

A Review of the Book, Leadership Secrets of the Rogue Warrior,

A Commando's Guide to Success

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Abstract

This paper is a book review and explores the work by Richard Marcinko named Leadership Secrets of the Rogue Warrior, A Commando's Guide to Success. He is a well-published Sea-Air-Land (SEAL) retired warrior and US Navy Commander. The book translates special warfare (SpecWar), assassination, killing force, kill power, weaponry, training, tactics, and techniques, and converts them into business use for today's leader. This paper examines the rational and sane application of, "today's global business competitors can be as hostile as enemy snipers, and as unpredictable as terrorists," (Marcinko, 1996, p. 154).

Keywords: special warfare, sea air land

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Preface About Writing Style

Richard (Dick) Marcinko has published several books like this one which utilizes a three-phased spectrum of writing. He opens a chapter with discussion, provides personal stories of example from operations in the field called lessons from war, and then will often showcase a current business leader. This methodology offers perspective for the reader on how war conduct can be translated into professional work.

Usage of Famous Quotes in Writing

Marcinko often quotes famous people at the beginning of his chapters. The tactic gives credence to his proposed lessons and teachings as they are selected to reflect precisely that sections work. Marcinko (1996) found, "When you have them by the balls, their hearts and minds will follow. Vietnam veterans' proverb," (p. 131) as amplifying evidence for his tenth chapter:

The Tenth Commandment. Thou shalt, in thy Warrior's Mind and Soul, always remember My ultimate and final Commandment: There Are No Rules-Thou Shalt Win at All Cost (Marcinko, 1996, p. 129).

Also stated is, "He who overcomes an enemy by fraud is as much to be praised as he who does so by force, Niccolo Machiavelli," (Marcinko, 1996, p. 131) and, "Conventionality is not morality, Charlotte Bronte," (Marcinko, 1996, p. 131). Although Marcinko does consider it a privilege to lead others like Knutson and Patton (1992, pp. 38-43) the reader may wonder at times. However, if the reader will give the book a long-term view and read on through they will not be disappointed.

Possibly Twisting Quotes to Excuse Engagement in Unethical Conduct.

Throughout the book, the reader will be challenged to rewrite the rules and not fight fair consistently (Marcinko, 1996, p. 132) while adhering to lopsided and unequal advantage. This allows today's professional to enact warfare and assure themselves of winning. While an average reader may find this to be unethical filth and has no place in war or business, they may have misread the book. Not every reader will enjoy reading about killing, slaying, exterminating, and assassinations. Readers should consider that there are only 22 million veterans in America out of a population of 320 million total. Many aspects of leadership require continually staying abreast of the newest generational shifts and perceptions of the young studying their leader's rules (Schoultz, 2018, pp. 127-145). Marcinko is an advocate of this constantly shape-shifting behavior to provide for innovation, invention, modernization, and rejuvenation. Like Bolman & Deal (1994) the author does embrace old ideas and still values those of Attila the Hun (pp. 77-96). It was found that he is not twisting quotes to excuse engagement in unethical conduct but instead using quotes that some people may not want to know about, or hear.

Accused Use of Unethical Conduct in Dangerous Leadership Lessons.

Further under quotations and suggestions of not fighting fair are direct examples of military conduct that astounds. One may find it to strike the fear of God throughout themselves or be unable to read more in-depth. In one case Marcinko mentions engaging in a High-Altitude-Low-Opening (HALO) jump and shocking everyone by announcing he would jump out of the plane five miles up in the sky - and not open his chute until the 138-foot mark. For many professionals, this type of behavior is considered illegal, dangerous, childish, and outright dumb. However, Marcinko wanted to make a point and not just become a boss; he wanted to become a

leader. “None of them would ever have any problems taking orders from me,” (Marcinko, 1996, pp. 51-53).

Chapter Breakdown and Ten Commandments

The author utilizes his Ten Commandments of SpecWar to not only outline the entire book with chapters, but they form the explanation in each. His commandments initially provide great insight into what the topic will be about and then an explanation takes place for this line of reasoning and why it should be adopted:

1. I am the War Lord and the wrathful God of Combat, and I will always lead you from the front, not the rear.
2. I will treat you all alike-just like shit.
3. Thou shalt do nothing I will not do first, and thus will you be created Warriors in My deadly image.
4. I shall punish thy bodies because of the more thou sweatest in training, the less thou bleedest in combat.
5. Indeed, if thou hurteth in thy efforts and thou suffer painful dings, then thou art Doing It Right.
6. Thou hast not to like it-thou hast just to do it.
7. Thou Shalt Keep It Simple. Stupid.
8. Thou shalt never assume.
9. Verily, thou art not paid for thy methods, but for thy results, by which meaneth thou shalt kill thine enemy by any means available before he/she killeth you.

10. Thou shalt, in thy Warrior's Mind and Soul, always remember My ultimate and final Commandment: There Are No Rules-Thou Shalt Win at All Cost. (Marcinko, 1996, p. Preface).

Conclusion

A unique read, there is one resounding factor that continually comes through like a bell ringing in the tower of a mind – this is what real leadership is. Raelin (2006) mentioned how General Colin Powell stated leaders, “articulate vivid, overarching goals and values,” (2006). Marcinko is the most vivid, real leader one may ever hope not to meet. His explanations of how to use global killings in warfare to the business suite are as accurate as a sniper firing a well scoped .50 caliber rifle.

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