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With a record number of employees quitting, here's how to build and retain a high-performing team

Former fighter pilot and TOPGUN instructor David Robinson shares a proven, practical framework for maximizing leadership impact

HILTON HEAD ISLAND, S.C. – The workplace has changed tremendously over the past year. In what's commonly known as “The Great Resignation,” employees are leaving their jobs in record numbers due to pandemic burnout, labor shortages and a reprioritization of their values. Now more than ever, business leaders must learn to retain and lead high-performing teams to support organizational success in this challenging time.

David Robinson, Colonel USMC (Ret.), knows firsthand how to perform under pressure—from flying jets off of U.S. Navy aircraft carriers and in combat, to teaching at the prestigious TOPGUN program, to leading organizations and advising executives in the business world. Today, Robinson leverages his three decades of experience to help Fortune 1000 companies elevate their team's performance. In his new book, ***The Substance of Leadership: A Practical Framework for Effectively Leading a High-Performing Team*** (Per Capita Publishing, Sept. 21, 2021), Robinson imparts his well-earned wisdom to show leaders everywhere how to maximize their leadership effectiveness with a simple, enduring framework and practical, battle-proven tools.

“In today's ever-changing world, innovation is no longer optional; it is a requirement for mission success. *The Substance of Leadership* is about building a business to withstand uncertainty,” says Robinson. “Executives must recognize that the key to mission success is in their own hands. The world's most effective leaders are courageous, empowering and committed to their own growth.”

In addition to helping readers position their organizations to thrive in volatile environments, Robinson focuses on culture and trust as the heartbeat of organizational success. He knows that, without a strong leadership foundation, a company cannot grow to its fullest potential.

In *The Substance of Leadership*, readers will learn:

- How to build the basic framework, known as the *leadership triad*, for leading a high-performing team
- How to connect the three essential focus areas of the *leadership triad* together in a synergistic way
- Ways to apply the *leadership triad* to maximize leadership effectiveness

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David Robinson is a senior executive, retired U.S. Marine Corps colonel and author of *The Substance of Leadership: A Practical Framework for Effectively Leading a High-Performing Team* (Per Capita Publishing, Sept. 21, 2021). With more than three decades of experience leading complex organizations, Robinson is a senior advisor to Fortune 1000 companies in mission-critical industries such as biotechnology, healthcare, transportation and logistics, energy and more. A former fighter pilot and TOPGUN instructor, David is an expert and international speaker on the subjects of organizational leadership and performance improvement. For more information, visit www.verticalperformance.us.

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