

10 LEADERSHIP MANEUVERS

A GENERAL'S GUIDE TO SERVING AND LEADING

Loren M. Reno

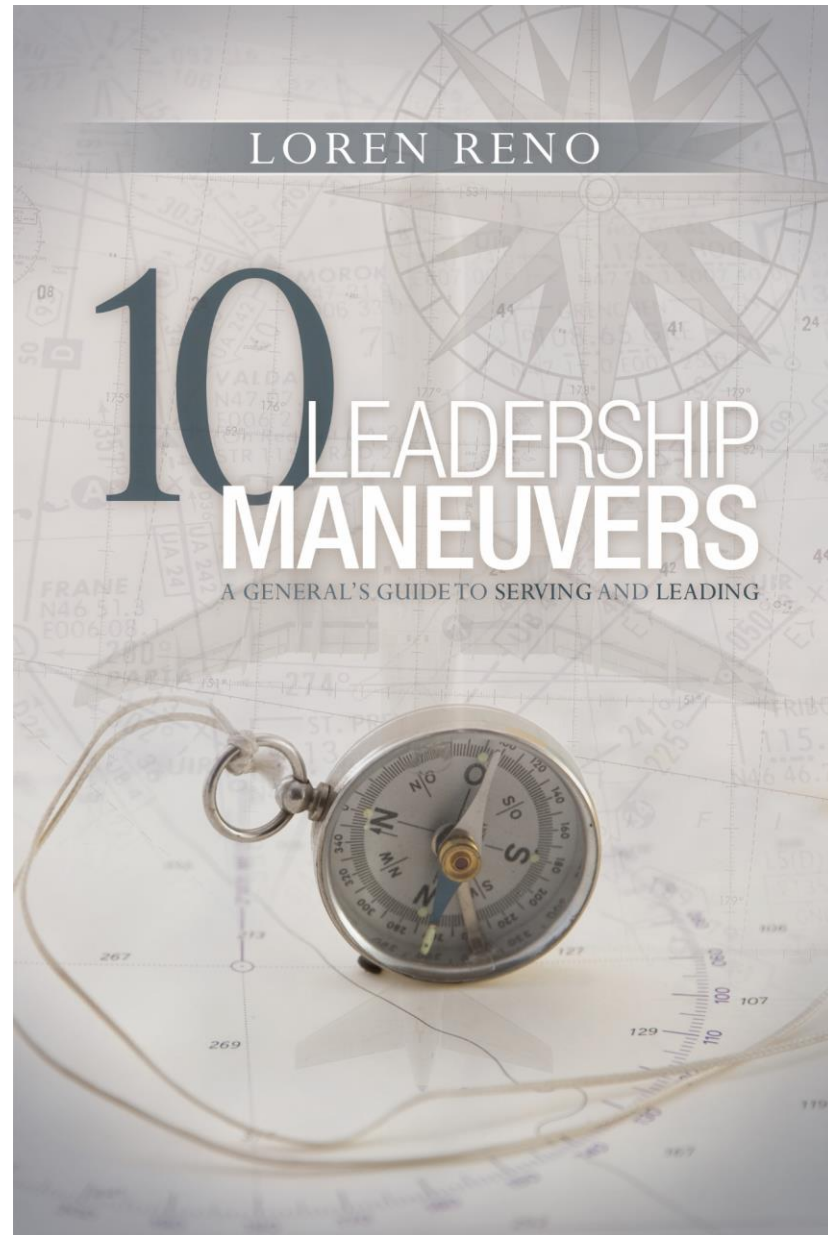
The best leadership skills are Bible-based, and they work.

Three-star general Loren Reno practiced leadership at the highest levels in the US military. In *10 Leadership Maneuvers*, Reno shares the skills that brought him success in small and large organizations, at junior and senior positions, in times of prosperity, and in times of challenge.

In this personal and highly practical resource, Reno uses stories from his experience as a leader to illustrate the 10 maneuvers successful leaders use. More than a checklist or menu, these invaluable skills are useful for the aspiring leader and for those who want to elevate their leadership game.

Readers will come away positioned to develop a leadership model that will help them do and think about the right things at the right times. Other key take-aways: Servants become the best leaders, and they keep serving after ascending to bigger jobs. Seeking to serve is different than just serving. Successful leaders hold themselves and others accountable.

10 Leadership Maneuvers is anchored in Scripture, and filled with the insights, principles, and never-before-heard stories of success, failure, humor, and regret of a master storyteller with exceptional leadership credentials.





About the Author:

Loren M. Reno

Loren Reno, Lt. Gen. USAF (Ret), earned a BA in comprehensive science and education from Cedarville University, Ohio; an MS in systems management from University of Southern California; completed military and national security studies at Air University; graduate studies at Harvard University, Syracuse University, and University of North Carolina. Loren loved teaching and coaching, and his path took him to both at the highest levels, before working his way up through the ranks in the military. During 38 years in the US Air Force, he was a 5-time commander in maintenance and logistics, served in combat, and led organizations small and large, before retiring in the grade

of Lieutenant General. His wife and three children followed him as he moved from the flight lines at air bases to the corridors of the Pentagon, from positions in aircraft operations and maintenance to logistics and leadership. Presently the dean of the school of business administration at his alma mater, Cedarville University, Loren loves music, reading, and traveling, and he still teaches and coaches.

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What Others Are Saying About 10 Leadership Maneuvers

By Loren M. Reno

On December 7, 2011, I rose to pay tribute to Lieutenant General Reno on the Senate floor, calling him “an exceptional leader, superb officer, and friend.” I did not exaggerate. I personally worked with him during my years in the Senate. The author of 10 Leadership Maneuvers is a humble man of God who has served and led with great distinction. I salute him and urge you to read this excellent book.

-James Inhofe, *senior US senator from Oklahoma*

This book will inspire you. It has me. I have known Lieutenant General Reno and benefitted from his wise counsel and wonderful leadership. I think you will too.

-Mary Fallin, *27th governor of Oklahoma; former US representative*

Loren Reno is my friend. He and I began our work together when we were lieutenants and rejoined later in our careers when he was a lieutenant general. Throughout his notable tenure in our Air Force, he was a consistent and compelling leader of small and large organizations alike. I truly admire all he stands for and the leadership qualities he writes of and lives.

-Norton A. Schwartz, *General, USAF (Ret), 19th USAF Chief of Staff*

I first encountered Loren Reno when I worked his first Colonel assignment in the Air Force. Our friendship now spans more than two decades, and I am blessed by it. His prescriptions for effective living and leadership are what I see in his life. I was honored to make comment on his early drafts and humbled to provide some illustrations. A life well lived; a book well written. I'm grateful he shared them both with me, and now with his readers.

-Roger A. Brady, *General, USAF (Ret)*, author of *Forget Success!!* and *Nothing Has Changed: A year of Daily Devotionals*.

I give Lt. Gen. (Ret.) Reno my complete endorsement—to his book and to him. He is a true man of God and the leadership experience he has brought to Cedarville University has made the institution and its leaders stronger. Seeing “serving” as a thread running through this book is no surprise if you know the author. You’ll want to read this cover-to-cover, and then come study with a giant example of great leadership in southwest Ohio. You won’t regret it.

-Dr. Thomas White, *president and professor of theology, Cedarville University*

The leadership vacuum continues. Finding, developing, and training leaders is the exquisite task. Enter Lieutenant General (Ret.) Loren Reno. General Reno is a sterling example of a leader, built on a framework of integrity. His love for God’s word and the military come together to explain leadership. Not only is he my friend, he has encouraged me to be a better leader. He lives what he writes and you are handling a great book.

-Dr. Michael Easley, *teaching pastor, Fellowship Bible Church, Brentwood TN; author, radio host of Michael Easley inContext; former president and CEO, Moody Bible Institute*

Loren Reno is a proven leader. When he and his family attended the church I pastor, Loren served our nation at the highest levels of military service and yet worked every Sunday in our church nursery. He’s a leader who serves. These leadership maneuvers have been forged in the crucible of experience and time in God’s Word. I’m thankful he is sharing what he’s learned with us. When a man like Loren speaks about leadership I want to listen, and you should too. I highly recommend 10 Leadership Maneuvers.

-Dr. Mark Hitchcock, is *senior pastor, Faith Bible Church (Edmond, OK); Associate Professor of Bible Exposition, Dallas Theological Seminary; author of over 20 books including: Iran and Israel: Wars and Rumors of Wars; The End: A Complete Overview of Bible Prophecy and the End of Days; and Cashless: Bible Prophecy, Economic Chaos, and the Future Financial Order*

In uniform, Loren Reno’s leadership was respected far and wide by his peers and especially by those he led. In writing, Loren has captured three key themes that I can attest he has lived and taught: 1) integrity in action, speech, and thought; 2) service as the foundation for leadership; and 3) humility in recognizing that the leader’s role, as Loren exemplifies it, reflects simultaneously being a follower, leader, and child of God. The insights, principles, and stories in this book mark

valuable pathways to effective and respectful leadership. The words are absolutely consistent with the Loren Reno I know, and that's a truly wonderful thing!

-Chris Miller, Lieutenant General, USAF (Ret.)

When I think of what a Servant-Leader looks like, my father comes immediately to mind. Loren Reno comes right after that! What he shares in this book comes from the deep well of a soul that God has made beautiful. Loren writes authoritatively from a wealth of military experience—thirty-eight years' worth—skillfully drawing out the biblical foundations that have shaped his amazing leadership career.

-Dr. Jon Young, senior pastor of Dayton Avenue Baptist Church, Xenia OH

Loren Reno writes like he lives and talks. In the forty-five years I've known him, I have visited squadrons, groups, and centers under his command. I've watched changes of command and his promotions. Lt. Gen. Reno is always ready to offer service and help to all, including wonderful honor to war veterans of all ages. Read about powerful serving and leading from a servant-leader.

-Dr. Clifford Johnson, WWII Army Air Corps fighter pilot

I want to learn leadership from one who has led others with distinction. I want to follow the person who has discovered and successfully applied timeless truths. General Loren Reno is that person. A remarkable military career has been the proving ground. *10 Leadership Maneuvers* qualifies as a lifelong literary companion. -John D. Beckett, **chairman of The Beckett Companies**; author of *Loving Monday* and *Mastering Monday*

Lieutenant General (Ret.) Loren Reno is the personification of the term servant-leader. I have learned from his example and his wisdom for over thirty-five years, and I have seen firsthand the tremendous impact of the leadership principles so aptly described in his book. This is a personal and extremely practical leadership aid. Young leaders will be refreshed herein by proven insight and spurred on to excellence in serving and leading.

-William A. Chambers, Major General, USAF (Ret.)

Suggested Interview Questions

for Loren M. Reno,

author of 10 Leadership Maneuvers

- What does navigating have to do with leadership?
- There must be a hundred traits of good leaders and a hundred times that many books about it. What do you say is the single greatest trait of a leader, and why do you say so?
- Your book suggests that leadership can be modeled. Should all who aspire to lead use the same model?
- You make a distinction between serving and seeking to serve. In fact, one of your chapters is entitled, “Seek to serve.” What is the difference and why is it important?
- You suggest in your book that accountability is more than holding others accountable. Are you saying that leaders should hold themselves accountable?
- Let me follow up on what you write about accountability. If a leader transparently reveals his or her shortcomings, even mistakes, wouldn't that erode their credibility as a leader?
- Your book disagrees with the notion today that you need to toot your own horn. You write, “Share the credit, shoulder the blame.” Aren't there times when leaders need to take the credit and even exceptional times when they should take the credit others deserve?
- If you were critiquing today's national leaders according to what you have written, what score would they receive?
- Your book has a healthy dose of humility and service in it. Is there really room for those attributes in a senior military, institution, or business leader?
- Why do you encourage readers to distill their leadership models down to just three components? That seems like it would leave a lot out.