Making a Difference – Lessons of Leadership from the Battle of Gettysburg

Your organization needs leaders. You need to identify and develop those leaders. You need a training experience that grabs their attention, stirs their emotions, and tells real-life stories to inspire them. “Making a Difference – Lessons of Leadership from the Battle of Gettysburg” fills that need.

It is a deeply moving experience to stand upon the battlefield of Gettysburg, to hear the stories of the leaders who struggled there, and to see this critical event through the eyes of those leaders. This learning opportunity gives your people this deeply moving experience.

We can learn much by studying the people who led our nation in times of crisis. In July of 1863, America faced a turning point in its history. The very existence of our country was in question. Our eventual fate as American citizens was determined by the actions of those persons who led 160,000 Americans during the costliest, most decisive struggle in our nation’s history. At Gettysburg, many ordinary people like ourselves were forced to look inward to find the leadership qualities that their organizations needed. They found the courage to lead. Your people can also find that courage.

The person who developed this learning opportunity, John Baniszewski, served the federal government for over 33 years in a number of leadership positions. As a Licensed Battlefield Guide certified by the National Park Service, he has inspired thousands of people with whom he has shared the stories of this hallowed battleground.

“Making a Difference” is a fascinating and flexible training opportunity that you can tailor to your needs and budget. Several different versions are available:

- A highly-interactive program conducted at your facility that illustrates many of the leadership lessons from the Battle of Gettysburg, using group exercises, graphics, video, and lecture.
- A one-day visit to the battlefield, where you stand in the footsteps of the leaders who struggled there and see the battle through their eyes.
- A day-and-a-half session held both at your facility and at the battlefield, which combines the interactive presentation and the battlefield tour.
- An extended program that augments the day-and-a-half session with group discussion of a set of case studies.

This is a unique and compelling leadership learning experience. In the words of one past attendee, “Do not miss this opportunity!”

For additional information, contact John Baniszewski at 410-842-3692 or by Email at John@HistoryAndLeadership.com.
Program Options to Match Your Needs

"Tell me and I may forget. Show me and I may remember. Involve me and I will understand." - Chinese proverb

The Battlefield Programs - These are deeply moving experiences that center around a visit to the Gettysburg National Military Park, where participants hear the stories of leadership upon the very same hallowed ground upon which they occurred. There are three options available:

- **The Full Battlefield Program**, which is spread over two days. It includes:
  - A half-day interactive session at your facility that addresses the value of history as a tool for studying leadership, and introduces participants to the leadership lessons that can be learned from the Battle of Gettysburg. Duration is 2 ½ to 3 ½ hours.
  - A full day at the Gettysburg National Military Park in which participants tour the battlefield and see the battle through the eyes of twelve of the leaders who struggled there. Duration is 6 hours (which includes a one-hour lunch break), plus travel time to and from Gettysburg.

- **The Extended Battlefield Program**, which is spread over three days. The first two sessions are identical to those of the Full Program. These are followed the next day by a session at your facility (3 to 4 hours duration) to discuss the lessons learned the days before and the application of them to real life.

- **The One-Day Battlefield Program** is conducted in a single day at the Gettysburg National Military Park. The content is similar to that of the Full Battlefield Program, but with less detail and advance preparation. Duration is 6 hours (which includes a one-hour lunch break), plus travel time to and from Gettysburg.

The On-Site Programs - If a visit to Gettysburg is not possible, this program allows you to hear these dramatic stories of leadership at your own facility. It is a highly interactive session in which participants study the leaders at Gettysburg. It utilizes graphics, battlefield maps, case studies, photos, and biographies to help participants to visualize the battle, and thought-provoking questions to ensure active participation. It is available as:

- A full-day program that immerses participants in this history-changing event and provides them with a comprehensive look at the leadership lessons of Gettysburg.
- A half-day program that focuses on a dozen leaders of the two opposing armies, leaders from all levels of the organization, to illustrate key lessons of leadership.
- A “lunch and learn” program (app. one hour) centered around case studies based on real people and events, which focuses on the critical topic of how to choose leaders, and how to identify candidates for future leadership positions.

The programs and case studies are led by John Baniszewski, a Licensed Battlefield Guide at the Gettysburg National Military Park. He has over thirty-three years of public service experience with the Department of Defense and the National Aeronautics and Space Administration.
Mr. Baniszewski uses many visual aids and props to help attendees visualize and better understand the battle. Here on the hill Little Round Top, he tells the story of an incompetent and arrogant general who disobeyed orders, and almost brought disaster upon the Northern Army.

In this photo, Mr. Baniszewski trains a group of attendees how to work together as a Civil War combat team, and has them reenact portions of the battle, to illustrate the challenges of leadership under combat conditions.

The failure of Civil War leaders to adapt to changing technology resulted in many needless deaths, and led to numerous disasters. Here he shows a group of attendees how to use the weapons technology of 1863, and discusses how that technology drove their leaders to adopt the tactics they used.

A Civil War soldier once said “On great fields, something stays”. Attendees stand upon the very same ground as the leaders that they study, and see the battlefield through the eyes of those who led here a century and a half ago. This photo is taken from the hill Little Round Top, which offers an incredible vista of the Gettysburg National Military Park.
What will you learn?

In July of 1863, at a tiny, rural town in southern Pennsylvania, 160,000 Americans engaged in the most terrible struggle in the annals of our country. Among those Americans were thousands of leaders, good and bad, whose decisions resulted in life or death and changed the course of history.

This learning opportunity introduces you to some of these leaders. You will walk in their footsteps, see with your own eyes what they saw, learn of the decisions they made and the reasons they made them. You will understand the dramatic consequences of their decisions.

Professor Carol Reardon observed that as Americans “We demand much of our past. The most enduring moments that claim places in American public memory possess the ability to bridge the past and present”. Here is a chance for you to walk over that bridge.

What will you learn? You will come away with a better appreciation that:

- We can learn much from the study of history. The lessons learned by our ancestors are as relevant today as they were over a century ago.

- The leaders that preceded us were human beings like ourselves, people with the same challenges, fears, uncertainties, and human frailties, people who often lacked experience and formal training.

- The leaders that preceded us were, like ourselves, often thrown into situations in which there was not enough time, not enough information, or not enough resources to do the job. They were nevertheless expected to make quick decisions that impacted people’s lives and determined the fate of their nation.

- Leadership does not come only from the top of the organization. Leaders come from all levels, and from a diversity of people.

- Most importantly, leaders make a difference. In July of 1863, one army won a history-altering struggle because of the quality of its leaders. You are a leader in your own organization. You can make a difference.

At the end of this session, you discuss how the problems faced by those leaders compare to the problems you face today. You analyze the decisions made by those leaders, knowing the consequences of their decisions. You compare their decisions to those you yourself may have to make in similar situations.

George Santayana once said, “Those who do not remember the past are condemned to repeat it”. You will understand what he meant.
What do past attendees say about the experience?

I found the tour of Gettysburg to be a mesmerizing experience. I found myself swept away by the vivid details of the tour and I was truly able to feel the presence of the leaders described. The specific details presented surrounding the situations faced by these leaders, along with the fact that the lives of thousands of men lay in their hands, was a powerful image to behold. - Brendan P. Hourigan, U.S. Department of the Treasury

Mr. Baniszewski’s ability to present the events that occurred at Gettysburg was exceptional. His ability to weave the sequence of events over those days in with his knowledge of the leaders on both sides was wonderful. John also incorporated a sense of what the men at the battle had to endure. - Chris John, Federal Energy Regulatory Commission

Mr. Baniszewski’s Program is a marvelous combination of history, topography and leadership. The Battle of Gettysburg and the Gettysburg Battlefield is an excellent venue for studying leadership styles/methods in the past and with reflection in the present. His use of history to illustrate leadership styles, both good and bad, and their relevance to today is masterful. I would not miss this outstanding opportunity! Kevin Miller – National Aeronautics & Space Administration

The tour was great. I found it to be very useful from a leadership perspective. I viewed it as a few days in the life of a business, especially if you replace military words with corporate - General with CEO, captain with program manager, and soldier with employee. - Kenneth Karkula, USDA- Forest Service

Mr. Baniszewski’s work was, in a word, exceptional—in its impact, in his insights, and in the leadership learning that the Fellows took away. The assessment we did afterward showed that this day in Gettysburg was for many the single most impactful thing that has occurred for them in the entire program. The reason is not simply because John is a true expert on the history of the battle, but that he understands so well how to translate the metaphor of this crucial moment in our times to lessons for public service leaders today. He understands what it takes to lead from the middle or to lead from the top and what the challenges are that we all need to face up to in preparation for times of urgent decisions and courageous action. - Ray Blunt, Senior Coach, Council for Excellence in Government

The day was wonderful. John is a marvel. If you get a chance to go, I highly recommend it. John made the battle come alive, and helped me understand and feel what went on at Gettysburg. He asked lots of thought provoking questions aimed at both leaders and followers. Some of the leaders at Gettysburg faced incredibly difficult choices. I cannot say enough good things about the experience. The presentation was moving, enlightening and entertaining. Joan Ebzery, Environmental Protection Agency

Mr. Baniszewski’s narrative puts you in the battle. I was sure I could see Rebel soldiers advancing through the mist-shrouded trees. I gained a new perspective on leadership...action makes leaders, titles don't. - Kathleen McGee, Health Resources and Services Administration

The tour of Gettysburg led by John Baniszewski was perhaps the singular event of my year-long fellowship. John’s incredibly in-depth knowledge of seemingly every aspect of the battle and its players was awesome. I felt that I was there at the battle, taking the perspective of whatever key figure John chose to describe. From a historical perspective, I learned more that day than in an entire course of American History. From a leadership perspective, I came to appreciate more fully the life and death decisions that had to be made, as well as the astounding intelligence and bravery of the well-known and some of the lesser-known players. Do not miss this opportunity! - Howard Cantor, Environmental Protection Agency
References

The above persons have agreed to provide references concerning the Program.

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Fees

Fees are affected by the number of participants, the location of the program, the extent to which the material is customized for your specific needs, and the amount of assistance provided for logistics. The basic fee includes the speaker fee and tour guide service, plus an electronic version of the course material. It does not include logistics costs.

For the convenience of federal government agencies, the program is available below the credit card purchase threshold established in Part 13 of the Federal Acquisition Regulation FAR). Please contact Mr. Baniszewski, who will assist you in developing a program that meets your needs and fits your budget. He can be reached at 410-842-3692. His email address is John@HistoryAndLeadership.com, and his web site is at www.HistoryAndLeadership.com.