGHTER HEALTH AND SAFETY!

"When a man becomes a fireman his greatest act of bravery has been accomplished. What he does after that is all in the line of work".

Edward F. Croker
FDNY
Fire Commissioner
1883 - 1887



NIOSH Alerts

15

RULE - #11 IF YOU DON'T CARE...!

"It's OK to sleep on daywork here, just
take off your shoes first".
Fire Captain - Truck 7
Cira 1971



I lived this one.

16

RULE - #12 PERSONAL BEHAVIOR!

"There is no such thing as a bad boy" ...
Father Edward J. Flanagan
Boys Town
Douglas County, Nebraska



Preparing for the 44th Presidential Inauguration
January 20, 2009
Secret Service Letter
FBI Letter

17

RULE - #13 BE NICE! BE KIND!

"No person in the world ever lost
anything by being nice to one another".
Lillie Langtry



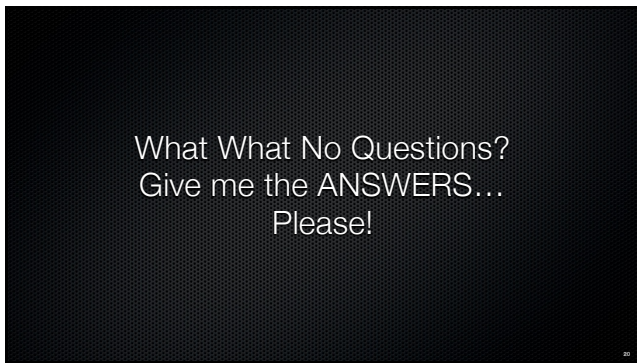
Meeting Morris S. Dees
Southern Poverty Law Center
On a Delta Flight to MGM

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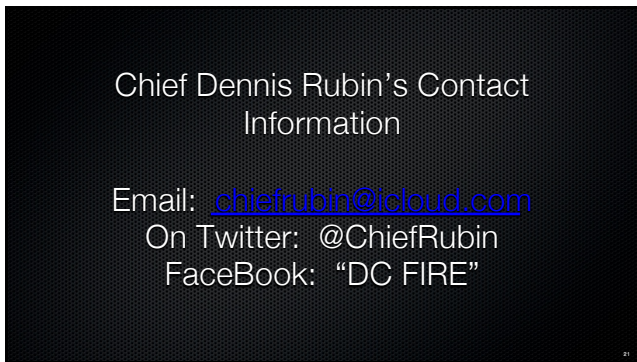
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Seven horizontal lines for taking notes.



20

Seven horizontal lines for taking notes.



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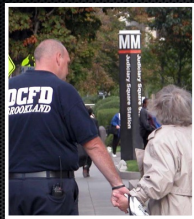
Seven horizontal lines for taking notes.

A Final Thought...

"In all aspects of life, you can pick
Bitter or Better, the choice is always yours".

Pastor Sheldon Miles
Canton, Ohio

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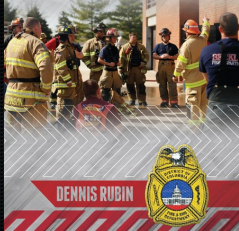


THANK YOU.

Enjoy your life's ride.

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IT'S ALWAYS ABOUT LEADERSHIP



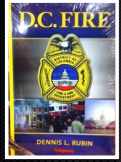
"It's Always About Leadership"

Published by
Fire Engineering Books

\$49.

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And Don't Forget "D.C. FIRE"

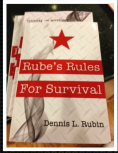


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chief@rubincloud.com

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A Favorite Is Back!



Rube's Rules For Survival
Is Back in Print
A bargain at \$20.00 a copy

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