



## The Army Heritage Center Foundation



### **A Walk with the Generals — Battlefield Lessons to Foster Sound Corporate Decision Making**

“No battle plan survives contact with the enemy.”

These words, attributed to Count Helmuth von Moltke, the military architect of German reunification, contend that only the opening stages of a campaign can be effectively planned - all other decisions happen according to the needs of the moment.

While not a direct correlation, businesses face similar challenges when planning and executing programs. Assumptions made during planning often require adaptation as economic or market conditions change during execution.

How adaptable is your organization?

Join with us for a tailored program to facilitate internal discussions that will prepare you and your organization to adapt to change, to understand leadership styles, and how strategic vision, innovation, and communication can assist you in meeting your objectives.

## THE STAFF RIDE CONCEPT

The leadership staff ride program can help you assess your company's readiness to adapt to change and provide you with lessons to assist your efforts.

A staff ride is more than a battlefield tour. The battlefield provides a illustrative experience, an intellectual vessel that an organization can use to understand how humans act in times of crisis; how adaptation to changing conditions is essential; and how leadership matters. The experience can also provide an emotionally neutral framework to discuss internal and external challenges facing the organization.

In central Pennsylvania, Gettysburg National Military Park provides a superb and accessible location to conduct a corporate staff ride. This battle changed the fortunes of both the Union and the Confederate Armies during the American Civil War. Our staff ride program will examine leadership from both the Union and the Confederate perspective during the months and weeks leading up to the battle and during the three days of decisive combat at Gettysburg.

Depending on the needs of the corporation, the process can begin several weeks before the event when each member of the team attending the event receives a read-ahead packet that includes a battlefield booklet with map boards to begin their own study of the battle.

Your program will be led MG (Ret) John Gronski and preeminent historians Professor Emerita Carol Reardon or COL (Ret) Tom Vossler. Over the past twenty years, they have adapted the staff ride for executive management and leadership development training.

The corporate staff ride draws on the popularity of experiential learning while exploiting the intensity of combat to dramatize decision-making under the most extreme circumstances.

### GETTYSBURG BATTLEFIELD

A Map showing the Location of every Monument, Marker and Tablet with approaching Roads and Avenues

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## THE VALUE

Takeaways from the staff ride that will help you and your team sharpen their skills to:

- To communicate effectively
- Motivate others to action
- Inspire vision and direction for the future
- Foster individual and team success
- Manage Risk
- Capitalize on momentum
- Lead by example
- Empower initiative at lowest levels
- Reduce chaos through sound management and leadership during crisis
- Enhance decision making under pressure
- Reduce hubris based on past success
- Create conditions for success

## THE PROGRAM

This character-based leadership program can be tailored to meet the needs of the group. If time is available, the staff ride can include a dinner and an overview of the campaign the evening before a full-day field program the second day. The staff ride can also be done as a one-day program. Both culminate with a post-program review that specifically focuses on the connections between the volatile circumstances of the battlefield and present day leadership challenges.

Elements associated with this ride include:

- Read-ahead packet including tailored Battlefield Booklet and selected maps delivered prior to ride
- Lodging and a reception, dinner, and briefing the night before the staff ride or following the staff ride
- World class staff ride facilitated by MG (Ret) John Gronski and Dr. Carol Reardon or COL (Ret) Tom Vossler.
- Lunch with partial After Action Review (AAR) on the battlefield
- Beverages & snacks throughout the day
- Transportation on the Battlefield
- All fees associated with the Gettysburg National Military Park

## We Can Tailor Programs To Your Needs

### Standard Programs

Evening plus One Day Leadership Program

Up to 15 attendees: \$20,000

Additional attendees at \$1,000 per person

One Day Leadership Program with Lunch

Up to 15 attendees: \$10,000

Additional attendees at \$600 per person

### Please Contact Us

Company Name: \_\_\_\_\_

Company Lead: \_\_\_\_\_

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MONUMENTAL GUIDE  
TO THE  
GETTYSBURG BATTLEFIELD

A Map showing the Location of every Monument, Marker and  
Tablet with approaching Roads and Avenues

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