



# IN *the* FOOTSTEPS of **LEADERS**®

*Real people. Real decisions. Real outcomes.*

Inspired by the actions of real-life decision makers at the Battle of Gettysburg, *In the Footsteps of Leaders*® places your team on the front lines of the historic battlefield for an immersive experience.

Together you'll walk the hallowed grounds while learning lessons of communication, strategic planning, team building, adaptability and decision making that will determine success or failure.

- Learn leadership lessons from a curriculum developed by battlefield historians, leadership development experts and business executives.
- Increase your ability to inspire, communicate accurately, address conflict and lead through challenging situations.
- Build and develop senior leadership skills.
- Meet specific organizational challenges and prepare for future opportunities.

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*Preparing Your Future. Preserving Our History.*

When you walk *In the Footsteps of Leaders*®, you provide your team with insights, skills and strategies to lead your organization into the future.

Your participation also supports the Gettysburg Foundation's mission to preserve, protect and promote the battlefield. As a non-profit organization, the Gettysburg Foundation donates proceeds from your program to the National Park Service for the preservation of the battlefield lands, buildings and artifacts and to further educational programming for the next generation of Americans.



## NEW FACILITIES *Historical Setting*

Your team will gain inspiration, motivation and a unique connection to history from its on-the-battlefield headquarters.

A fully-restored historic farmhouse on the George Spangler farm, Gettysburg Foundation's new Kinsley Leadership Center offers a contemporary, yet historic, experience at the site used as a field hospital and artillery staging ground during the battle.

In addition, the Gettysburg Foundation provides private, after-hours access to the Gettysburg National Military Park Museum & Visitor Center, the iconic Battle of Gettysburg Cyclorama painting and the renowned Gettysburg Museum of the American Civil War. You may also choose to further inspire your team with a private reception or dining opportunities at historic locations on the battlefield such as the Sherfy House or Dwight Eisenhower's farm.



### Experienced Staff

As you travel *In the Footsteps of Leaders*®, our experienced team of historians and facilitators will guide and connect you to the leadership lessons learned from the battle.

With help from our expert staff, you'll engage in simulations, experiential activities and case studies from the battle in areas of communication, influence, management and disruptive technology.

You'll conclude your campaign with an assessment of your own self-awareness and how your skills, strengths and weaknesses compare to the legendary leaders at Gettysburg.

While you're here, our dedicated support staff will coordinate all logistics so that your team can direct its focus on the campaign.

As we debriefed as a team on the way home, we reflected on what each of us got from the *'In the Footsteps'* program. It's not an understatement to say that it is life changing.

*Dan Bane*, Chairman & CEO, Trader Joe's



### Training Leaders

At Gettysburg, leadership decisions resulted in dramatic shifts and turns during the battle.

Today, businesses face similar challenges.

Below is just a sample of the many companies, organizations and schools that have met these challenges, identified solutions and developed sustainable action plans after walking *In the Footsteps of Leaders*®.



- The Boeing Company
- Carnegie Mellon University's Heinz College of Information Systems & Public Policy
- Chick-fil-A
- Crayola
- Gannett Fleming
- The Hershey Company
- Lockheed Martin
- Sherwin Williams
- Trader Joe's
- University of Maryland's Robert H. Smith School of Business
- U.S. Chamber of Commerce
- White House Military Office



The most prized attribute for any executive is leadership.

Leaders impart vision, set the agenda and inspire. And most successful leaders are not 'born,' they are made. The *'In the Footsteps of Leaders'* experience is an ideal program to help 'make' leaders. In every case, feedback from participants clearly indicated that their exposure to the Gettysburg battlefield—through the lens of leadership—was one of the best development opportunities they have ever encountered.

*Lt. Gen. (Ret.) Dan Christman*

Fmr. Superintendent, U.S. Military Academy and Sr. Counselor for International Affairs, U.S. Chamber of Commerce