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RESERVES OFFICER ASSOCIATION CONVENTION

Investing in Principle

Art Hobba has no military experience. For that matter, he doesn't play water polo, either. Nor has he worked in law enforcement.

Mr. Hobba's experience is in training leaders. As CEO of Transcende and chairman and founder of the non-profit organization Principle Based Leadership, Mr. Hobba has spent the past 20 years conducting leadership training, including one-on-one executive coaching and months-long leadership programs, for clients ranging from the Ventura County Sheriff's Department to the U.S. Olympic water polo team.

He will add ROA's Joint Officer Leadership Development and Training Seminar to his client list with a two-part session on the last day, June 28, of the ROA National Convention in Atlanta, Ga. He has, however, conducted sessions for the Department of California ROA, which is sponsoring his appearance at the National Convention.

Though his audiences may be diverse—sheriff's deputies and water polo players have little in common in their professions—Mr. Hobba said his principle-based leadership philosophy is "pretty universal. It works for church elders and corporations." In some of his extended programs, he follows up live sessions with six-month or 12-month on-line training modules to reinforce the behaviors he introduces in his classes.

While he teaches principles that are universal, he does customize his programs. For the water polo team, for example, he's focusing on team-building exercises and using psychometric assessments to match personalities with team positions. "I'm not involved with the sport itself, I'm involved with what's going on in their heads," he said. "They've got the sport down well."

For the sheriff's department he is focusing on the characterological skills that create leaders, helping the department's long-view goal of succession development. "Core values create all decisions, and all decisions create all behavior, even simple ones like 'Am I going to eat the M&Ms on the table?'" His customized course for ROA will comprise two parts. The first part will focus on values science and building "trust capital." "Building trust capital is like raising capital for buying a company," he said. Methodically increasing the trust within a team means better execution, less miscommunication, more fun, and reduced cost in accomplishing the project or mission. "This is true in families, businesses, and service organizations as well as military operations and law enforcement," he said.

The second half of the session will feature a team exercise Mr. Hobba developed specifically for JOLDTS, the details of which he does not want revealed. Suffice to say that not only will participants be pressed to function well within their team, but that teams will need to interact with other teams to achieve the goal. “I think it’s going to rock,” he said.

On the Web: For more information on Art Hobba’s leadership training programs, visit www.transcende.net and www.principlebasedleadership.org.

ERIC MINTON, PUBLISHER