

## **3C Foundation | Marine Servant Leadership Principles & Business Applications**

### **Cultivating Servant Leaders through Courage, Character & Commitment**

#### **Mission First, People Always → Purpose-Driven Execution**

Every Marine understands the mission and their role in achieving it. Leaders prioritize objectives but never lose sight of their people. In business, great leaders set clear goals and communicate purpose, ensuring people feel valued while staying focused on results.

#### **Lead by Example → Model the Standard Daily**

Marines lead from the front—by action, not rank. In business, culture is built by example: show up early, own mistakes, and live your values.

#### **Know Yourself and Seek Self-Improvement → Continuous Growth**

Marines evaluate their strengths and weaknesses to improve. Business leaders embrace feedback and humility, signaling that growth is everyone's duty.

#### **Know Your People and Look Out for Their Welfare → Invest in Your Team**

Marine leaders know their Marines personally. Managers must build relationships, understand motivations, and remove barriers to help teams excel.

#### **Be Technically and Tactically Proficient → Master Your Craft**

Competence builds trust. Business leaders must understand their operations deeply—proficiency empowers effective delegation and credibility.

#### **Make Sound and Timely Decisions → Decisive Leadership**

In combat, hesitation costs lives. In business, indecision costs opportunity. Gather facts, act decisively, and own results.

#### **Keep Your People Informed → Transparent Communication**

Marines perform best when they understand intent. In business, transparency builds trust—share context, not just tasks.

#### **Develop Responsibility in Subordinates → Empower Ownership**

Every Marine is a leader. Empower your team to act within intent—delegation with accountability fuels innovation.

#### **Ensure the Task is Understood, Supervised, and Accomplished → Clarity & Follow-Through**

Marines confirm understanding before executing. Business leaders clarify expectations, inspect results, and reinforce accountability.

#### **Train Your People as a Team → Build Trust & Cohesion**

Marines fight as units. Businesses thrive through cross-functional collaboration and shared goals that build unity.

#### **Employ Your Team Within Its Capabilities → Optimize Strengths**

Leaders assess capacity to prevent failure. Smart managers assign by strengths and stretch responsibly, promoting confidence, not burnout.

### **Seek Responsibility and Take Responsibility → Accountability as Core Value**

Marines own every outcome. Business leaders model ownership—admit mistakes, correct quickly, and strengthen the team.

### **Build Esprit de Corps → Create a Culture of Pride**

Marine pride sustains excellence. Businesses should celebrate wins, honor effort, and connect success to shared values.

### **Be Loyal Up, Down, and Across → Integrity in All Directions**

Marines remain loyal to mission and team. In business, loyalty means honesty upward, support sideways, and care downward.

### **Improvise, Adapt, Overcome → Resilient Problem Solving**

Every Marine learns to adapt under pressure. In business, agility is key—turn obstacles into opportunities through creativity and resilience.

The 3C Foundation bridges battlefield-tested Marine Corps principles with real-world business leadership—training teams to lead with courage, character, and commitment.