



## Main Presentation Summary

Lee Ellis

Nationally-Recognized Leadership Consultant,  
Award-Winning Author, Expert Presenter, & Colonel USAF (Ret)

## Presentation Options

### 1. *Leading with Honor*®

Lee shares his story of being captured and held as a POW in Vietnam for over five years and the powerful leadership principles that helped him and his comrades return home with honor. Lee's recurring themes highlight the importance of character, courage, communications, and culture for cohesive teamwork and success. He reveals how the courageous leaders in the POW camps, suffered the most, yet bounced back with humility and strength to inspire others to accomplish the mission: *Resist, Survive And Return With Honor*.

A full-color handout is provided for each participant with the 14 lessons from *Leading with Honor: Leadership Lessons from the Hanoi Hilton*.

### 2. **Developing Skills to Lead with Honor**

- ✦ Act with courage when confronted with leadership doubts and fears.
  - i. Desired Learning Objective (DLO) – Participants will learn to face difficult situations by recognizing their negative emotions and then choosing to courageously and respectfully Engage others to achieve win-win outcomes.
- ✦ Develop a leadership balance to lead self and others.
  - i. Desired Learning Objective (DLO) – Participants will recognize their leadership tilt toward Results (tasks) or Relationships (people) and learn at least one skill they can adapt to gain a better balance.

Full-color handouts are provided for each participant –

- ✦ The Courage Challenge Card showing the Leadership Engagement Model™ and challenge statement.
- ✦ An overview and explanation of developing Leadership Balance

**Lee will adjust and customize any of his presentation options based on your organization's specific leadership needs during the presentation development process.**

## Training and Consulting Events

In addition to his main presentations, we've found it especially helpful to have a follow-up training or consulting event with Lee and his consulting organization, Leadership Freedom® LLC. Training events are customized to the needs of each client and can be full one-day or modular event for your team or organization.

For more details and information on the type of the follow-up event that we would recommend, please inquire when you contact us.

## Contact Information

To reserve Lee for your event or conference, please contact either of the following –

Stormie Knight-Ellwanger  
Speaking & Publicity Administrator  
770-540-4108  
[Stormie@FreedomStarMedia.com](mailto:Stormie@FreedomStarMedia.com)

Leadership Freedom Office  
  
678-455-9514  
[Contact@FreedomStarMedia.com](mailto:Contact@FreedomStarMedia.com)

Lee is also a member of the Global Speaking Federation, National Speakers Association, and Premiere Speakers Bureau.

## Presentation Fees

In addition to determining Lee's availability for your event date, we will also evaluate the purpose and scope of your event and work with you in regards to any fees and travel expenses that are required.

## Presentation Schedule and News

Review Lee's current presentation schedule and recent news items online at [LeeEllis.us/Events](http://LeeEllis.us/Events)

## Biographical Information

Lee Ellis is President and Founder of Leadership Freedom® LLC and FreedomStar Media®. For more than fifteen years he has served as an executive coach, leadership consultant, and keynote speaker in the areas of leadership, teambuilding, and human performance. His past clients include Fortune 500 senior executives and C-Level leaders in telecommunications, healthcare, military, and other business sectors. His speaking and media appearances include interviews on networks such as CNN, CBS This Morning, C-SPAN, ABC World News, Fox News Channel, plus hundreds of speaking engagements in various industry sectors throughout the world.

Early in his career, Lee's interest in leadership was piqued when he served as an Air Force fighter pilot flying fifty-three combat missions over North Vietnam. In 1967, he was shot down and held as a POW for more than five years in Hanoi and surrounding camps. After the war he served as an instructor pilot, chief of flight standardization/evaluation, and flying squadron

commander. Additionally he commanded two leadership development organizations before retiring as a colonel. Lee's combat decorations include two Silver Stars, the Legion of Merit, the Bronze Star with Valor device, the Purple Heart, and the POW medal.

Lee has a BA in History and a MS in Counseling and Human Development. He is a graduate of the Armed Forces Staff College and the Air War College. Lee has authored or co-authored four books on leadership and career development.

He and his wife Mary reside in Atlanta, GA and have four grown children and six grandchildren.

## Endorsements

**Please Note:** a more in-depth list of endorsements can be reviewed at [LeeEllis.us/Endorsements](http://LeeEllis.us/Endorsements)

"Col. Ellis inspires others to elevate and demonstrate leadership under all circumstances through his personal story of courage and honor as a POW in the Vietnam War. His engaging speaking ability, exemplary leadership experience and lessons detailed in his book, *Leading with Honor*, are inspirational and impactful."

**- Tom Beaty, President and CEO, [InSight Sourcing Group](#)**

"As a graduate of The University of Georgia, Lee Ellis fully encompasses the University's motto: 'To Teach, To Serve, To Inquire into the Nature of Things.' Lee's dynamic speaking engagements teach the understanding of integrity, character, and the meaning of selflessness. By drawing from his personal experiences, Lee is able to develop a successful model of character building that is beneficial to any company, organization, or institution. If you are looking for a captivating and enriching seminar, we give Lee Ellis our highest recommendation!"

**- Chantel Dunham, Director of Development, UGA Libraries, UGA Press, and *The Georgia Review*, [University of Georgia](#)**

"Lee Ellis has been a highlight of the Crystal Visions Enrichment Program on board our luxury vessels. His unique and dramatic story is a terrific match with our itineraries, values and the high quality of enrichment that our travel savvy guests expect to experience on a Crystal cruise. It is my pleasure to recommend Col. Ellis to anyone who is looking for an inspiring, informative keynote speaker."

**- Bret Bullock – Vice President, Entertainment – [Crystal Cruises](#), Worldwide**

"Lee Ellis spoke to our HFMA-SC Chapter last October in Greenville, SC at our Fall institute. He was so well received, and I know the audience was attentive to every word he spoke! He presented his book, *Leading with Honor*, to me as Chapter President. I would definitely endorse him to anyone considering Lee Ellis as an event speaker."

**- Ronnie Hyatt, Sr Vice President-Finance/CFO, [Bon Secours St. Francis Health System](#)**

"Lee is an inspirational speaker who reminds us all of the cost of our freedom and what courage and service is all about. He was a highlight at our conference and we will use him again with still larger audiences."

- **Kenneth Daly, President and CEO, [NACD](#)**

"Lee's message of character, courage, and competence in leadership resonated perfectly with the objectives and goals of Dasein Executive Search, so we hosted him as a keynote speaker in two special events here in Brazil. His Vietnam POW story and leadership lessons learned inspired and informed key executives in these regions, and we look forward to hosting Lee again in the future."

- **Adriana Prates, Founder and President, [Dasein Executive Search](#), BRAZIL**

"The remarks I heard from people who attended our CPCU Society event were over-the-top favorable of your speech, and that you were the best speaker in 10 years. I share those views."

- **Harold A. Weston, JD, CPCU, RPLU, ARM // Clinical Assistant Professor of Risk Management and Insurance, Undergraduate RMI Program Advisor – [Georgia State University](#)**

"Col. Lee Ellis spoke to our board of directors and guests. He was right on target for the audience, and there were long lines to buy his book afterwards. He did an excellent job, and we highly recommend him."

- **Dan Wheeler, National Adjutant, [American Legion](#)**

"Thank you so much for your inspiring and insightful remarks at our Annual Meeting. They were met with universal acclaim and appreciation. The recounting of your experiences as a POW provided a current day reminder of the sacrifice, courage, and loyalty demonstrated every single day by those who protect us, our freedom, and the freedom of others all around the world. The principles of leadership arising out of your experiences were equally profound. We could not have asked for anything more as a fitting conclusion for our program."

- **Roy Bowen, President, [Georgia Association of Manufacturers](#)**

"When presenting to alumni of the University of North Carolina's Kenan-Flagler Business School, Lee Ellis' matter-of-fact and sometimes humorous style provided clear examples and illustrations in the lessons of honor as a basis for making major corporate decisions. These lessons also carry over to everyday choices. Across the board, attendees expressed their appreciation of the very personal and meaningful lessons Lee shared with the group."

- **Mackie Horton, President, [UNC Kenan-Flagler Business School Atlanta Alumni Club](#)**

"Your ability to share your personal experiences in Vietnam's POW camps and weave them into leadership lessons is quite powerful, and your knowledge of Rex's healthcare culture helped you hone in on the issues that we are challenged with in today's environment. In particular, your wisdom on culture and communication reverberate with our team, and I look forward to relying on your wisdom as we continue our healthcare journey."

- **Bernadette Spong, Chief Financial Officer, [Rex UNC Health Care](#)**

"As an event coordinator for the National Guard, my biggest fear is hiring a keynote speaker who doesn't relate to or hold the attention of my audience. In working with Col Ellis, this fear is tenuous at best and subsides just a few words into any of his presentations. As Col Ellis teaches, he allows the audience sagacious glimpses into his life as a prisoner of war. In what could be just another hour of veteran "been there, done that" stories, Col Ellis erupts like an oil mine gracefully spewing his insightful leadership prowess. No matter where you are in your career, Col Ellis and his lessons of leadership from Hanoi bode well for all."

- Amy Laree Schmid, [Oregon Air National Guard](#), Contractor, Yellow Ribbon Program Event Coordinator, Military Personnel Services Corporation

"Everyone here was extremely impressed with Col Ellis and several stated that it was by far the best speaker that we have had on campus since we started the [Character Development] program!"

- LTC Anthony E. Fritchle, Executive Assistant to the President & Director for Planning, [Riverside Military Academy](#)

"We cannot thank Lee enough for his presentation [at BathFitter]. I heard nothing but great comments [at our annual event]—it was wonderful. The passion he brings is critically important for American business leadership. And, his move into entrepreneurial business after his military service is an inspiration."

- Joyce Hrinya, Managing Partner at [A&R Strategy Partners, LLC](#)

Below is a collection of responses from one of Lee's most current speaking event at the **National Association of Corporate Directors**:

- "Remarkable – superb presentation – BEST in the program. Every high in the U.S. need to hear Lee's presentation."
- "Remarkable. A gifted decision to have him present. I assume NACD will use him for a larger audience."
- "Wonderful speaker. Simply outstanding! Thanks for the book as well. Superior person."
- "Incredibly inspirational speaker."
- "Terrific speaker! An honor to be here for his remarks."
- "Outstanding! Invite again!"
- "Exceptionally engaging with a direct link to the audience in taking military skills in an extreme environment to the business world."
- "Good tie to business and military lessons learned."

**Northeast Georgia Health System Volunteers** found the presentation by Lee Ellis to be exceptional. The volunteers were motivated by his sincerity and compassion. Several quotes from volunteers include -

"Wonderful Guest Speaker – so encouraging."

"Really enjoyed Lee Ellis"

"Lee Ellis – very moving and inspiring to never give up."

"The speaker was excellent – I'm going to buy his book."

"Lee Ellis is inspiring, informative and moving."

## Book Reviews

"Rarely can a leadership book—usually stark and cold in tone, written with business school savvy—be called moving, but former Air Force pilot and leadership consultant Ellis culls lessons from his experiences as a POW in the infamous Hoa Loa Prison (the "Hanoi Hilton") in North Vietnam and juxtaposes them with suggested strategies. Though many of the leadership lessons are interpersonal, dominant among them is the idea of self-reflection and showing leadership as a quality of character. Much more than a leadership text, Ellis offers an inspiring story that will engage readers."

- **Publisher's Weekly** ([Read the full review](#))

"Ellis carefully weaves the story of himself and his fellow POWs throughout the book while relating their experiences directly to leadership lessons. He has a rare ability to cast a positive light on what he and his colleagues endured, turning it into fodder for an exceptionally well-constructed and well-written book. The reader is sure to learn about leadership from an entirely new perspective."

- **ForeWord Reviews** ([Read the full review](#))

"In *Leading with Honor* Lee draws from the POW experience, including some of his own personal stories, to illustrate the crucial impact of leadership on the success of any organization. His writings highlight lessons and principles that can be applied to every leadership situation."

- **Senator John McCain, United State Senate**

"In *Leading with Honor*, Lee uses gripping stories from the POW camps to engage the reader and teach invaluable principles of leadership. I highly recommend this book for developing leaders at all levels in any organization, military or civilian."

- **William R. Looney III, General USAF (Ret)**

"As I read *Leading with Honor*, I thought, 'Imagine if ALL the leaders of our country—from the President, to the members of Congress, to our state government leaders were elected based upon their commitment to the standards and leadership qualities that Lee describes as hallmarks and guideposts for leading with honor'. How quickly the United States could re-assert its reputation not only as the envy of the world as a leading industrial nation, but as the brightest beacon of light and hope and honor on the planet."

- **Bob Littell, Chief NetWeaver, NetWeaving.com**

"*Leading with Honor* is an introspective read offering character and leadership parallels from prisoner of war (POW) camps to today's challenging business environment. Lee does a thought provoking, masterful job sharing his personal experiences in captivity and integrating those into principles for leadership success. This book is a must read, authored by a unique individual who continues to give back to those he so courageously served and protected—the leaders of today and tomorrow."

- **Ed Day, President and CEO, Mississippi Power Company**

"Lee has captured many powerful lessons through his many years of experience in this gripping read. He has used those lessons with us as our team has evolved over the past several years. His leadership and facilitation have helped us to grow as leaders individually as well as become a strong team."

- **Carol Burrell, President and CEO, Northeast Georgia Health Systems**

"WOW! Col (ret) Lee Ellis has given us a true gift – real solutions to today's leadership issues against a backdrop of real human survival in Prisoner of War status. This wonderful book is a must read for all who aspire to any leadership job! An absolute 'page turner' and tribute to our warriors of a by-gone era, with lessons for today."

- **Lt Gen William Lord, USAF**

"In *Leading with Honor*, Lee Ellis shows us that the principles of leadership he experienced during some of the most difficult situations as a POW are applicable to leaders everywhere. Lee's candid narrative is compelling, giving us an appreciation for the importance of leading with honor and courage, even in the face of the most difficult adversity."

- **Ralph de la Vega, President and CEO, AT&T Mobility and Consumer Markets,  
Author of *Obstacles Welcome: Turn Adversity into Advantage in Business and Life***

## About Leadership Freedom®



Leadership Freedom LLC is the consulting and training organization. Its purpose is freeing leaders to lead higher. We help clients break away from old barriers, learn new skills, and free people to work with more passion, energy, and productivity.

Our proven leader process is based on a top-down strategy designed to lift an entire organization to a new level of performance. The desired outcome is a culture of leaders developing other leaders - a multiplying effect. Learn more at [www.LeadershipFreedom.com](http://www.LeadershipFreedom.com).

## About FreedomStar Media®



FreedomStar Media® is the publishing organization. The mission of FreedomStar Media is to create exceptional leadership development resources to help individuals and teams grow as leaders with character and courage.

Lee Ellis is FreedomStar Media's strategic content developer and author. Our latest product is entitled *Leading with Honor™: Leadership Lessons from the Hanoi Hilton*. Learn more at [www.FreedomStarMedia.com](http://www.FreedomStarMedia.com).

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