

FINDING THE STRENGTH TO ENDURE

BRAD COOPER
JERRY SCHEMSEL

GODSPEED

THE RACE ACROSS AMERICA

GUIDE TO LEADERSHIP

THE GODSPEED GUIDE TO LEADERSHIP

There are a range of leadership styles, with benefits and drawbacks to each. The following questions and 7 Leadership Styles described below provide food for thought and discussion as you and your team consider the various styles demonstrated throughout the **GODSPEED** film.

- **Where do you see yourself and/or your team members among these various styles?**
- **Where have you seen each play an important role over the past year or quarter?**
- **What styles are missing from among your team and need to be developed?**
- **Which style is critical right now, based on the challenges you/your team or organization are facing today?**
- **If you were building your own RAAM team (forget cycling ability for this exercise), who in your organization would fill each of the leadership roles described below?**



VISIONARY LEADERSHIP

Even before the film begins, Jerry demonstrates visionary leadership, seeing possibility where none previously existed. He first rallies a partner and then a team to join him in what appears initially to be an impossible pursuit and gets them to the starting line.

DECISIVE LEADERSHIP

The team went in with a specific plan for the riding shifts. However, on the very first day, temperatures hit 120 degrees and Clay (the Crew Chief) stepped in and changed the plan. There wasn't a discussion or a vote - there was a change in strategy implemented from the person in charge and it had an immensely positive impact on the outcomes.

CREATIVE LEADERSHIP

There are multiple examples of this style demonstrated in the film, as individuals who may not have been in official leadership roles stepped forward and used their creativity to temporarily lead the way when such leadership was greatly needed. Two of the most notable examples occurred when the film crew stepped up to solve the “lost wheel” disaster and then when Jerome comes up with the timely (and impactful) idea to find a laundromat and dry Jerry’s rain-drenched cycling kit.

SERVANT LEADERSHIP

This is seen frequently throughout the film, most notably among the crew members who sacrificed just about everything (sleep, food, comfort, etc) to get the team to the finish line. They were willing to put others first – every single time. This eliminated conflict, elevated those around them, and kept the team functioning as one throughout the race.

AFFILIATIVE LEADERSHIP

While viewers only get a brief glimpse of this in the film, this style was another key to the success of the team. Those individuals with the Affiliative leadership style brought the team together and kept everyone working as a single unit throughout. Somewhat behind the scenes in the film, camaraderie was built through the purposeful planning of team barbecues, lunch planning meetings and other team-building events that continued throughout (and even after the conclusion of) the race.

GET ON MY BACK LEADERSHIP

Sometimes things look bleak and the team is ready to throw in the towel. It’s during those times when this temporary leadership style can bring the team through the darkness to the other side. The film presents this well, as never-ending rain, hills, lack of sleep, slowing pace brings progress to a discouraging halt. It’s at this moment when Brad responds “No – we can do this – even if I have to ride the entire final 100 miles myself.” They move forward and soon everything is back on track, the sun comes out, and the finish line comes into view.

CELEBRATORY LEADERSHIP

Leadership often focuses on the trenches, the tough stuff, the push. However, whether work or life, celebrations play a key role. In Godspeed, you’ll see multiple purposeful celebrations (starting line, riding into Colorado, finally catching and passing a competing team and crossing the finish line). Opportunities for celebration are all around us, but it takes a leader to recognize and bring them to the forefront. Doing so helps break up the grind, buoys the team, and builds momentum for the future.