



Reinventing Leadership After the Uniform

Episode 49 Show Notes

Welcome to the Insurance Leadership Podcast!

In this episode of the Insurance Leadership Podcast, co-host Casey Combest sits down with Army veteran, entrepreneur, and transition advocate Adam Peters to unpack what leadership truly looks like after military service.

Adam shares his raw and powerful journey—from joining the Army at 17 and leading through multiple deployments, to facing an abrupt and unprepared transition to civilian life. His story of resilience, personal growth, and redefining success brings fresh insight into leadership beyond the rank.

From founding Stronghold, a veteran-first online community, to launching the Strategic Veteran Podcast, Adam's mission is clear: empower others to rediscover their identity, build meaningful lives, and lead with authenticity.

Leadership Lessons from the Military

Adam reflects on how the Army shaped his approach to leadership—through grit, structure, and repetition. He shares how combat deployments taught him to make fast decisions, lead under pressure, and value discipline as a daily practice.

Leadership isn't about titles—it's about owning responsibility, adapting under fire, and showing up with consistency.

The Broken Veteran Transition System

Adam dives deep into his frustration with the military's official transition program. He highlights its failure to help service members rediscover their identity or find purpose post-service.

Leaders thrive when they know who they are. Helping veterans build self-awareness must be a cornerstone of any true transition.

The Stronghold: Building a Safe Space for Growth

Tired of toxic online forums, Adam launched Stronghold—a private community designed to give veterans real support and connection. Vulnerability, he says, is strength, and leaders should create spaces where people feel safe to grow.

Great leaders build platforms for others to heal, connect, and lead with confidence.

Entrepreneurship, Wellness, and Discipline

From launching his podcast to overhauling his health, Adam talks about entrepreneurship as a path to freedom. He opens up about using holistic wellness tools—like meditation, breathwork, and mindset practices—to lead from a healthy place.

Wellness and leadership go hand in hand. Discipline in your personal life fuels excellence in your professional life.

Closing Thoughts on Leadership

At Insurance Leadership Podcast, we believe leadership starts with identity and grows through authenticity, consistency, and service. Adam Peters is a bold example of what it looks like to take the hardest parts of life and turn them into purpose.

Whether you're a veteran, a business leader, or simply in a season of transition, Adam's story challenges us all to ask: Who am I when the uniform—or the title—comes off?

Reinvention is not weakness; it's wisdom. It's the mark of a true leader.

What's Next on the Insurance Leadership Podcast

In our upcoming May 2025 episode, co-host Ben Markland sits down with Alisha Pequeno, National Distribution Manager of Consumer Solutions for Accident and Health at Zurich North America. Alisha brings a unique perspective to the insurance industry, having transitioned from a career in television news to her current leadership role. Her journey offers valuable insights into adaptability, strategic growth, and the evolving landscape of insurance solutions.

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