



SUCCESSFUL LEADERSHIP is the art of creating environments where organizations and individuals routinely EXCEED EXPECTATIONS!!!!

General William R. "Bill" Looney, III is an accomplished, highly decorated retired Air Force officer who rose from the rank of cadet to 4 Star General during a distinguished 40 year career. During that time, he commanded 12 different organizations in peace and war which is more than any other Air Force officer in the history of the Air Force. More importantly, every organization he led rose to higher levels of achievement and, in every case, exceeded expectations.

General Looney began his career as a Cadet at the United States Air Force Academy in June of 1968. During his cadet tenure he held the highest rank in the Cadet Wing as both a junior and senior. With graduation, he pursued his lifelong dream of becoming a pilot. With completion of training, he was assigned to Ubon, Thailand as a gunship pilot. Upon return to the United States, he became an instructor pilot in the training command. From there General Looney was selected for F15 Eagle training and spent the next 20 years as a fighter pilot. He commanded a squadron, 2 wings, a joint task force, and an air expeditionary force as a fighter commander in peace and war.

After being promoted to Brigadier General, he became commander of the Armed Forces Staff College, a joint professional military educational institution. That assignment then led to his move to Air Force Space Command where he held 3 leadership positions and was responsible for all space operations for the Air Force. Next he was reassigned to the Acquisition Command, and commanded 2 organizations that were responsible for proc...

Bill Looney

Speech Topics

- ☐ Motivation
- ☐ Leadership
- ☐ Inspiration

