

Fireproof: Your Grand Strategy for Transforming Failure into Fuel for Your Future

By David R. Hollenbach, III

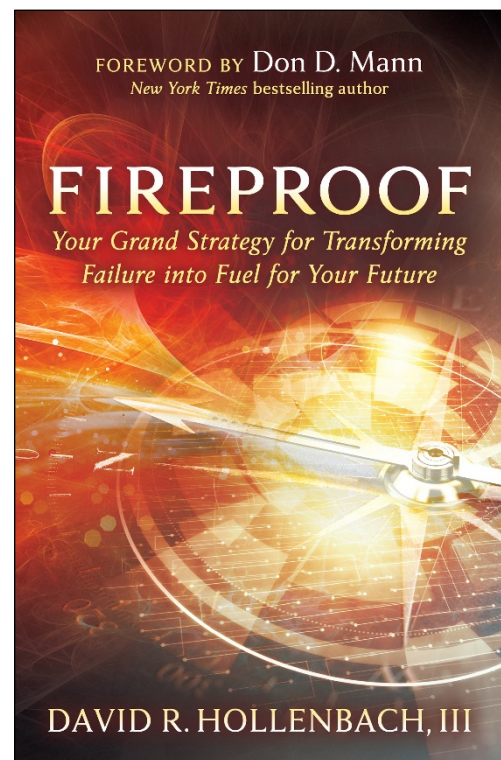
In *FIREPROOF: Your Grand Strategy for Transforming Failure into Fuel for Your Future*, Mr. Hollenbach takes the idea behind Yale University's Grand Strategy Program designed for political leaders and heads of large corporations and applies those principles to the individual. His book answers the question: How can I create a Grand Strategy for my life? He, then, leads the reader through steps to develop their own unique Grand Strategy to create a life that helps others and leaves a stellar legacy.

No matter how severe the disaster, your intrinsic value is not attached to an occupation or even your outward identity. Your value is in who you are. Take what you have learned and set your path toward where you want to go by implementing the steps in *Fireproof*.

In a readable style sprinkled with personal stories and captivating case studies, the author delivers material that is both inspirational and actionable. At the end of each chapter are action steps to help the reader answer the questions:

- What Is Your Desired End State?
- What Do You Stand For?
- Why Are You Doing This?
- What's In Your Way?
- What Do You Need?
- Where Do You Begin?
- What's Your Timeline?
- What Happens When Everything Falls Apart?

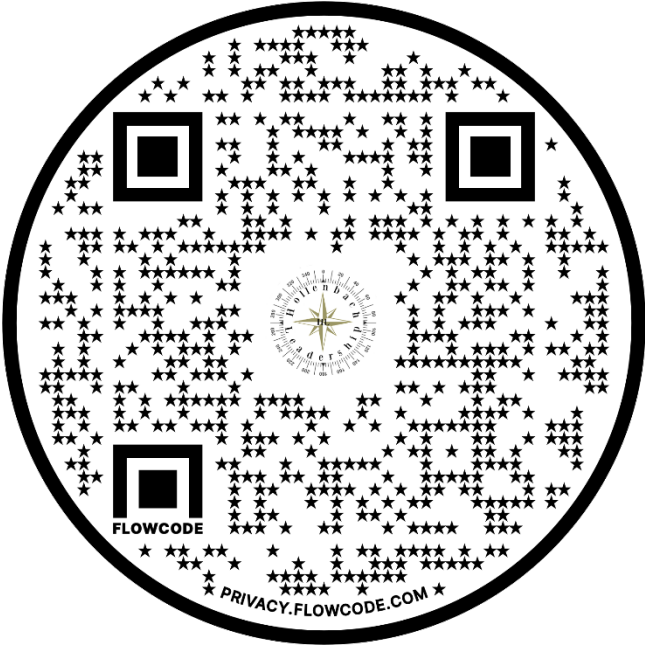
While most people ask, "What should I do to reach my goal?" the Grand Strategy process begins with a much better question: "Who do I need to be?" Your core essence determines what kind of leader you are. When you know what's inside you—flaws and all—you can use tools to release your limitations and to let go of self-defeating behaviors. You can, in real and practical ways, define yourself.



Personal development topics create a thread throughout the entire work: self-leadership, self-awareness, communication, healthy relationships and self-care as well as uncovering your core values and finding your big WHY. The author provides an analysis tool for challenging situations to help the reader discern which parts they can control, what they can influence and which things they can neither control or influence. He also provides tools for releasing stress and working through feelings of overwhelm. He lines out critical daily habits and mindset matters that are essential for success.

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David R. Hollenbach, III

Battalion Chief David Hollenbach (retired) is the author of “Fireproof: Your Grand Strategy for Transforming Failure into Fuel for Your Future.” He is an international best-selling author, motivational speaker, coach, and mentor. He owns and operates David Hollenbach Consulting, LLC, and hosts the popular podcast “From Embers to Excellence.”

During his 23-year career in the fire service, he served as a

- Firefighter
- Apparatus Driver/Pump-Operator/Engineer
- Company Officer/Lieutenant
- Battalion Chief in Operations
- Chief of Special Operations
- Critical Incident Stress Management (CISM) peer counselor
- Public Safety Rescue Diver
- Coordinator and developer of his department’s first leadership development program

David Hollenbach is a veteran of the United States Navy with a Master's Degree in Public Administration from Barry University. A major focus of research for his capstone was how strong, positive leadership can influence the culture of a large organization.

While studying at Barry University he published "The Firefighter's Creed" and “Women in the Fire Service: A Diverse Culture Leads to a Successful Culture,” an article highlighting the importance of gender diversity within the fire service in Fire Engineering Magazine.

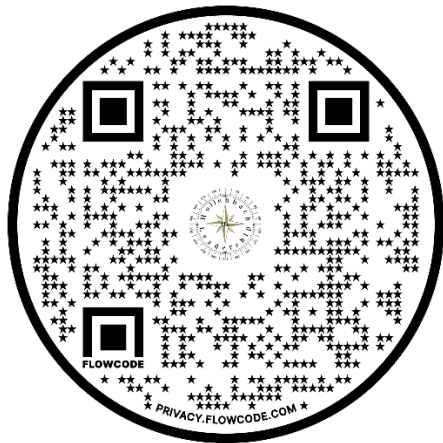
He has spent years as an instructor, coach and mentor helping others define and realize success. Although he no longer works as a servant to the community, his passion for service to others remains stronger than ever.

Shorter Bio

David Hollenbach is a retired Fire Department Battalion Chief, the author of “Fireproof: Your Grand Strategy for Transforming Failure into Fuel for Your Future,” a motivational speaker, coach, and mentor. He owns and operates David Hollenbach Consulting, LLC, and hosts the popular podcast “From Embers to Excellence.”

FlowCode

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A conversation with David R. Hollenbach, III:

Q. What inspired you to write “Fireproof: Your Grand Strategy for Transforming Failure into Fuel for Your Future?”

A. The death of my brother inspired me to write the book. My leadership failures, both personal and professional, inspired me to finish it.

Q. Did you have any challenges while writing this book?

A. I began writing this book shortly after my brother’s death in 2010 and didn’t finish it until 2020. I would build a template for my book and begin writing or revising past iterations every time I gained experience or new insights into leadership or personal development. It did become frustrating at times when I would read something I had written 1 or 2 years previously and find that I would disagree with those statements or ideas. Experience proved to be the best teacher and past viewpoints would be revealed as misguided or immature at times. I realize now that what I found challenging or frustrating back then was just an opportunity to evolve in order to produce the best version of my book.

Q. What do you hope is the biggest takeaway from the book?

A. That an individual’s core essence determines the kind of leader they will be. Once they discover the truth inside of themselves—flaws and all—readers can challenge their limitations and let go of self-defeating behaviors. Within FIREPROOF, the question, “How can I create a Grand Strategy for my life?” is answered and leads the reader to develop their own unique Grand Strategy, to create a life that helps others and leaves a stellar legacy.

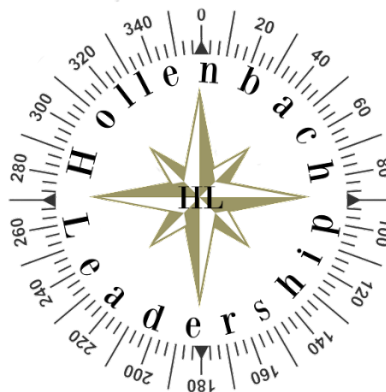
Personal development topics like self-leadership, self-awareness, communication, healthy relationships and self-care run throughout FIREPROOF, as I emphasize the importance of uncovering one’s core values and finding their big WHY. I provide an analysis tool for challenging situations to help the reader discern which parts they can control, what they can influence, and which things they can neither control or influence. I also provide tools for releasing stress and working through feelings of overwhelm, as well as outline critical daily habits and mindset matters that are essential for success.

Q. What makes you an expert in this field/a unique voice to speak on this topic?

A. I based the book on my personal experience and research. I spent 23 years in the fire service. I moved up through the ranks, retiring as a battalion chief responsible for 6 fire stations. I have effectively led people from all backgrounds in high stress environments. I developed a leadership training program for my fire department and taught leadership for 10 of the 23 years I served. I suffer from PTSD and as part of my healing process I research and study philosophy.

Q. What is your favorite section of the book? How does that section strengthen your message?

A. Chapter 10 is my favorite chapter. It helps strengthen my message by sharing one of the darkest times in my life and what I learned from it.



Praise for *Fireproof*:

“I wholeheartedly endorse David Hollenbach’s new book, *Fireproof*. Filled with exercises designed to help you truly make the best of his powerful teachings around leadership, personal stories to reinforce the point, and powerful quotes that leave you in heavy reflection—this book has everything I love about books in one powerful package. You should definitely grab your copy today and then watch as your life changes from the minute you start reading.”

~Corey Poirier, Multiple-Time TEDx Speaker
Co-Author of the *USA Today* / *Wall Street Journal* Best Seller, *Quitless*

“When I read Dave’s words, “Self-confidence is good, but pride is dangerous,” two things happened. First, I got chills and second, I thought, *Those words need to be in Every leadership, manual, textbook and guide that is written.*”

~Steve Williams, Investigations Sergeant, California Department of Corrections,
Operations Officer, Smith River Fire Rescue

“Have you ever done something you wished you hadn’t? Dave Hollenbach’s successes and missed-takes help readers grow and create a Grand Strategy with him. A must read for anyone who wants to stop beating themselves up and see the forest (fires) for the trees.”

~Dr. Marissa Pei
#1 Best-selling Author of *8 Ways to Happiness from Wherever You Are*

“This is very well written and speaks to the reader in ways leadership books aren’t known for. David’s perspective from years of practical leadership experience is shared in a very humble and unique way. This book will inform even the well-seasoned leader.”

~Robert Riopel
International Best-selling Author of *Success Left a Clue*

“Throughout life and career there will always be setbacks, tragedies, new opportunities and victories. Hollenbach provides an insightful, practical guide to help illuminate and identify a path toward success in the face of personal and professional challenges, so that we can all achieve our Grand Strategy.”

~Otto Drozd III
Fire Chief, Seminole County Fire Rescue

“Dave tells his leadership journey with brutal honesty, humility, and sincere emotion, detailing failures and successes which will captivate the reader. He provides real world solutions to the difficult problems faced by all leaders. I wish I had his insight when I became a Lieutenant in the FDNY at the age of 30. Well done, Dave. All first responders will benefit from your work. What a great legacy, Dave. You did your father and grandfather proud.”

~FDNY Deputy Chief Austin Horan, retired

“In this great work Dave Hollenbach guides you on a path to successful leadership, while capturing the essence of our humanity in the process. This book will help you understand that growth comes from knowing yourself and by formulating a plan. David reveals the true nature of humility and service.”

~Hugh Bruder, Deputy Fire Chief
41-Year Military and Fire Service Veteran

“David Hollenbach is wise to face squarely into the paradox ‘know thyself,’ which suggests both past self-knowledge and the ongoing unsettled and unsettling exploration of who we turn out to be. I admire his approach and the way he grounds it in real life.”

~Jeremy Sherman, Ph.D.

Author of *Neither Ghost nor Machine: The Emergence And Nature of Selves*.

“From knowing this brother for many years and knowing his dedication to citizens and the Firehood Family and now seeing his dedication and skills through his knowledge, education and EXPERIENCE as a professional Firefighter and Leader, I would have everyone I know in the profession to not only read his book, but get to know Dave personally! Brother you are doing great things and I am proud of you. Much love and continued success.”

~Tom “Bull” Hill

Retired firefighter and founder of the Firehood Foundation

Fireproof:

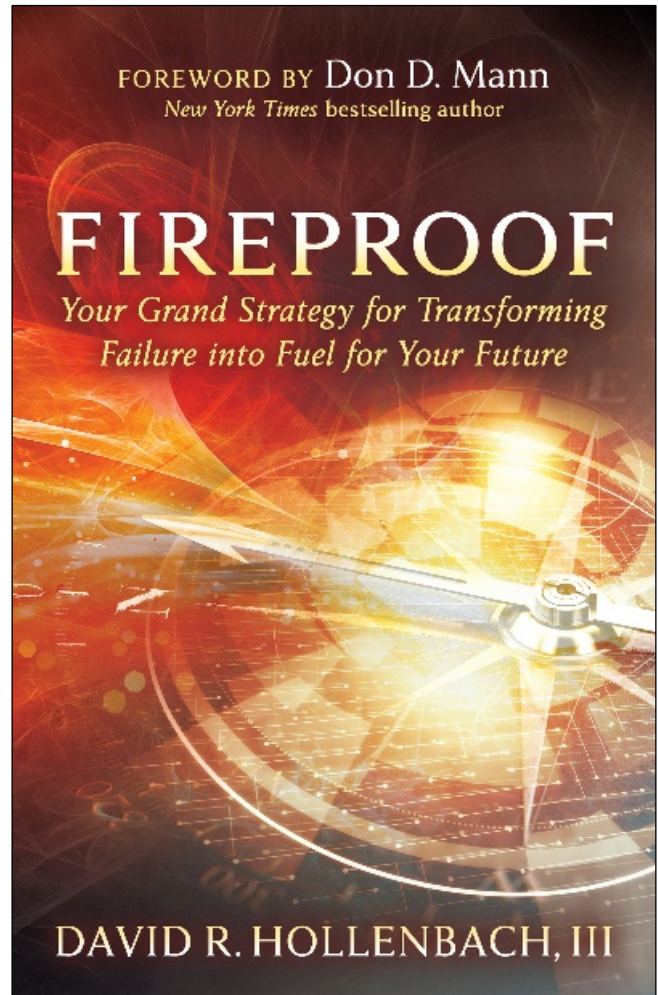
Your Grand Strategy for Transforming Failure into Fuel for Your Future

Interview Topics

Below are some proposed angles with potential interview questions. Obviously, you should run the interview as you wish, taking an angle and asking questions you deem most appropriate for your audience. I'm an experienced speaker, having done dozens of live and pre-recorded shows, including conversational, question and answer, and call-in formats. Additionally, I host my own podcast titled "From Embers to Excellence."

The content is evergreen, although it can be tailored to current events if you want to tie into the news cycle. The first set of questions are organized by topic; the second is oriented by audience. I am happy to discuss any ideas you have.

AV: I have several professional microphones, headphones, Logitech camera, lighting kit, and a professional background.



Chapters within the book:

Chapter 1: How Do You Define Yourself?

Action Step 1: Determine your End State.

Chapter 2: Where Are You Going?

Action Step 2: Write down your goals and a timeframe.

Chapter 3: What Do You Stand For?

Action Step 3: Identify your core values.

Chapter 4: Why Are You Doing This?

Action Step 4: Identify your primary motivations.

Chapter 5: What's In Your Way?

Action Step 5: Get clear on your obstacles.

Chapter 6: What Do You Need?

Action Step 6: Create action steps.

Chapter 7: Where Do You Begin?

Action Step 7: Revisit your goals.

Chapter 8: What's Your Timeline?

Action Step 8: Set up your Grand Strategy spreadsheet.

Chapter 9: What's Your Daily Routine?

Action Step 9: Create your daily routine.

Chapter 10: When Everything Falls Apart

Category

- General
- Grand Strategy
- Philosophy
- Leadership/Management
- Communication
- Emotional Intelligence
- About Dave

Audience

- Executives
- Entry Level
- Gender (men/women)

Chapter synopsis: Available upon request

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Questions by Topic

General Questions about the Book

1. Why did you write this book?
2. What is new / unique about this book?
3. Who should read this book?
4. How can they get the most out of it?
5. Can college students benefit from the book? How?
6. Can non-managers / individual contributors benefit from the book? How?
7. How did you learn these skills?
8. Where can listeners find the book?
9. How should readers use your book?
10. What can companies do to apply these ideas?
11. How quickly can a reader access and apply the tools?
12. Who did you use to review the book?
13. How did you apply what is in this book to your life?

Grand Strategy

- 1) Why do people need a Grand Strategy?
- 2) What type of people need one?
- 3) How should they create one?
- 4) What are the types of questions they need to ask?
- 5) Does it take a lot of time to make one?
- 6) How does your book help readers create one?
- 7) Who can help with the Grand Strategy build?
- 8) How often should you revisit your Grand Strategy?
- 9) How does this help someone who doesn't know what s/he wants to do?

Philosophy

- 1) Can you talk about the exercise you used with your daughter to define your core values?
- 2) You talk about finding your purpose; what does that mean to you?
- 3) You espouse the idea of "Selfish-Altruism"; what does that mean? How should someone approach this mindset/philosophy?

Leadership & Management

- 1) Can you define leadership?
- 2) You talk about the importance of self-leadership; what does that mean?
- 3) What are some of the qualities of a leader?
- 4) What's the relationship between leading and following?
- 5) What's the difference between leadership and management?

Communication

- 1) You talk about communication being the foundation of effective leadership; can you talk about what that means to you?
- 2) Can you provide an example of how people can miscommunicate at work?
- 3) What is the key component to effective communication?

Emotional Intelligence

- 1) What is emotional intelligence?
- 2) Why is it important?
- 3) You talk about some philosophical ideas that directly relate to E.I. Can we discuss that for a moment?

About Dave

- 1) Who or what influenced you to become a firefighter?
- 2) What is it like as a probationary firefighter, an officer, a chief officer?
- 3) What are your favorite books? Fiction? Non-fiction?
- 4) Why did you start publishing your podcast and what is it about?
- 5) Can we discuss your experiences with PTSD?



By Audience

Executives

- 1) Is this book applicable to an experienced executive?
- 2) How can an executive or manager create a more effective team?
- 3) How can the ideas in the book be applied to a department?
- 4) If a leader wants to give the book to her team, what's the best way to do that?
- 5) How should a corporate leader think about selfish-altruism?

Entry Level & College Students

- 1) Is this book applicable to entry level employees / college students?
- 2) Why should a junior employee / student read about leadership and building a grand strategy?
- 3) What are the skills younger employees should focus on?
- 4) How quickly can they apply these skills?
- 5) Why does a junior employee need to worry about emotional intelligence?
- 6) Why should a junior employee learn about leadership?

Gender Specific

- 1) You talk about forms of misogyny in the fire service. Can we discuss your thoughts and experiences regarding women in male-dominated organizations?
- 2) Is leading different for men and women? How and why?
- 3) Does gender play a role in communication?

