



## Jeffrey S. Crapo, COL (R)

ETHOS Academy

Topic: *"Harnessing Leadership Series: The Purpose, Direction and Motivation of Leadership"*

Colonel (Retired) Jeffrey Crapo is a native of Medford, OR. He graduated from North Medford High School where he was a member of the varsity football and wrestling teams. He entered the United States Army on June 10, 1994, and was commissioned as a Distinguished Military Graduate through the Reserve Officer Training Corps (ROTC) at Western Oregon State College where he graduated with honors and earned a Bachelor of Science Degree in Criminal Justice.

COL (R) Crapo has served in multiple leadership roles from the tactical to strategic levels in the Army including Rifle Platoon Leader, Airborne Company Commander, Infantry Battalion Commander, and Airborne Brigade Commander. COL (R) Crapo has led and commanded over 4,800 Soldiers during his 24 years in the Army.

In addition to leading Soldiers, COL (R) Crapo has served in various staff positions across the Army including Battalion Logistics Officer, Battalion Personnel Officer, Battalion Operations and Executive Officer, and Deputy Brigade Commander. COL (R) Crapo has also served as an advisor to the Oregon Army National Guard, Combat Advisor to the Iraqi Army and U.S. Army Ranger Instructor.

At the operational and strategic levels, COL (R) Crapo has served on the National Situational Awareness Team for the Commander of United States Northern Command, and as the Director of Training for United States Army Alaska. COL (R) Crapo has led military delegations to Japan, Australia, Poland, and Korea as well as provided strategic level briefings to the Army Chief of Staff, The Secretary of the Army, Indo-Pacific Commander, and numerous Congressional delegations.

COL (R) Crapo is a decorated combat veteran having been awarded the Bronze Star in Iraq as well as the Bronze Star and Valorous Unit Award in Afghanistan. His additional awards include the Legion of Merit, Defense Meritorious Service Medal, Meritorious Service Medal, Army Commendation Medal, Army Achievement Medal, Navy Achievement Medal, Iraq Campaign Medal, Afghanistan Campaign Medal, Global War on Terrorism Service Medal and the NATO Medal.

COL (R) Crapo holds a Master of Science degree in Disaster and Emergency Management from Touro University. In 2016 COL (R) Crapo and his longtime friend Greg Costanzo founded the "Ethos Consulting Team". Jeff and Greg believe every organization should encompass Ethics and Leadership training as a foundation of their core values. COL (R) Crapo met his wife Tracy while they were in high school and they have been happily married for the past 31 years and have raised three children Emelia, Christian, and Chloe.

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Leadership is defined as the process of influencing people by providing purpose, direction, and motivation to accomplish the mission/job and improve the organization. Purpose is the why in everything we do and the grounding force in our lives. Direction provides the how to accomplish all the tasks and goals we have. Motivation is the will to do what is necessary to make all of this happen. Leadership is one of the key components to effectiveness and achieving success in life. This course will focus on how to unlock your purpose, develop direction, and instill the motivation to increase your effectiveness in all facets of your life.

Course Objectives: Increase your personal and professional effectiveness through the application of leadership. Enhance your team and organization through the understanding of self-leadership. Recognize how leadership enables teams and organizations to realize their vision by increasing the effectiveness of all their members. Understand and assess yourself. Analyze your character and the five elements of character. Understand the leadership principles and their value as a leader.