

JAMESTOWN

VISION, VALUES, AND MISSIONS IN THE FOUNDING OF AMERICA

In May 1607, after an open ocean voyage of four months, one hundred Englishmen selected a 1,600-acre island for their settlement site and named it Jamestown. Over the ensuing three generations, the settlers and those who followed them experience tragedy and triumph in the first permanent English settlement in what would eventually become the United States. The compelling story of the first generations of settlers in America offers a unique and powerful way to consider how good leadership helped, and poor leadership hindered, the beginnings of our nation.

We begin by examining why the settlers came to America and who they were as a way of considering **vision, values, and missions**. The poor alignment of these three areas proved problematic for the early settlers, and their cautionary tale offers modern leaders insight into thinking about the interrelation of vision, values, and missions. Our viewing of the 1607 fort and the settlers' early attempts to protect themselves offers a unique way to consider **risk management**.



The story of John Smith and his effective but empathy-devoid leadership provides a window into the all-important topics of **leading people** and **leading change**. The role of Pocahontas – the real figure, not Disney's made up character – suggests the importance of **cultural intermediaries**. The relations between the

settlers and the natives – sometimes good and often poor – prompts a consideration of the factors one must consider when seeking to **build coalitions**.

After nearly a decade of failing to show any **business acumen**, Jamestown's settlers discovered that tobacco would grow in Virginia and began exporting the fabulously valuable crop. That crop, however, demanded large amounts of land and labor, putting the colony into conflict with the natives and the indentured servants. Our story concludes with Bacon's Rebellion in 1676, a moment that set the colony on an entirely new path towards economic prosperity while weaving slavery into its very fabric.

As a concluding exercise participants reflect upon the stories they have heard and leadership models they have seen and to think about their **leadership** and how they can perform more effectively in their daily job.

