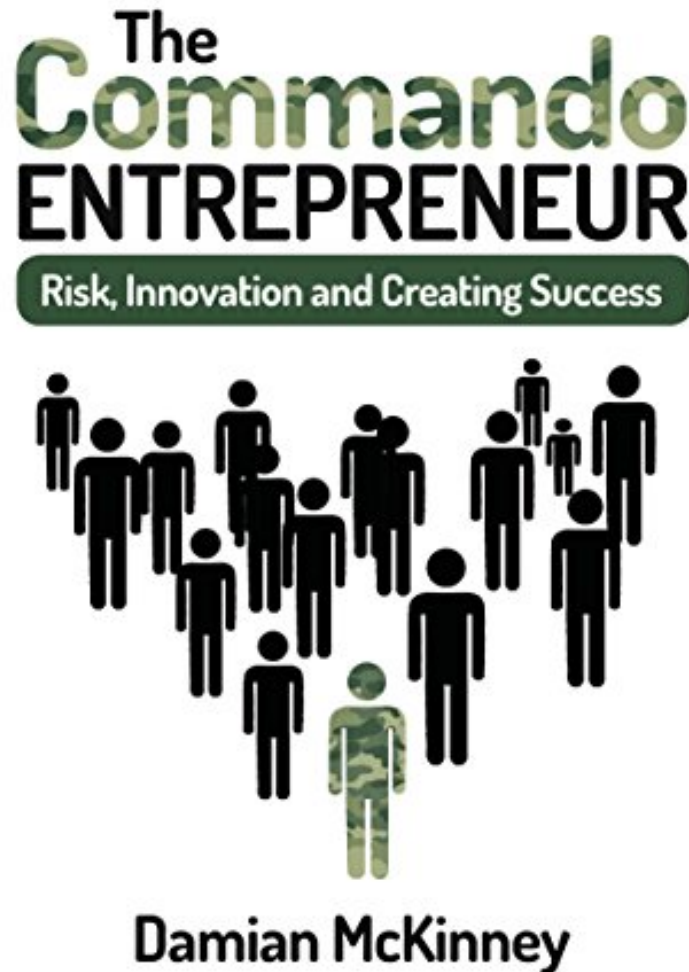


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# The Commando Entrepreneur: Risk, Innovation and Creating Success

*Damian McKinney*

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**Damian McKinney : The Commando Entrepreneur: Risk, Innovation and Creating Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Commando Entrepreneur: Risk, Innovation and Creating Success:

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confirms that in any company there are a handful of employees that go well beyond expectations and contribute a disproportionate amount of value to the firm. These "commando entrepreneurs" as Damian describes them come in all shapes and sizes and here he offers us a perspective on how to find and leverage their talents inside the organization—for mutual gain (firm and employee). A quick read with many practical implications for companies that value both high performance challenges and the development of exceptional people.

Following the success of his previous book *The Commando Way*, Damian McKinney delves deeper into the links and lessons of achieving high performance in the military and business worlds. Drawing on his own experience as a Royal Marine and as a highly successful international business consultant, McKinney writes about the values of being a Marine that have served him well in his commercial life. He suggests that the "commando entrepreneurs" is a particularly vital and valuable role in business success, the strengths offered by a disciplined "maverick", able to innovate outside the restrictions of everyday business. What are the characteristics of a commando entrepreneur? McKinney explores these through interviews with renowned global business leaders, case studies of work undertaken by his consultancy, and stories from military history. From this unique range of advice and experience he provides guidance for senior business people to help them discover and unleash their commando entrepreneur, and improve both individual and company performance.

**About the Author** After a fast-track career with the UK Royal Marine Commandos, where he served for 18 years on operations around the world, Damian McKinney entered the private sector. He soon discovered that the Royal Marines' approach to challenging and complex military operations was directly relatable and transferable to the business world. In 1999, he founded the company McKinney Rogers around his love of "real operational challenges", particularly under severe pressure and focusing on results. And over the past decade, he has built a global organization with offices on every subcontinent, and dedicated to delivering tangible and sustainable results for organizations ranging from Walmart to Diageo and Pfizer to Thomson Reuters. McKinney Rogers applies military philosophy and real-world experience to equip business teams and organizations with the tools and capability to deliver high-performance results regardless of the obstacles they face. <http://www.mckinneyrogers.com/>