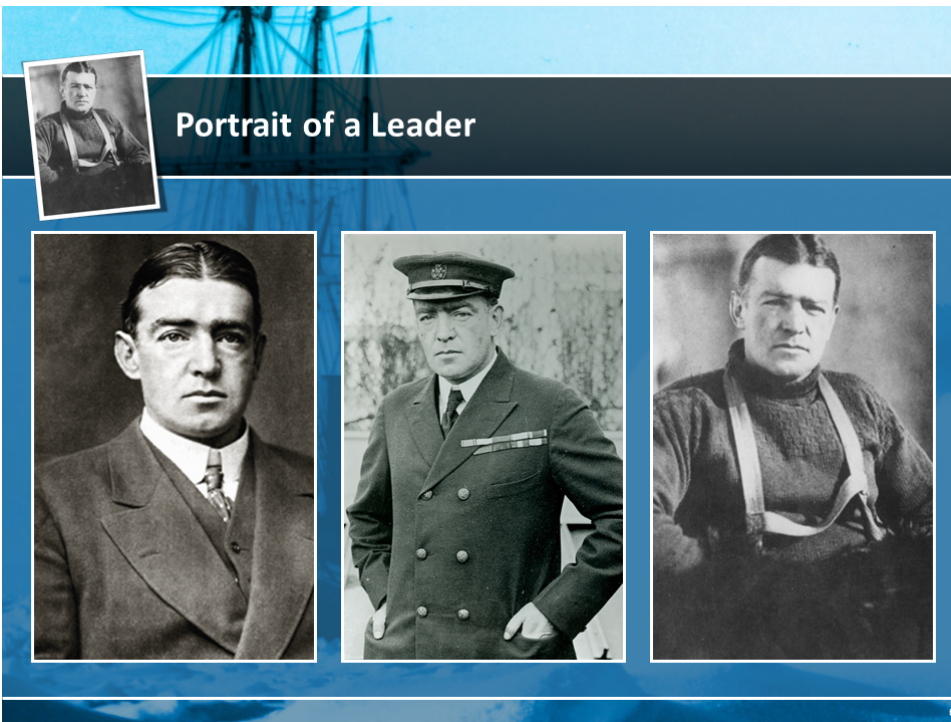


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- Hello everyone. Thank you for watching.
- I'd like to tell you about an extraordinary expedition, and the amazing man who led it. The expedition was called the "Imperial Trans-Antarctic Expedition" and was the last major expedition of the Heroic Age of Antarctic Exploration. The man who led it was Sir Ernest Shackleton.
- You can watch a short documentary about him right here on my site, but in this video I want to share with you some of the lessons I learned from my studies of Shackleton and his expedition.
- He is an inspirational character, and I've been a fan since I first read his story because it mirrored some things that happened to me. You see, when I was young, I was diagnosed with a life-threatening disease. Doctors and nurses worked hard to save me, and thankfully I survived. But that close call transformed my view on life and how to live it, forever.
- Shackleton's story – and mine – share a common thread. That SURVIVING ADVERSITY CHANGES HOW YOU LIVE YOUR LIFE. It puts things into perspective and drives home an important lesson: things rarely go perfectly, but we are all capable of dealing with difficulties in a positive way.
- From time to time, all of us face disappointment, or receive bad news. Let's all think for a moment about how that made us feel... It can make you upset, frustrated, and want to give up. But for some people – like Sir Ernest Shackleton – it lights a fire to stand up and try harder to do your best to make things better; for yourself and for everyone around you.

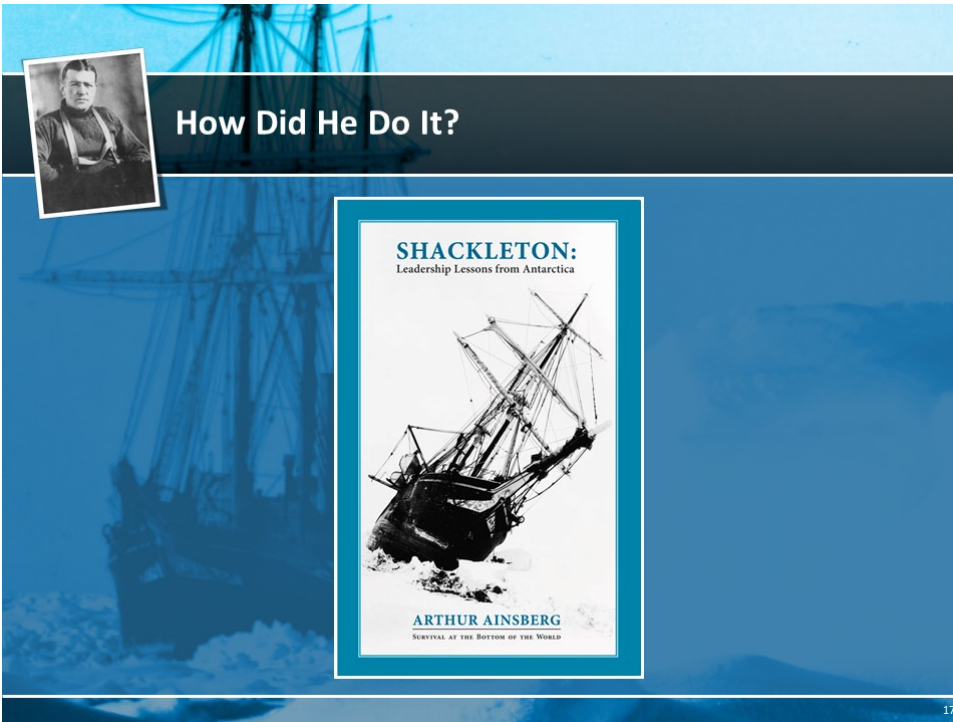
- That's why when I talk about Shackleton I'm really talking about leadership – because his story is not just about survival. It's about how you survive. IT'S ABOUT WHAT YOU DO AND HOW YOU AFFECT OTHERS.
- Today we are going to learn a bit about how to be courageous leaders, make a difference and find the strength to reach our goals even in the face of adversity – like Shackleton.
- CHANGE SLIDE



- Sir Ernest Shackleton was born in 1874 in Kilkea, Ireland. As a young man he joined the Merchant Marines, and steadily progressed until he was proficient enough to serve as captain for any ship in the service.
- In 1901 he became a junior officer on Robert F. Scott's Discovery Antarctic expedition to reach the South Pole. Although the Discovery never reached the South Pole, the expedition launched Shackleton's career.
- In 1907 he led his own expedition aboard a ship called the Nimrod, where his team were the first to reach the magnetic South Pole. For this and other achievements on the expedition, he was knighted by King Edward VII.
- He could've stopped there, but Shackleton was truly obsessed with Antarctica. Accordingly, he put into motion what would become the last great expedition of the age of exploration. Shackleton would attempt to cross Antarctica on foot – a feat that had never been attempted. His ship was called Endurance, and the expedition was launched in August 1914 on the eve of WWI.
- The expedition could be seen as one of failure or disappointment – but has come to be seen as the greatest story of leadership ever achieved.
- How did Shackleton keep his team alive, healthy, and in good spirits – despite all the hardships and disappointments they faced?
- The answer is, of course, that Shackleton did a lot of things brilliantly – many of them were based on his instincts, part of his personality – but if you look deeper, you can see some essential aspects that helped him and his team to survive and thrive. These are the basis for my lessons in leadership, which I hope will help you

to find success – EVEN WHEN LIFE PRESENTS YOU WITH DIFFICULTIES AND CHALLENGES.

- CHANGE SLIDE



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- I have seven leadership lessons for you today that we'll go through in a moment.
- But before we dig in, I'd like you to think of one area of your life where you think you can be a leader, or where you might need to deal with a challenge or even face a setback. This could be something like helping your family with chores, organizing a food drive to help your community, or starting an online study group to get ready for college exams.
- [Keep those ideas in mind as you watch this video, so you can think about how to apply these leadership lessons to reach your goals.](#)
- **CHANGE SLIDE**



The slide features a dark blue header with the title "Endurance Statistics" in white. To the left of the title is a small, tilted black and white portrait of a man. Below the header, the slide is divided into six light blue rectangular boxes with white text, arranged in a 3x2 grid. The background of the slide is a blue-tinted image of a ship's mast and rigging.

17 Month Expedition	New Goal: Get Home Safely
Goal: Cross Antarctica On Foot	Many Plans And Attempts At Rescue
Trapped For 10 Months	Entire Crew Returned Home Safely

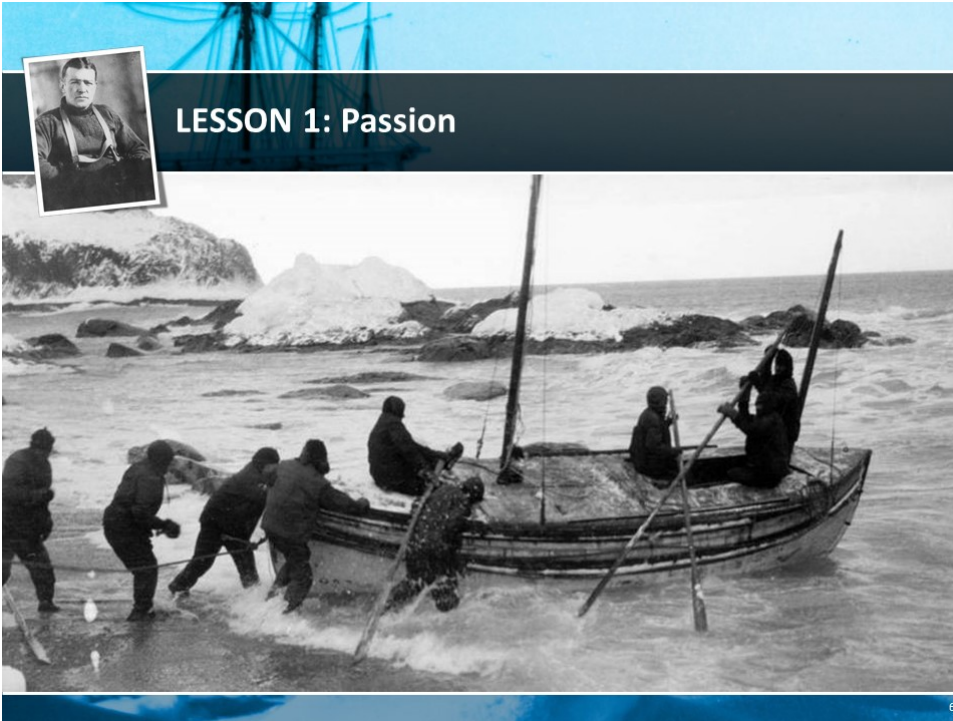
- First I want to give you a brief recap of the main events of his mission:
 - Endurance launched in 1914 on a 17-month expedition.
 - The original goal was to cross Antarctica on foot.
 - They were trapped in ice from January 24, 1915 until October 29, 1915, when they abandoned ship.
 - Their new goal was to return home safely.
 - They devised several different plans to return to civilization; but eventually had to separate into groups: the large group sheltering in place, and the smaller group (including Shackleton) sailing off to get help.
 - 27 months later, all men returned safely home – not a man was lost.
- **CHANGE SLIDE**

7 Leadership Lessons

- 1 Passion
- 2 Chain-of-Command
- 3 Teamwork
- 4 Respect
- 5 Adapt
- 6 Criticism
- 7 Communication

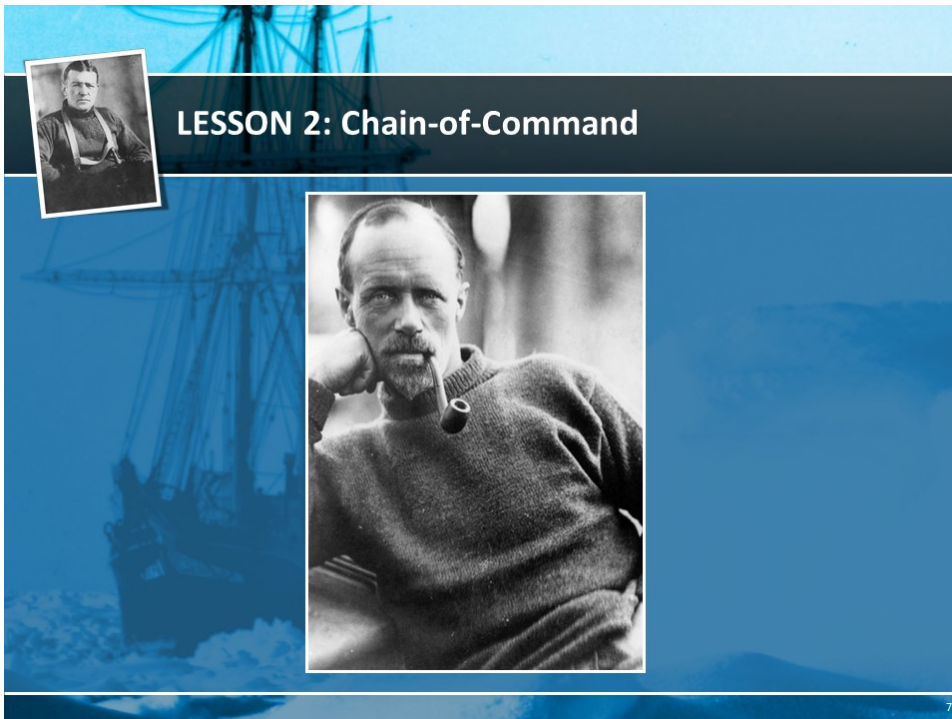
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- So, what are the leadership lessons? Well, they can be summarized in seven simple terms:
 1. Passion
 2. Chain-of-Command
 3. Teamwork
 4. Respect
 5. Adapt
 6. Criticism
 7. and Communication
- Let's take a closer look at each of them.
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LESSON 1: PASSION



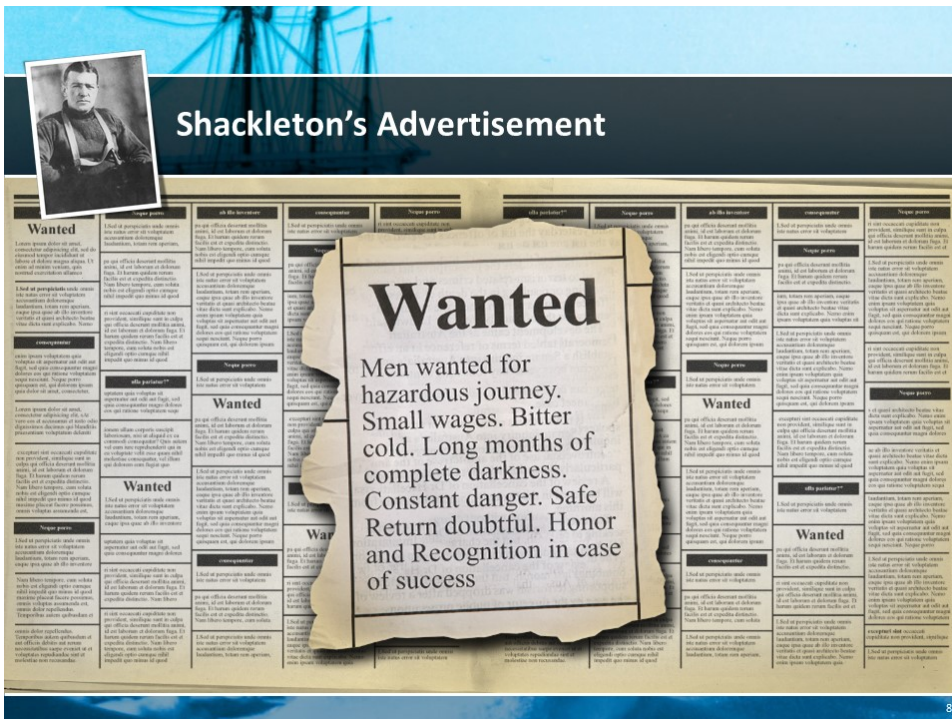
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- Shackleton had two goals. The first was to cross Antarctica by foot. It was clear and ambitious – two key elements of a good goal. But clarity and ambition are not the same as passion – which is what Shackleton felt about the second goal he set for himself after they had to abandon their ship: Get... Everyone... Home... Alive.
- This wasn't just a goal. It was a bone-deep responsibility, a compulsion. It was so important that it kept Shackleton focused at all times. It actually helped him make decisions because he could use it as a measure for everything he did.
- That's how you should feel about things you want to achieve; you need to want them so bad it hurts!
- Why? Because worthwhile goals should be PERSONAL. They should be so important that you don't want to give up – even when things get hard, or you meet with setbacks.
- **CHANGE SLIDE**

LESSON 2: CHAIN-OF-COMMAND



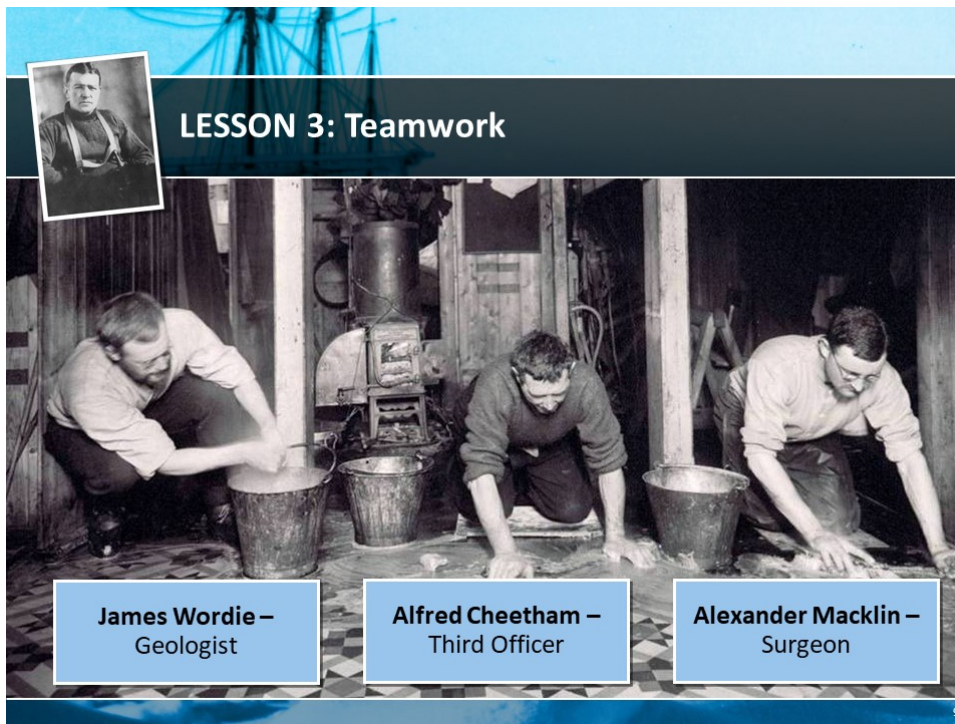
LESSON 2: Chain-of-Command

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- This is really all about ego. It's fine to want to be the best, but remember... no one succeeds alone. Coaches have assistants, Singers have agents – even the President has the Vice-President. WHY? Because EVERYONE needs a little backup sometimes.
- Shackleton did have a big ego, but he was able to control it; because he knew that given the risks of his mission his #2 might need to take over – either temporarily or permanently. Fortunately, he already knew the perfect person... Frank Wild.
- He'd been with Wild aboard the Discovery in 1901 and had put him in charge of stores on the Nimrod in 1907. So, Shackleton knew Wild had street cred – or should I say, ice cred – and had as much managerial talent as Shackleton.
- Shackleton's choice of a strong No. 2 proved crucial. As you saw in the film, Wild took charge of 22 men on Elephant Island while Shackleton went to find help. Those people surely wouldn't have survived without a good leader. Keeping those men safe was Wild's success; but having Wild there – and keeping his own ego in the back seat – was Shackleton's genius.
- **CHANGE SLIDE**



- For Lesson No. 3, I'd like you to imagine that I am interviewing someone for a job. See if you can guess what their job will be from hearing the questions:
- Are your teeth good? Do you have a good temper? And... Can you sing? Oh, I don't mean anything fancy: but can you carry a tune?
- So, what position was Shackleton trying to fill? These are the exact questions that Shackleton asked Reginald James, the ship's physicist.
- My favorite part of this interview is the question that Shackleton asked almost all candidates: CAN YOU SING? Often he even asked for a demonstration. Can you imagine being asked to sing while interviewing for a job, or trying out for a team?
- Shackleton wasn't looking for good voices, of course. He was looking for a cheerful temperament and team spirit – qualities he felt were just as important as skills and expertise.
- **CHANGE SLIDE**

WHICH IS WHY LESSON 3 IS: TEAMWORK



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- Shackleton placed such emphasis on building a good team because he knew he'd need 100% from everyone on his voyage; he didn't have room for selfish people, or those that thought they were too good to help out.
- He asked everyone – even the scientists and the doctor – to take their turn at the wheel, work in the galley, and scrub the decks.
- I don't want to pretend that he didn't carefully examine everyone's expertise – of course he did. But I'm emphasizing the peculiar attention he paid to his crew's dispositions because I think that gets overlooked today; and I don't want you to fall into this trap.
- Reaching your goal is easier when your team works together, when everyone feels included and knows what is expected of them. So, remember – good leaders look for more than just resumes – they look for people who want to be part of the team.
- **CHANGE SLIDE**

LESSON 4: RESPECT



- An important aspect of Shackleton's leadership was his ability to get the best from his crew. Even though their situation was difficult, he did a lot to ensure that it was optimal – as good as it could be.
- One way he did this was to respect the dignity of each member of his crew. He understood everyone had strengths and weaknesses and he accepted them for both.
 - This helped him fix a troublesome trait in one of his crew members. You see, the Motor Expert, Orde-Lees, was very afraid of running out of supplies and tended to hoard his food.
 - Instead of calling him to task, Shackleton put him in charge of supplies. This turned his obsession into a positive: impeccable storekeeping. Shackleton respected – and enhanced – the dignity of Orde-Lees by reacting thoughtfully to his fear, and the whole team was better for it.
 - Treating all men equally, while at the same time responding to their individual needs – now that is a trick... and that is the secret to respecting the dignity of every individual.
- **CHANGE SLIDE**



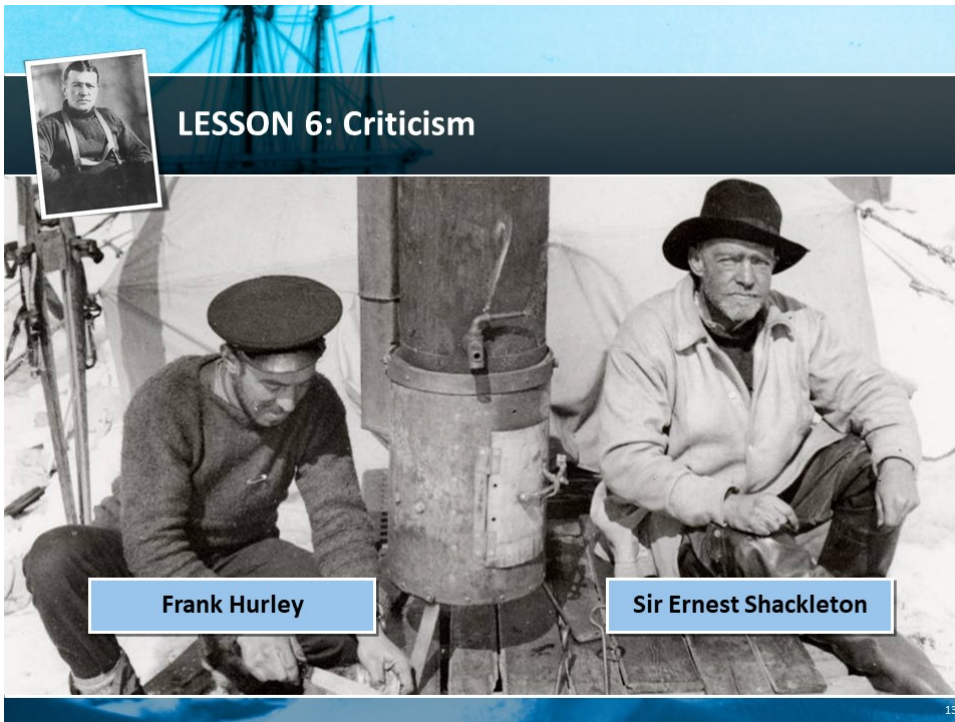
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- Another aspect of creating an optimal work environment shows Shackleton's concern for the mental well-being of his men: Balance Work with Joy.
 - When the time came for the crew to abandon the ship, Shackleton ordered the men to throw away all unnecessary objects, including money and any jewelry – even his own gold watch – but they kept their banjo. “It’s vital medicine,” Shackleton said. “And we shall need it.”
 - While they struggled to survive on the ice, the crew played soccer, hockey, and held Saturday night skits with music and songs. When the weather got truly horrible at one camp, Shackleton sent Hussey, the banjo player, from tent to tent with his banjo saying, “The show must go on!”
 - You see Shackleton realized that when people are stressed, overwhelmed, or afraid, they can’t do their best. So, he made room for his team to relax together in an authentic way. This helped them bring their whole personalities to the team, not just the piece of them that is a “scientist” or a “cook” or ... whatever the title is.
 - As a leader, if you can help your team to bond with happiness, they’ll do better because they enjoy working together – no matter how tough the task.
- **CHANGE SLIDE**

LESSON 5: ADAPT



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- They say that when the going gets tough, the tough get going; and Shackleton's strength really shined during tough times.
- After all the expedition's hardships, once they finally reached Elephant Island, the original plan was to try to wait out the bad winter weather to be rescued.
- But, once there, Shackleton realized they didn't have enough supplies to last many months. So, he needed to come up with a new, different plan.
- His new plan was daring and terrifying. To save his men, he'd need to sail to South Georgia – 800 miles away. And he'd need to do it in a lifeboat. But this is where lesson one comes in. He cared so much about his goal – getting all his crew home alive – that he had the courage to risk everything to make that happen.
- You see, even though things often don't go as planned, a good leader must find a way forward. As situations change and new obstacles arise, you need to think creatively to find solutions and then support those with carefully thought-out steps to increase the odds of success. It takes tremendous self-control on the part of a leader to pull this off... especially when things are tough.
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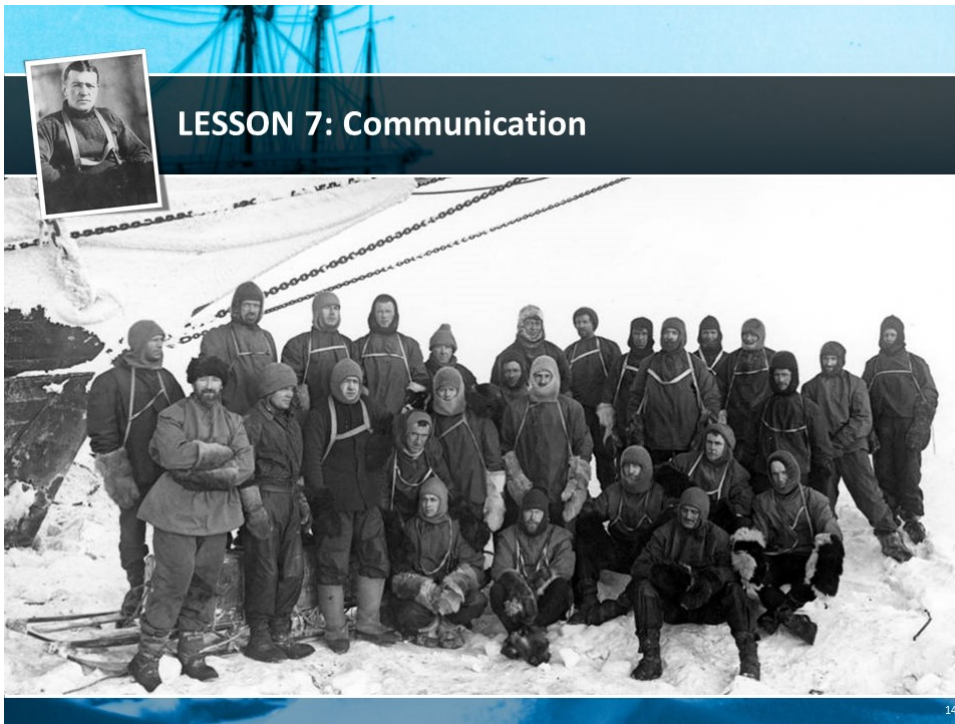
LESSON 6: CRITICISM



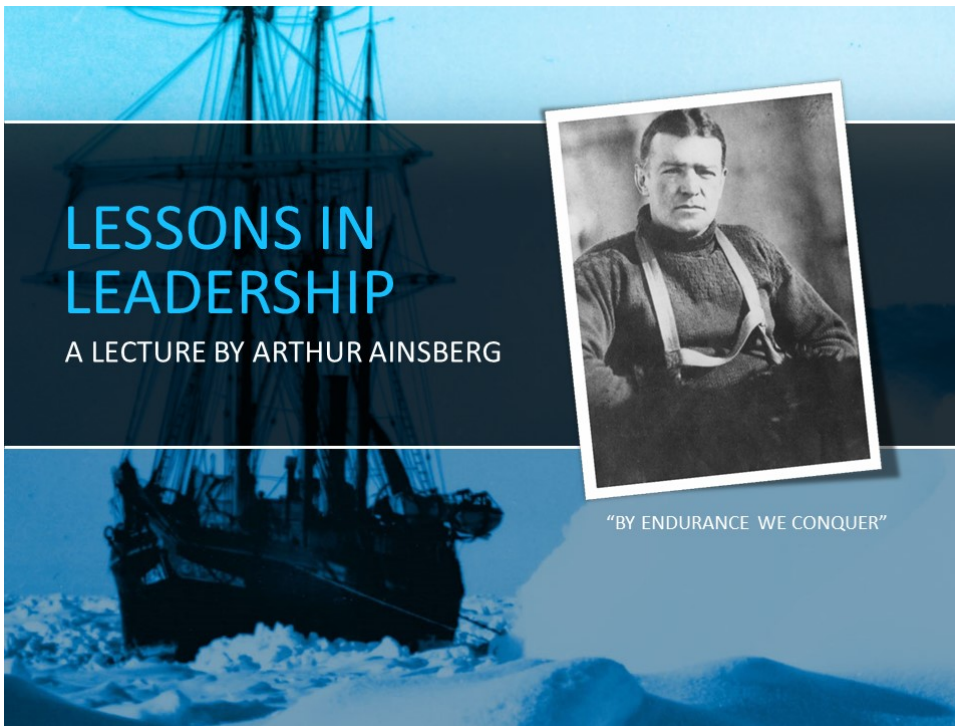
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- They say you should keep your critics close. Well Shackleton kept his close – I mean REALLY CLOSE – like inviting them to share a small tent. Can you imagine doing that with the most argumentative, negative people you know? The ones who are always second-guessing you?
- We've all been criticized or from time to time. Think for a second about how that made you feel. Mostly it makes you want to get away from the people doing the criticizing, right?
- But when you're on a team with someone who disagrees with you, avoiding them is often the exact opposite of what you really need to do.
- For Shackleton, one of his worst critics was the crew photographer, Frank Hurley. Rather than disciplining him, Shackleton asked Hurley to share his tent and treated him like a friend. Hurley was flattered and it wasn't long before he was won over and ceased his negative talk.
- Of course, because of their situation, Shackleton couldn't just walk away from his critics. But his solution is an important lesson for us, because it didn't just fix a negative – it gained him some positives.
- He maintained unity and prevented Hurley's negativity from hurting the morale of the crew. The problem was solved in a positive way, so Shackleton didn't appear too harsh. And he got the benefit of the skills that Hurley and other difficult personalities brought to the table.

- The truth is, having a diverse team that values honesty and contrary ideas can help you to see problems from every angle – which makes you more likely to succeed.
- CHANGE SLIDE

LESSON 7: COMMUNICATION



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- When Shackleton made the decision to abandon ship, he gathered his men around him. He was composed and coherent. He articulated their circumstances and the reasons for his decision. With confidence, he announced a new plan of action: to set up camp and then march towards land. He expressed sincere gratitude to the men for their hard work.
- The crew would later express their appreciation for Shackleton's calm demeanor and frank message. In fact, Shackleton's ability to communicate would be remembered as one of his greatest strengths as a leader.
- He could speak with simple, moving optimism and his crew responded with heartfelt loyalty. But Shackleton knew that speeches were only half of the equation – listening is equally important.
- Though he made the final decisions, he always asked for the opinions and input of his crew. Their ideas helped him formulate a plan of action. But it served another critical objective: it showed his respect and value for each member of his team.
- Some of the most successful leaders today go out of their way to encourage their teams to communicate with them and with each other. As you move on to become leaders, remember that communication is the way you solidify your team and keep everyone feeling included, so they want to give you their best.
- **CHANGE SLIDE**



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- Well, we have come to the end of our story about Sir Ernest Shackleton. It is a story of courage and heroism ... and of leadership under the most extreme conditions imaginable.
- The seven leadership lessons I've pulled from his story will give you the tools to develop leadership skills within yourself; and each and every one of you CAN be a good leader. I hope I have inspired you to think about your own leadership potential, because the world needs more leaders.
- Remember, leadership opportunities are everywhere. In our families, at our school, and more. Remember those ideas I asked you to write down? Ways you could be a leader in your life? As you look back on them, and move to face those challenges just step back and ask ... WHAT WOULD SHACKLETON DO?
- Now that you've completed this video, [click the link below to get your official certificate of completion!](#)