

ALWAYSALEADER

The Lives of Major Danny McLeod

Beginning in the small prairie town of Medicine Hat in the 1920s,
Danny McLeod, always observant of what was unfolding around him, simply made attaining excellence his goal and his personal philosophy.

So it is not surprising that he was successful in such widely diverse endeavours as an intrepid combat soldier—achieving the rank of major—and self-reliant peacekeeper; visionary university athletic director, thoughtful founding secretary of the CIAU, highly successful hockey coach, and insightful National Hockey League official; successful car salesman; tenacious veterans' advocate; understated battlefield tour master; and mentor to many who seek his guidance.

Major Danny McLeod defines good leadership as unequal portions of courage, energy, fitness, and determination triggered by opportunity. His life is a living endorsement of the success of this flexible model and to its universal application.



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