



Command Respect

Speaker Script · "Respect Is Earned Through Conduct, Not Title"

PRESENTER Dr. Thomas L. Jones, Jr.

SLIDES 12

THE HAMPTON UNIVERSITY MARCHING FORCE · PRE-DRILL CAMP 2026

Presenter notes for every slide, in order. Bracketed cues are stage directions; quoted lines are suggested wording — say them in your own voice.

01 Command Respect

SLIDE 1 — TITLE: Command Respect

SAY: "Your title put you in charge of a section. It did not make one person in it respect you. That has to be earned, and this hour is about how."

CUE: Name the distinction early — command versus demand. It's the spine of the whole session.

02 Icebreaker

SLIDE 2 — ICEBREAKER: Colin Powell on Leadership and Trust (2:43)

SET UP: "This whole seminar is built on this man. Four-star general, Chairman of the Joint Chiefs, Secretary of State. Listen for the one word he lands on."

Play it.

AFTER: "What was the word?" You want them to say trust. If nobody does, say it yourself and move.

03 The Premise

SLIDE 3 — THE PREMISE (statement slide)

Read it as written.

KEY: "Respect is not issued with a position."

Takeaway: "Earn it. Never demand it." Say it, then pause before advancing.

04 Command Respect. Don't Demand It.

SLIDE 4 — COMMAND RESPECT. DON'T DEMAND IT.

Walk the contrast. Demanded respect buys compliance while you're watching. Commanded respect earns people who follow when you're not.

BEST LINE ON THE SLIDE — read the callout verbatim: "A demanded respect disappears the moment you turn your back. An earned respect follows you into the dark."

Land: "The goal isn't to be feared. It isn't even to be liked. It's to be trusted."

05 A Word From a General

SLIDE 5 — A WORD FROM A GENERAL

Give Powell's résumé briefly — rifle platoon to four stars. It buys the quote credibility with this room.

QUOTE IT DIRECTLY: "Leadership ultimately comes down to creating conditions of trust within an organization."

Then: "Trust and respect are the same currency. You can't order either one."

06 Follow You Out of Curiosity

SLIDE 6 — FOLLOW YOU OUT OF CURIOSITY

Tell the story properly — a sergeant at Fort Benning telling a young Lieutenant Powell he'd know he was a good leader when his people would follow him, if only out of curiosity.

Powell called it the best definition he ever heard.

ASK: "Would your section follow you around a corner they can't see around? Be honest with yourself."

07 How Respect Is Earned

SLIDE 7 — HOW RESPECT IS EARNED

Four ways to bank it: clear mission, selfless service, prepare your people, share the risk.

SPEND YOUR TIME ON THE LAST TWO. "Never hand out a job without the resources to do it." And: "Respect follows the leader who carries the load, not the one who assigns it."

08 Never Let Them See You Shaken

SLIDE 8 — NEVER LET THEM SEE YOU SHAKEN

The infantry rule: however cold, hungry, or scared you are, the leader doesn't show it.

BE HONEST HERE: "Powell admitted he was often scared and exhausted — and still said, let's go around this corner." That's not fakery, that's the job.

Tie forward: "We'll come back to this Sunday in Leading Under Pressure."

09 Powell's Rules to Lead By

SLIDE 9 — POWELL'S RULES TO LEAD BY

Don't read all five flat. Pick two and actually talk about them.

Recommend: "Get mad, then get over it" — because grudges inside a section are what kill it. And "Share credit" — take the blame, give the credit, every time.

Optional: ask which rule they find hardest.

10 **Command vs. Demand**

SLIDE 10 — COMMAND VS. DEMAND

A two-column contrast. Read the demanding column in that leader's voice, then reset for the commanding column.

ASK: "Which column did you live in last season?" Let it be quiet — this is a self-check, not a discussion.

11 **What It Looks Like Here**

SLIDE 11 — WHAT IT LOOKS LIKE HERE

Bring it home to the Marching Force. These are the concrete behaviors.

HIT: "Be the standard before you set it." And: "Know your craft cold — competence earns respect faster than any speech."

CUE: This is the slide they should photograph. Tell them so.

12 **Earn the Room. Then Keep It.**

SLIDE 12 — CLOSE: Earn the Room. Then Keep It.

"Serve your people, prepare them, share their risks, and never let them see you shaken."

End on the sign-off and stop.