



# THE PRESIDENTIAL DAILY BRIEFING

Seven Days of Leadership Principles and Practices  
for Inspiration and Action

The Presidential Principles Workbook:  
Assessing and Supporting Your Leadership Growth

**By Anton J. Gunn, MSW CDM CSP**

# ASSESSING YOUR PRESIDENTIAL IMPACT

Do You have a Presidential Impact?

Assess My Current Impact as a Leader: Read each statement and answer by Checking Yes or No.

## Service

Yes or No

Would others around describe me as a helpful person?

☐ ☐

Do I Participate in Volunteer Community Service?

☐ ☐

Do I Serve on the Board of a Local Nonprofit?

☐ ☐

Am I a Mentor to Students or Young Professionals?

☐ ☐

## Empowerment

Would others around me describe me as a teacher?

☐ ☐

Do I regularly share my expertise, skills, and know-how with others?

☐ ☐

Do I share helpful resources, books, and websites with others?

☐ ☐

Am I transparent in sharing information when others ask?

☐ ☐

## Legacy

Can I describe how I am making the world a better place?

☐ ☐

Do I donate more than 10% of my annual income to charity?

☐ ☐

I know what lessons I would like to pass on to future generations?

☐ ☐

When I am gone, I know how my family and friends will remember me?

☐ ☐

**Considering your responses above, assess what you are doing well and what areas you may need to work on to have a more significant impact.**

---



---



---

# THE PURPOSE OF PRESIDENTIAL PRINCIPLES WORKBOOK

## THE PRESIDENT'S DAILY BRIEFING

**Definition:** Presidential Daily Briefings are delivered primarily as a written text document. These briefings are good communication vehicles to keep the President and their entire team abreast of specific issues.

The briefing document was designed to provide information quickly and effectively about the day's issues or the persons scheduled to meet with the President. A briefing document identifies a particular problem to get others also to address the issue. This type of document also usually offers a proposed solution for the presented problem.

**Historical Context:** For more than 60 years, U.S. presidents have received a daily briefing to keep them aware of national security threats. President Harry S. Truman was the first to receive what was then known as the Daily Summary on Feb. 15, 1946. Although that first summary was much less formal than today's product, it marked a change in how U.S. intelligence agencies provide strategic and tactical insights to the nation's highest leaders.

Over these 60 years, the daily briefings have evolved and have been tailored and personalized to meet each President's particular needs. They also don't just focus on national security anymore. Presidents have received a daily briefing on nearly every meeting, activity, and public event in which they participate.

### ANTONGUNN.COM MY HISTORICAL CONTEXT

In 2013, I worked for the 44th President of the United States, Barack Obama. Part of my role was to represent the administration when dealing with external organizations. I also advised him and his leadership team on how to manage these external relationships. The organizations ranged from Fortune 500 companies to grassroots community groups. There were times when these groups wanted to come to Washington, DC, to the White House to meet with the President. Given the tens of thousands of organizations that would come to the White House wanting an audience with the President, we always had to "brief him" before any meeting.

Staff members always wrote these “briefs.” Sometimes they would be given to him written and then delivered verbally right before the meeting. I believe the briefing often helped President Obama make better decisions or offer solutions.

As the President, The Presidential Daily Briefing prepares you to deal with what will happen and tells YOU what you need to do to make those events during the day successful. The President’s success during any given day is intimately tied to how detailed the briefing is and how much he executed what was asked of him in the briefing.

One minute The President is greeting a celebrity in the Oval Office asking for his support of a charity event, and the next minute he is walking into the Situation Room to make a decision about an infectious disease outbreak that has the potential to hit the shores of the United States of America. The President can only successfully execute both decisions and feel good at the end of the day because of how well he was briefed on what to expect, the expected outcome of the meeting, and ultimately success.

ANTONGUNN.COM

## THIS DAILY BRIEFING IS FOR YOU!

It doesn't matter if you are the President of the United States or just the President of your household; I am providing this daily briefing so that you can get the most out of the next seven days. You can have an impact just like the President of the United States. You can be a leader who recognizes their role is to serve, empower and leave a legacy that others will want to follow forever.

This workbook provides two things:

1. A leadership impact assessment called the *Presidential Impact Assessment* for you to reflect on your leadership impact.
2. Seven Days of Daily Briefings designed to help you be the leader that can inspire action and have a lasting impact on those around you.

This is produced in a format that you can use repeatedly. Every seven days, you can start a new briefing.

We all can be great leaders because we are prepared and equipped to engage in our own development. This workbook will allow you to act with conviction and ultimately leave a lasting impact on the world.

ANTONGUNN.COM

# PRESIDENTIAL DAILY BRIEFING WEEK BEGINNING

## DAY 1: BE INSPIRING TODAY:

Whatever the reason and whatever the purpose, YOU were chosen for the role you are in. There is an expectation that comes with this role. The expectation is that you are a leader that other people want to follow. They won't follow you because of your title or your position of influence. They will follow you because you inspire and motivate them to follow. To be inspiring, you need to be interesting and enthusiastic. Just think about the greatest book you ever read. You couldn't put it down because it was interesting. Now think about the most amazing person you ever met in your life. I am confident they were enthusiastic. Your responsibility is to be exciting and energetic.

List Three Ways You Can Be More Inspiring to Those Around You

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### End of the Day Reflection

Were you successful today? Yes or No

Why or Why Not

---

---

---

---

---

---

---



## DAY 2: BE PASSIONATE TODAY:

Nothing can take the place of passion in a leader's life. I believe that your love for something is the first step to achievement. Your desire determines your destiny. Everyone who lives beyond an ordinary life has great passion. Weak desire brings weak results, just like a small fire creates little heat. The stronger your fire, the greater the desire and the greater the potential. Some would never have believed that I would become the first African American ever to get elected to the S.C. House of Representatives in District 79. However, I had a white-hot desire to serve and to lead. There was no way to extinguish my fire for making an impact on people's lives. My passion increased my willpower. My passion changed me. My passion made the impossible possible. I challenge you to find or rekindle your passion today to increase your intensity for success. Turn up the heat in your life!

List Three Things You Can Be More Passionate About Today.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### END OF THE DAY REFLECTION

ANTONGUNN.COM

Were you successful today? Yes or No

Why or Why Not

---

---

---

---

---

---

---

---

### DAY 3: DO MORE WITH OTHERS TODAY:

Whether you like working with other people or not, you should recognize that going it alone limits your potential. You might have a level of success as an individual performer, but your success will not be greater than someone who is a part of a team. There is a famous acronym for TEAM: Together Everyone Accomplishes More. This is so true. When you are a part of a team, there is so much more you can accomplish. You can have a more significant impact. It takes a team to do anything of lasting value. It takes a team to overcome the biggest barriers and most formidable challenges.

My dad retired as a Chief Petty Officer in the United States Navy. If you know anything about the military, you know it is full of individuals who operate as a strategic team. My father was stationed aboard the USS Theodore Roosevelt, a first-class aircraft carrier that launched and landed \$100 million fighter jets off a 1000-foot runway. Commercial jets take off on 6,000-10,000 runways. Some of the things they do to launch these military fighter jets can appear to be scientifically impossible. However, they do it flawlessly, and no one ever gets hurt. They also do this in the middle of the ocean and sometimes in the middle of the night! It takes an incredible team to achieve these feats. The highly-trained Navy pilots in these planes can't do it alone. They need a team of 150 plus people on the aircraft carrier to make it happen each time. As individuals, they can only do so much, but as a team, they do the impossible each day without mistakes in some of the harshest conditions known to man. As you face tough challenges this week, think about who you can enlist to join your team. Or maybe you should join another team to achieve a goal. Whichever way you go, remember that teamwork makes the dream work. Do more with others today.

List three ways you can do more with others today:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## END OF THE DAY REFLECTION

Were you successful today? Yes or No

Why or Why Not

---

---

---

---

---

---



## DAY 4: MAKE SACRIFICES FOR YOUR TEAM TODAY:

If you want to become the best leader you can be, then you need to be ready and willing to make sacrifices to lead well. If you look in any industry, sector, or at any point through history, you will see great leaders that had to make tremendous sacrifices. All great leaders understand four things that tie leadership to sacrifice:

1. There is no success without sacrifice. Every leader has to give up something.
2. Leaders are often asked to give up more than others. There is a price to pay for leadership, and that price is more than what others may pay.
3. You must keep giving up to stay up. What gets your team to the top won't be what keeps you there. Success is like a greasy pole. The moment you stop climbing, you start to slide back down. You must keep making sacrifices.
4. The higher the level of leadership, the bigger the sacrifice. The higher you go, the more it will cost you. It doesn't matter what kind of leadership career you pick. You will have to make sacrifices. You will have to give up to go up. Ask yourself, are you willing to give up to succeed?

What three things can you sacrifice for your team today?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## END OF THE DAY REFLECTION

Were you successful today? Yes or No

Why or Why Not

---



---



---

## DAY 5: DON'T WORK FOR A TITLE, WORK FOR INFLUENCE TODAY:

Leadership is not about having the title or being the highest idol. When you get promoted to a new position and have a big title, some people think that makes you a leader. It doesn't. Titles don't make you a leader. It just means you have a leadership position. Being an actual leader is about the impact you have on the people you serve. Having an impact on the lives you serve doesn't require you to have the highest title. It just requires you to have the most significant influence. As John Maxwell teaches, "Leadership is influence, nothing more, nothing less."

In 1989, a 16-year-old rap artist from Brooklyn, NY, released his debut album, *Youngest in Charge*. Special Ed came on the Hip Hop scene during a flurry of other artists and albums and became the youngest Hip Hop artist to sell 500,000 copies. He was not the most prominent named artist. He was not the most famous artist, but he was one of the most influential artists because of his content, character, and style. He inspired millions of young people in Hip Hop. He inspired me as a young person. Special Ed's lyrics have meant so much to me. He has helped to build my belief system about what I could achieve and obtain. I knew that I could be "magnificent" because of Special Ed. For me and lots of others, Special Ed had INFLUENCE. Don't just look to have a title to make you a leader. Figure out how you can influence people's lives. If you have influence, you don't need a title.

Write Down Three More Ways You Can Be Influential in the lives of others?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

End of the Day Reflection

Were you successful today? Yes or No

Why or Why Not

---

---

---

---

---

---



## DAY 6: HAVE A RESPONSIBLE ATTITUDE TODAY:

I once gave a speech about how leaders should address and overcome challenges. I finished the speech by talking about the leader's attitude. I firmly believe we are responsible for our attitude. We all will face challenges in life. These challenges will scare us, shock us and surprise us. But how we respond to those challenges is entirely in our control. It starts with our attitude. It begins with the choice we make about our attitude. We can choose to be positive or negative. It's never a simple choice, but it is OUR CHOICE nonetheless. If you believe yourself to be a leader, your choice about your attitude is your responsibility. You must take responsibility for how you approach each day and the challenges presented each day. When things go wrong, you don't have to go wrong with them. As a leader, you should always respond with the right attitude.

In the hit HBO Series, Game of Thrones, they referenced several seasons that 'Winter is Coming.' Winter symbolizes some cold, dark, dangerous days ahead for the people on the show. Each of the characters on the show responded very differently to the winter days ahead. This is my short analysis of how to assess the attitudes about winter:

1. The Pessimist complains about the snow and the cold.
2. The Optimist expects the snow and cold to go away.
3. The Leader puts on a sweater and goes out to chop wood.

Don't be a Pessimist. Don't be an Optimist. Be the Leader. Choose to be responsible for how you view your circumstances.

List three things that you need to have a more positive attitude about?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## END OF THE DAY REFLECTION

Were you successful today? Yes or No

Why or Why Not

---

---

---

---

---

---





## DAY 7: BE MORE OF A TEACHER THAN YOU ARE A LEADER:

When I was in the 11<sup>th</sup> grade, my history teacher, Eric Carlson, did something that would forever change my life. He allowed me to teach the class one day. Mr. Carlson would spend four days of the school week teaching us the curriculum as assigned by the school district, but he would allow us as students to teach the class on Fridays. He would offer us the opportunity to bring something historical or current events-focused and teach the class about it. It was my first opportunity to educate my classmates on Black History topics that I know we would not get otherwise. Eric Carlson taught me something that day that I have carried with me forever. Leaders have a tremendous responsibility to teach. He brought me into his world as a student and allowed me to teach. I learned how to do something new, teach. As you work today, take someone with you so they can learn something new. Your work will live forever if you can teach others how to do what you do. Leaders must know how to teach before they can lead.

What are three things you can teach others about this week?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

ANTONGUNN.COM  
END OF THE DAY REFLECTION

Were you successful today? Yes or No

Why or Why Not

---

---

---

---

---

## ADDITIONAL NOTES:



## ABOUT THE AUTHOR

Anton Gunn is a former senior advisor to President Barack Obama and the world's leading authority on Socially Conscious Leadership. He has a master's degree in Social Work from USC and was a Resident Fellow at Harvard. He is the bestselling author of *The Presidential Principles* and has been featured in TIME magazine, the Wall St Journal, INC Magazine, BBC, NPR, and on Good Morning America.



As an international speaker and consultant, he has worked with organizations like Mercedes-Benz, KPMG, Vanderbilt Health, Sodexo, Verizon Wireless, Aetna, T-Mobile, American College of Surgeons, Blue Shield of California, and the Boeing Company.

From playing SEC Football and being the first African American in history elected to the S.C. legislature from his district early in his career to now working as a leadership development consultant and serving on multiple boards, he has spent his life helping people build diverse, high-performing teams, and world-class leadership culture.

For more leadership insights visit [www.AntonGunn.com/blog](http://www.AntonGunn.com/blog)


[WWW.ANTONGUNN.COM](http://WWW.ANTONGUNN.COM)

[PRESIDENTIALPRINCIPLES.COM](http://PRESIDENTIALPRINCIPLES.COM)

 [linkedin.com/in/antonjgunn](https://www.linkedin.com/in/antonjgunn)

 [facebook.com/AntonJGunn](https://www.facebook.com/AntonJGunn)

 [instagram.com/antonjgunn](https://www.instagram.com/antonjgunn)

 Follow Me @antonjgunn

