



LEADERSHIP

ALL AMERICAN LEADERSHIP  
FIRE LEADERSHIP ACADEMY



CLASS 014

Academy Overview & Program Details

# All American Leadership

## Our Purpose

Inspire, empower, and challenge leaders  
to develop and sustain high performing cultures

## Our Ethos

Character

Empathy

Trust

Ownership

Learning





# All American Leadership - Who We Are

## Leaders who have led – current or former



Commandant, US Naval Academy  
Deputy Commandant, US Military Academy  
Commandant, The Citadel  
Commander, Carrier Strike Group 9  
Commander, Officer, SEAL Group 2 (all SEAL Teams on the East Coast)  
Director, Character & Officer Development, US Naval Academy  
Exec. Director, Character & Leadership Development, US Air Force Academy  
Chief, National Leadership Training for Air Force ROTC  
Chief, Leadership Programs, National Medal of Honor Institute  
Air Force Representative to Secretary of Defense on Ethics & Professionalism  
Commander, Naval Special Warfare Center (where SEALs train)  
Commodore, Naval Destroyer Squadrons 7 & 21  
Global Expedition Leaders (Including NASA, 8 of Top 20 Business Schools)  
Fire Chief, Cities of Coronado & Benicia, Assistant City Manager  
Mayor, Lander, WY  
VP, Ops, Blue Origin – New Shepard (put Jeff Bezos in space 2021)  
VP, Test & Launch Eng. Ops; ASTRA Space Launch Co.  
Culture Leader for Southwest & Jet Blue Airlines  
Chief Organizational Learning Officer, Cleveland School District  
Chief Talent, Integration & Culture Officer, The Kauffman Foundation  
Multiple Professors of Leadership and Organizational Development  
Recipients of the Legion of Merit, Bronze Star for Valor, Purple Heart,  
Vice Admiral Stockdale Leadership Award



# All American Leadership

## Why a Fire Leadership Academy?

As the fire service faces diverse and converging challenges, the demand for empathetic and principled leaders is more critical than ever.

The retirement of senior leaders, coupled with evolving community needs and varying experience levels of a younger generation creates significant challenges.

Increasing mental health and agency cohesion issues underscore the urgent need for a deliberate, strategic approach to leader development and succession planning.

The Fire Leadership Academy meets this need by developing leaders of character who inspire, connect, and lead into the future of the fire service.



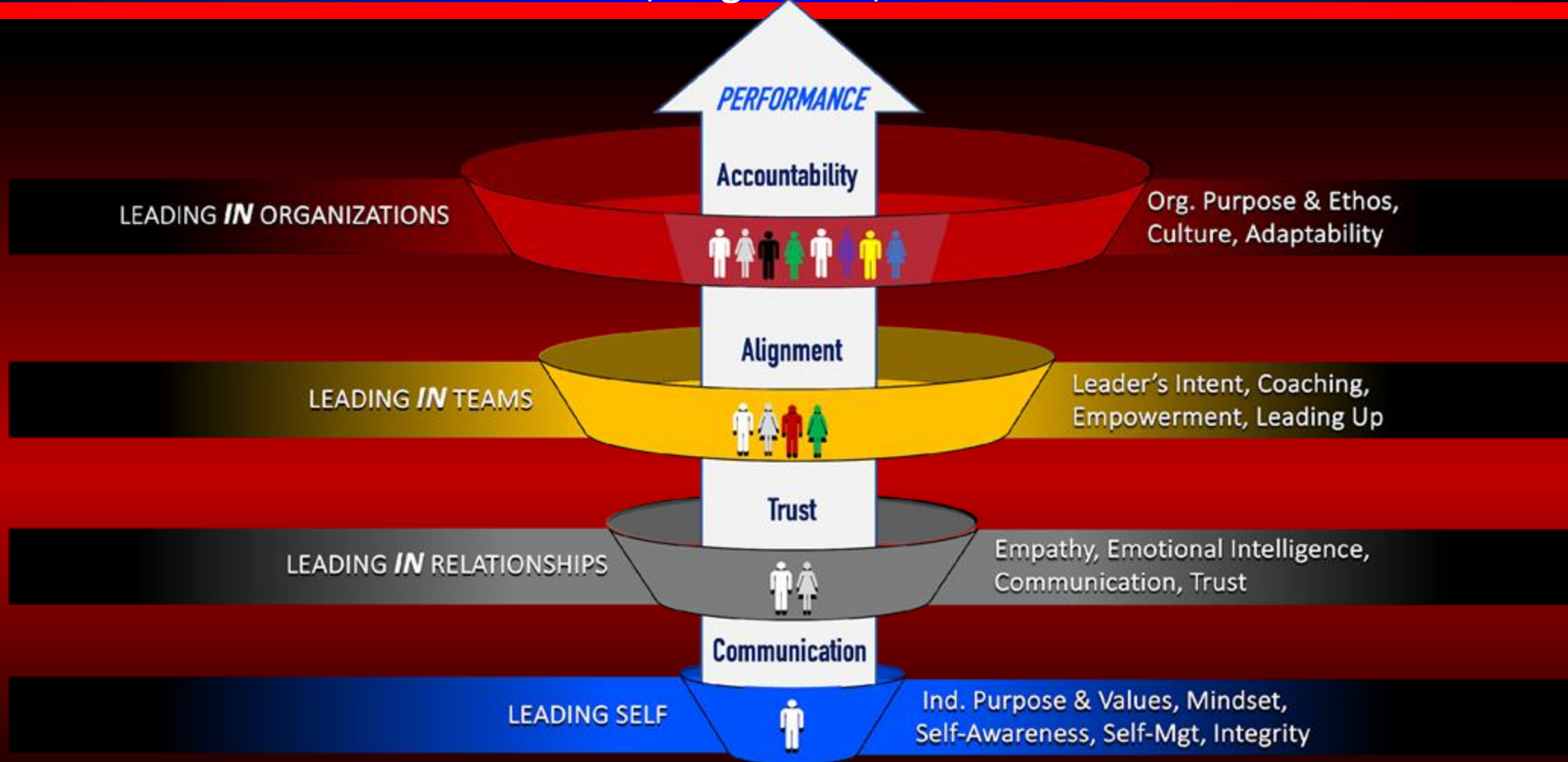
CLASS 014

CHARACTER | EMPATHY | TRUST | OWNERSHIP | LEARNING



# The AAL Leadership Developmental Framework

Promotes Trust, Alignment, and Performance



We begin with *leading self* and climb to *leading in organizations*.





# All American Leadership Fundamentals

## Flow



## Mindset



## Accountability Ladder



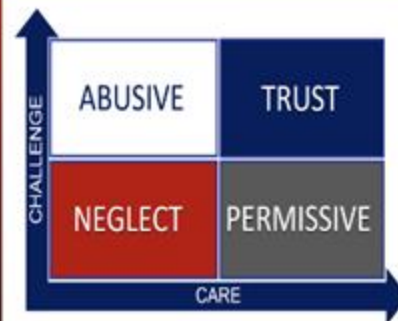
## Awareness to Action



## Expedition Behavior



## Care - Challenge



## Trust – Align - Perform



## Deliberate Practice



You will repeatedly discuss, practice, reflect on, and eventually embody these!



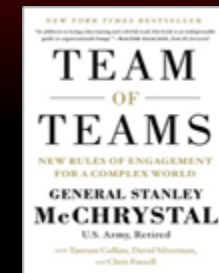
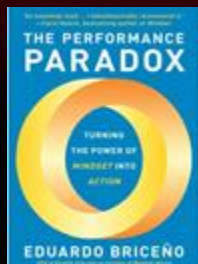
# All American Leadership

## Developmental Philosophy

- Learn through a science-based progression
- Ingrain the AAL leadership fundamentals
- Between sessions: Practice, read engaging material, watch powerful videos
- Reflect, use self-assessments, and discuss to gain self-awareness
- Address current challenges in small groups comprised of diverse ranks & departments
- Understand and apply theories behind great relationships, teams & organizations
- Less lecture and more individual thought yield deeper learning!
- Enhance your (and others') success with accountability partners
- Develop purpose and ethos—clarifying the person, teammate & leader you intend to be
- Develop and present your leadership journey, philosophy, intended legacy, and commitments



CLASS 014



# All American Leadership - Fire Leadership Academy History

Class 001 (2016): 8 participants from LA



Class 004 (2020): COVID,  
pivoted online, grew to 4 states



Classes 008-013 (2024-2025)  
5 academies in CO, CA, WA & 1 online

**Class 014 (2025-2026)  
(Front Range Fire Consortium)**

Inquire if individuals prefer an online academy, beginning January 2026.

Classes 015-021 (2025-2026)



CLASS 014





# All American Leadership - Fire Leadership Academy

## Testimonials

*"Before this class I had scattered thoughts of what leadership meant. AAL really gave me structure, and I ended up utilizing concepts from the class quite often. It also allowed me to take a deeper look into myself and who I truly am as a person, and I am thankful for that."*

*"AAL offers an opportunity to learn leadership traits from many different fields and apply them to the fire service."*

*"The AAL Fire Leadership academy is a must for anyone that wants to learn about themselves, learn and develop your leadership style and make yourself an even greater asset to your organization."*

*"Great Program! You will be challenged to rethink how you look at leadership! "*

*"We not only learned new material every month, but we also reviewed what we previously learned, we used it at work and then came back and discussed how it went the following month. It felt like we were actually developing skills, not just adding a bunch of new stuff on the plate."*

*"AAL changed my path in leadership, and I wouldn't be in this seat without the lessons I learned."  
- Anthony Hildebrand, Downey Fire Chief*



# AAL Fire Leadership Academy

>300 in 10 years and >200 anticipated this year

Many were promoted—due to improved leadership skills, not a training checklist!

Ranks at time of academy: 33% chiefs, 48% captains & lieutenants, 19% engineers & firefighters plus a number of non-sworn personnel (CFO, logistics manager, executive assistant, etc.)



**Dan Hurlock - Class 003 (2019)**  
**Appointed Fire Chief 2021**



**Chris Thompson**  
**Class 003 (2019)**  
**Appointed Fire Chief 2024**



CLASS 014

CHARACTER | EMPATHY | TRUST | OWNERSHIP | LEARNING





# All American Leadership - Fire Leadership Academies

## A Growing Community





# All American Leadership – Fire Leadership Academy

## Class 014

**Are you ready to become the leader your team needs?**

<b>When</b>	Seven sessions, 0800 – 1600 Mountain Time 11/6, 12/4, 1/8, 2/5, 3/5, 4/2, and <i>one of</i> 4/23 & 4/24 for final project You must complete 5 of the first 6 sessions and the final project (session 7)
<b>Where</b>	The Forge Building, 815 14th Street SW, Building C, Room 140, Loveland, CO 80537
<b>Included</b>	Five textbooks, workbook, lunches
<b>College Credit</b>	<u>Leadership for Emergency Executives</u> (ESA 3000) available through AIMS CC
<b>Coaching</b>	Optional—8 x one-hour one-on-one developmental coaching sessions (\$400 total)



**Register through your supervisor.**

For questions, please contact  
Rocky Rochelle [rrochelle@allamericanleadership.com](mailto:rrochelle@allamericanleadership.com)

