THE LONGEST DAY
OMAHA BEACH
JUNE 6, 1944
LEADERSHIP IN TIMES OF CRISIS
A CASE STUDY
PRESENTED BY WILLIAM PAT SCHUBER
FAIRLEIGH DICKINSON UNIVERSITY
THANK YOU!

- NJSACOP
- MITCHELL SKLAR
- JENNIFER CONOVER
- PAUL SORRENTINO
LEADERSHIP MAKES THE DIFFERENCE

- **STYLE – PROACTIVE**
- **INTEGRITY**
- **UNITY OF COMMAND – BREAKING DOWN SILOS**
- **TEAMWORK**
- **DECISIVE AND TIMELY IN DECISION-MAKING**
- **COMMUNICATION**
- **FLEXIBILITY – EXPECT THE UNEXPECTED**
- **TRAINING**
- **ADAPTING TECHNOLOGY**
THE PATHOLOGIES OF FAILURE

- POOR LEADERSHIP
- LACK OF RESPONSIBILITY (WHO IS IN CHARGE?)
- OVERREACH AND ARROGANCE
- POOR COMMUNICATION
- COORDINATION BREAKDOWN
- POOR INTELLIGENCE (LACK OF NECESSARY INFO)
- INERTIA (RESISTANCE TO CHANGE)
GENERAL DWIGHT EISENHOWER

STYLE: “OK, LET’S GO!”

• PROACTIVE
• UNITY OF COMMAND
• DECISIVE
• TEAM BUILDER
• PLANNER
• TAKES RESPONSIBILITY
• COMMUNICATION
• ADAPTABLE
THE GERMAN COMMAND

• NO UNITY OF COMMAND
• DIVIDE & CONQUER
• INDECISIVE
• DICTATORIAL
• POOR INTELLIGENCE
• FAILURE OF FOCUS
• POOR TRAINING
ОМАНА БЕЧ
“LET’S BEGIN THE WAR FROM HERE”
BG THEODORE ROOSEVELT JR.

• FLEXIBILITY & ADAPTABILITY

• NO PLAN SURVIVES ITS FIRST CONTACT WITH THE ENEMY
POINTE DU HOC
COL. JAMES RUDDER
2ND RANGER BATTALION

- **TEAM**
- **Training**
- **Everyone has a role**
- **Accountability**
- **Morale**
POINTE DU HOC
POINTE DU HOC
FM ERWIN ROMMEL

• **THE 6 Ps OF PLANNING**

• Proper Planning and Preparation Prevents Poor Performance.

• “If you fail to Plan, you are Planning to fail.

  (Benjamin Franklin)
GERMAN FORTIFICATIONS
GERMAN FORTIFICATIONS
U.S. FORCES
OMAHA BEACH
TODAY
D-DAY
JUNE 6, 1944 – 6:30 A.M.
LANDING CRAFT
116th REGIMENT
BEDFORD BOYS
COMPANY A
BE DECISIVE

“MOVE OUT! OR WE WILL DIE HERE!”

BG NORMAN COTA

COL. GEORGE TAYLOR
LEADERSHIP, BRAVERY AND SACRIFICE MADE THE DIFFERENCE
THE COST OF VICTORY
THE LONGEST DAY
THE CASUALTY LIST

- 156,000 Allied Soldiers are ashore
- 10,000 killed, wounded and missing
- 6,603 – Americans
- 2,700 – British
- 946 – Canadians
- 4,000–9,000 – Germans
- Omaha Beach – 2,400 U.S. Casualties
- Utah Beach – 197 U.S. – 2,500 U.S. Airborne
- Pointe Du Hoc – 135 U.S.
THE END