

What does it take?



Your Finest Hour: Leadership Lessons From the Apollo Space Program

What does it take to turn tragedy to triumph? How do you turn your worst day into your best? For the people of NASA, President Kennedy's challenge in 1961 to put a man on the moon "before this decade is out" would test their minds, their hearts, and their nerves like never before. Achieving this goal would require incredible discipline, courage, knowledge, and resourcefulness. But in the unforgiving realm of space, disaster could strike quickly. The difference between success and failure would be measured in a fraction of a second.

What was once thought to be impossible became mankind's greatest achievement. The essential element of that achievement was leadership. NASA's leaders prepared their teams to take on any challenge. Their stories are amazing, the lessons are timeless.

Our own challenges aren't all that different. Our wins and losses are often separated by the slightest margin. The difference is leadership. Are you prepared for the inevitable obstacles you will encounter? Will you and your team be at their best when nothing short of your best will suffice? Come find out what it takes to be ready when your hour comes.

What others are saying:

"I liked how you can take leadership principles from "rocket science" and apply them to our world"

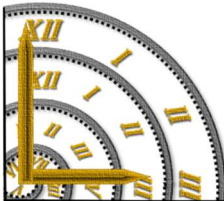
-R. Martin, NW Natural

"Mr. Maddox kept us engaged and his topic was very interesting. He makes us think about things we haven't necessarily thought of before"

-A. Foster, Owensboro Municipal Utilities

"I liked the history behind the missions, showing different leadership styles and how they were used to get a man to the moon"

-D. DeCluett, FirstEnergy



The Enduring Leadership Project

Leadership Always Matters

www.enduringleadership.net