

# APEX PERFORMANCE LEADERSHIP EXPERIENCE AT GETTYSBURG

The APEX Leadership Experiences provide a unique opportunity for participants to learn vital lessons of leadership and exceptional performance through the process of metaphorical learning. This unique experience forces you to rethink your preconceived notions of leadership and human nature. Learn first-hand the mental and emotional aspects of what senior executive teams have found so compelling about the knowledge, and insights gained from this experience. You and your team will learn:

- What happens when strategy and reality clash
- How leaders adjust or fail to do so in a very fluid and ever-changing situation
- Decision-making with limited or no information
- The lessons of failed communications
- The power of personal leader initiative in critical moments
- Character as the bedrock of leadership
- The criticality of understanding the vision and strategic intent

As the philosopher Alfred Korzybski one said, “The map is not the territory.” Only by walking the ground and standing where these leaders stood can you truly understand the critical leadership decisions that had to be made. Through the stories of key individual leaders, from privates to Generals, you will learn practical and valuable lessons about critical leader actions, the importance of timely and effective communication and coordination, teamwork and teambuilding, ability to visualize the situation, and persevering against all odds.

The experience offers more than mere knowledge that is gained from books. It offers the opportunity to see and feel what leaders faced in those critical moments. The APEX team of historians and leader-facilitators capture the leadership moments with stories, metaphors and analogies, bringing to life the strategic and tactical lessons to be learned. Armed with new knowledge and insights, executives depart from the experience better prepared to enhance their own leadership effectiveness and development.

## Gettysburg Experience Overview



**APEX LEADERSHIP EXPERIENCE  
AT GETTYSBURG**

The APEX Leadership Experience at Gettysburg is not about guns and ammo. It is about human nature and the leadership that was displayed at the highest and lowest levels of the two Armies. It is about the direct and indirect impact of leadership on the planning, preparation and execution of a strategic end. It is about strengths and weaknesses, mental and emotional, at the individual leader level.



Antrim 1844 Country House Hotel

The experience begins with dinner and a strategic overview at the historic Antrim Country House. The Antrim House served as a temporary headquarters for the Union Army's General George Meade on July 1, 1863. The next morning you explore the battlefield by foot enabling the broadest possible coverage of key places and events such as McPherson's Ridge, Seminary Ridge, Culp's Hill, the Peach Orchard, Little Round Top and Cemetery Ridge. In the evening, there is an After Action Review and discussion of the lessons learned.

With our leader-facilitators help, the second day is spent applying these lessons to specific issues and challenges identified by the group in advance of their arrival at Gettysburg. This event includes two night's stay at the historic Antrim House, two six-course meals at their 4 star award-winning restaurant and full breakfast both mornings. Also included are complete facilitation of the Leadership experience, materials and literature, and all costs of the staff.



Battle of Gettysburg

## What Participants Say

"Lives may not be lost in business," says Sorensen, "but the lessons [of war] are really relevant." He says the post-tour workshop that applied those lessons to Hillenbrand resulted in organizational changes. "It was a very powerful experience." So powerful that he went back last month, this time with his senior finance team.

*Hillenbrand Industries Inc. CFO Scott K. Sorensen, as told to CFO Magazine May 2003.*



Pickett's Charge

"This session was a huge success. Without exception, every senior leader, including the CEO, said that it was the single best learning experience in their entire career---these are 20+ year execs. The Battle of Gettysburg had more lessons of leadership than you could possibly focus on in a single session.

This experience accomplished exactly what I hoped it would do. This was both an intellectual and an emotional learning experience---it truly went to the heart of leadership. The executives think and act differently because of what they learned and experienced in those three days. How do I know that? They've told me so, other leaders say they see it, and I've seen them in action. They have a common experience and language that has become part of how they run their businesses. They're functioning more like a leadership team, than individual leaders.

This is everything you hope for in a leadership experience, but rarely achieve. This is best practice, at its very best."

*Chief Learning Officer at MBIA, Armonk, NY*

"A battle is an ideal metaphor for corporate decision- making," said Michael F. Croxson, the president of the Amerix Corporation, a debt-management service provider in Columbia, Md., who has gone through the program twice. "When you are presented with the facts and the physical layout, you get to see how what seems to be the case isn't really the case," he said. "Little changes in environment and terrain can make tremendous differences."

*"Management Lessons of the Blue and Gray", NY TIMES - March 30, 2003*

## Gettysburg Leaders



(R to L) Robert E. Lee, Joshua Chamberlain, George Pickett, George Meade, James Longstreet, John Buford

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