WASHINGTON LEADERSHIP PROGRAM:

DELAWARE CROSSING AND BATTLES OF TRENTON & PRINCETON

THE BACKGROUND:

On Christmas Day 1776, General George Washington led a rag-tag group of freezing, half-starved American soldiers on a daring night crossing of the Delaware River to attack a regiment of Hessians soldiers at Trenton, N.J. Using the elements of surprise and speed, it was an audacious plan that had dire consequences; if it failed the American Revolution would likely be over. Washington's attack at Trenton led to subsequent battles over the British within 10 brief days. The victories turned the tide of the war in favor of the Americans and forever changed the face of world history.

THE NEED:

No matter the industry, organizations of all sizes need to be flexible, adaptable and courageous in today's highly competitive business environment. At the same time, these competitive pressures require organizations to have a crystal clear focus of their vision, and employees that are truly committed to the cause.

THE BENEFITS:

The George Washington Leadership Program is a compelling platform that can help organizations focus in on critical business and leadership elements such as: flexibility, adaptability, clarity of mission, effective communication, employee engagement and the importance of team diversity and making courageous decisions. Individuals will learn new communication and leadership concepts that can further benefit their existing skill sets.

THE DELIVERY:

The Washington Leadership Program is a highly interactive, onsite, one-day experience. Organizations can customize the program to suit a variety of needs. It can be used in conjunction with employee training, strategic planning, a sales meeting or a customer event.

THE MATERIALS:

A Strategic Overview that sets the historical context for the experience is provided to all participants. Case studies on individual leaders and situations are also provided as a means for rich discussion at each stop on the tour. The full day's agenda with each stop and business discussion points can be provided upon request.

WHO SHOULD ATTEND:

As a fully customizable program, organizations can tailor the experience to virtually any group, team or set of individuals, regardless of their title, role or experience. However, with its focus on leadership, the program is most applicable for executives looking to integrate the experience with their organization's mission and vision. Managers and rising leaders will also benefit from the program.

PRESENTER:

Matt Spaulding is a 22-year veteran of the communications industry. He is the president of Spaulding Communications, a strategic communications firm he founded in 2002. He is also an instructor of business communication at Georgia State University and a former consulting fellow to a premier leadership training company. A frequent presenter and author on communication and leadership topics, Spaulding has worked with *Fortune* 500 companies and brands such as ConAgra, Honeywell and Johnson & Johnson. Drawing on his expertise as a thought-catalyst for leadership communication, Spaulding and his clients have appeared in media outlets ranging from *The Wall Street Journal* and *USA Today* to the *Los Angeles Times*. Spaulding holds degrees from Western Michigan University and Mercer University and has completed post-graduate business leadership studies through the University of Notre Dame's Mendoza College of Business. He has also completed course work in Yale University's open course, "The American Revolution."

FOR MORE INFORMATION OR TO SCHEDULE A SESSION, CONTACT MATT SPAULDING AT 404-270-1010 OR MATTS@SPAULDINGCOMMUNICATIONS.COM

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