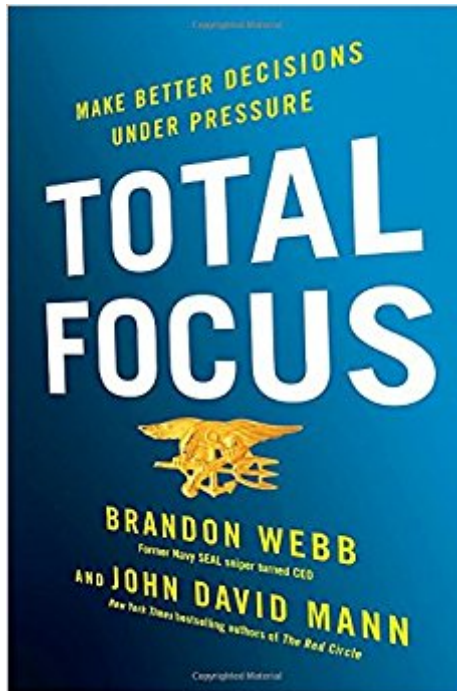




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Total Focus: Make Better Decisions Under Pressure



Synopsis

What do you do at work when a hundred crises seem to be happening at the same time? Do you pick just one priority or try to put out every fire? How can you stay composed, figure out what really matters, and act decisively? When former U.S. Navy SEAL sniper Brandon Webb transitioned to civilian life, he struggled to get his first startup business off the ground. He raised millions for his new venture, only to lose it all as problems spiraled out of his control. In the wake of that failure, Webb realized that successful entrepreneurs need a skill he had already mastered: total focus. SEAL snipers define it as the ability to filter out noise and chaos so you can make life-or-death decisions under the extreme conditions of combat. If he could maintain total focus while staring through crosshairs at a man who might (or might not) be an Al Qaeda terrorist, surely he could do the same in the business world. So Webb started over, applying total focus to a new startup, a media company called Hurricane Group. His approach was so effective that in just five years, Hurricane grew to have a staff of over fifty, an audience in the tens of millions, and a valuation of more than \$100 million. In this book, Webb teaches us to make better decisions under extreme pressure by emulating the habits of his fellow warriors, as well as other skills he learned on the job and from great friends and business leaders like Solomon Choi of 16 Handles, Matt Meeker of BarkBox, and Betsy Morgan of the Huffington Post and TheBlaze. For instance, you will discover: The difference between total focus and tunnel vision is developing total situational awareness: the ability to spot opportunities and threats without getting distracted from your goal. You can overcome indecisiveness and hesitancy by accepting violence of action: a decision to move forward with an imperfect plan, knowing that even the best-laid plans go wrong. Entrepreneurs must learn to embrace the suck, refusing to quit when the going gets brutal, and recognizing that unexpected challenges may reveal your best shot at success. By following the tactics and wisdom of a generation of legendary snipers and business leaders, you will find the clarity of mind you need to accomplish your own mission whatever it takes.

Book Information

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Customer Reviews

“What an incredible ride! Watching as a former Navy SEAL sniper approaches the challenges and complexities in growing from start-up to \$100 million plus in five short years is a master class in business and leadership.”

•David Bach, author of *The Automatic Millionaire* and *Start Late, Finish Rich*

“What do the training, leadership, and entrepreneurial skills of a Navy SEAL have to with running a successful business? As it turns out, just about everything. And you won’t find a better guide and mentor than Brandon Webb, former Navy SEAL sniper turned hugely successful CEO. In *Total Focus*, Webb and Mann provide a game plan based on the mind-set and skill sets that will result in a business that you’re passionate about, that is lucrative, and that provides extreme value to those you serve.”

•Bob Burg, coauthor of *The Go-Giver* and author of *Adversaries into Allies*

“The most engaging, exciting business book you’ll ever read.”

•Marshall Goldsmith, author of *Triggers* and *What Got You Here Won’t Get You There*; *Thinkers50* #1 Most Influential Leadership Thinker in the World

“Brandon Webb’s transition from Navy SEAL to CEO provides inspiring insights on how leaders lead. Reading this book challenged me to raise my own personal leadership bar!”

•David Novak, author of *Taking People with You*

“Brandon has done a spectacular job at paying forward proven principles that will help you achieve greatness in your personal and professional lives. I highly recommend this book!”

•Jairek Robbins, performance coach; author of *Live It!*; recipient of the Congressional Award Gold Medal

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BRANDON WEBB is the CEO of Hurricane Group, Inc. As a U.S. Navy chief and SEAL with more

than a decade of service, he served multiple combat deployments to the Middle East and Afghanistan and was the head instructor at the Navy SEAL sniper school, which produced such students as Chris Kyle, Marcus Luttrell, and other legendary snipers. He is author of the New York Times bestseller *The Red Circle*, *Among Heroes*, *The Killing School*, *The Making of a Navy SEAL*, and *The Power of Thought*.
JOHN DAVID MANN is Webb's coauthor on *The Red Circle*, *Among Heroes*, *The Making of a Navy SEAL*, and *The Killing School*, as well as coauthor (with Bob Burg) of the national bestseller *The Go-Giver*.

I really enjoy how people like Brandon Webb and Jocko Willink and Leif Babin can relate spec op experience towards not only business but life in general.

Lots of 5-star reviews from people that didn't actually purchase the book. Hmmm, how does that happen? How many of you 5-star reviewers got this text?

Do your research, the author lies about many of their accomplishments and the book offers nothing different from any other "SEAL" book.

Outstanding read with great insights from former Navy SEAL Brandon Webb on what it takes to be successful.

Here's the problem. There's a right way and a wrong way to do things. Sometimes this is very difficult to define, but it's something that we can easily discern. Becoming a SEAL is a privilege earned through very hard work that entails responsibility and duty. The problem with Brandon is that he doesn't understand it was a privilege and nor does he comprehend his duty. His books essentially prostitute the Trident. There's a right way and a wrong way to recount your SEAL experience, and Brandon does it ALL wrong. His total focus is on self and compromising principles for money. He has a total lack of focus on what the Teams were and are all about. And that is sad. As a Navy SEAL myself, I cannot recommend his books. Sorry. Wish Brandon Webb would have a Total Focus on true honor, courage and commitment.

Nothing original. I was very disappointed with this book. It was a typical self-help book that you can get anywhere but it was sprinkled with some of author's Navy Seal experience to certain topics. Do not waste your money.

I have read all of Brandon's books and this one takes his Navy Seal experience and knowledge into our everyday business life. Most of us have never fought on the battlefield in the Middle East but we battle everyday in the workplace. My favorite chapter is the One Team, One fight that gives valuable advice on customer loyalty, choosing a business partner and giving back. If you are an entrepreneur or struggling to succeed as an employee; this book is for you. Bravo Mr. Webb and thank you for your years of service!

Noticing the one star reviews by non-verified purchasers all follow a similar line of attack. Not on the book, which none of them have read, but personal attacks on the author himself. Casual readers should know that these attacks are directed by another ex SEAL who "sold out his Trident" himself writing a book which failed to do well and now follows Webb around like a jilted and emotionally compromised 13 yr old girl using his followers to go after Webb in a dirty, calculated and underhanded way, which is entirely in keeping with the generally unstable and unreliable reputation of this guy while he was on the teams. I've had run ins with this guy on line previously where he threatened to kill me. His name is Chris Osman. Full disclosure. I know Webb personally, I received an advanced copy of the book which I have not finished yet to write a review myself.

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