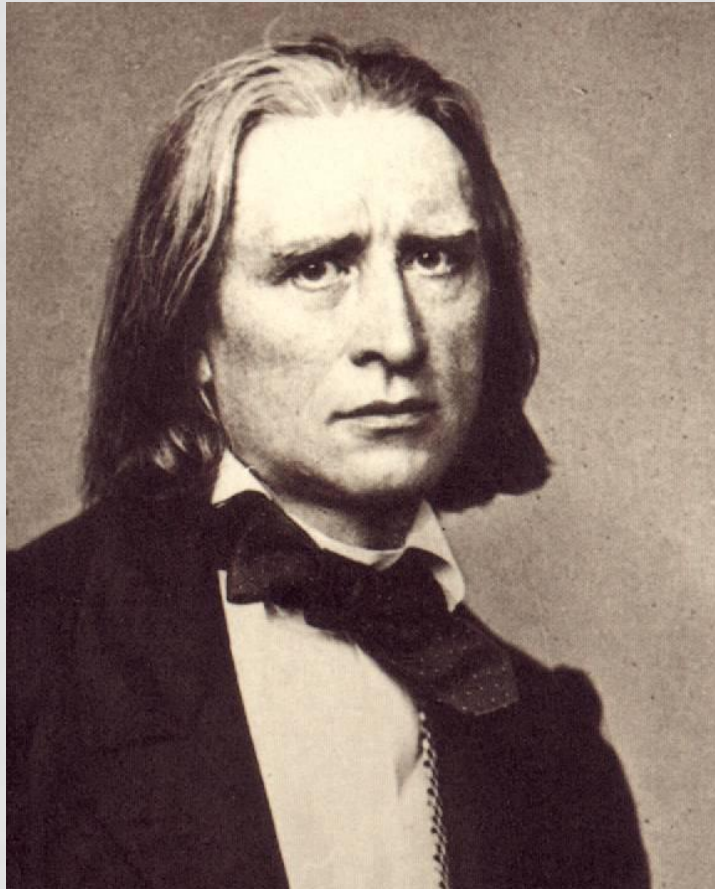


HISTORY LESSONS

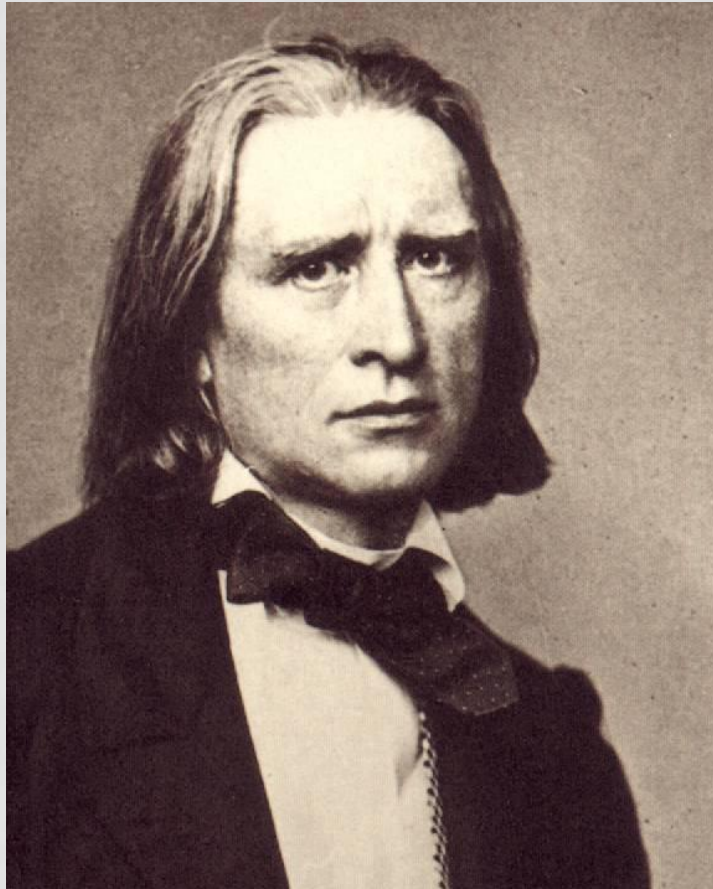
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LESSON 1



(C) The Ron Taylor Group

FRANZ LISZT (1811-1886)



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- By his mid-forties he had made so much money touring that he was able to give much of his subsequent earnings to charities and causes he supported



(C) The Ron Taylor Group

CZAR NICHOLAS 1 (1796-1855)



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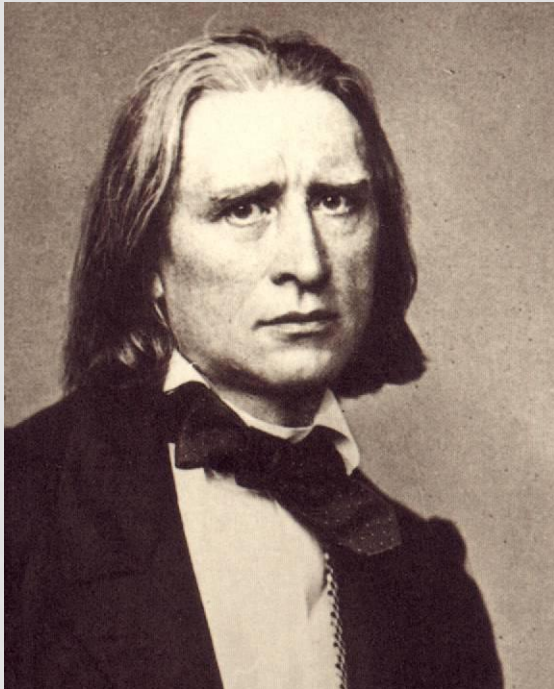
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- His mismanagement led to the loss of the Crimean War (1853–1856) against an alliance of France, UK, Ottoman Empire and Sardinia

LISZT AND NICHOLAS



Liszt's Concert in Moscow (1847)

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➤ Ignore it and keep playing

Liszt's Concert in Moscow (1847)

- Ignore it and keep playing
- Play more loudly

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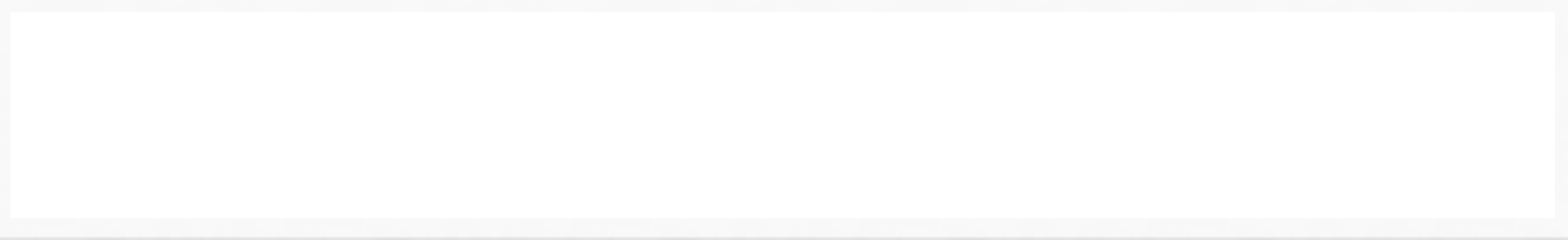
- Ignore it and keep playing
- Play more loudly
- Play more softly

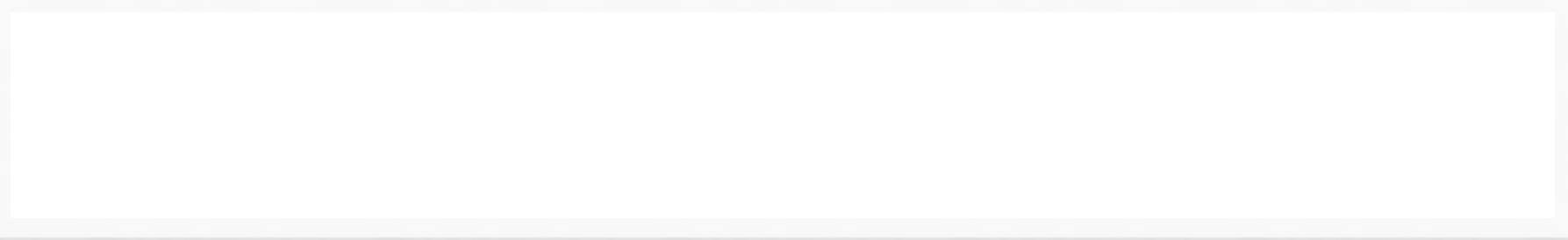
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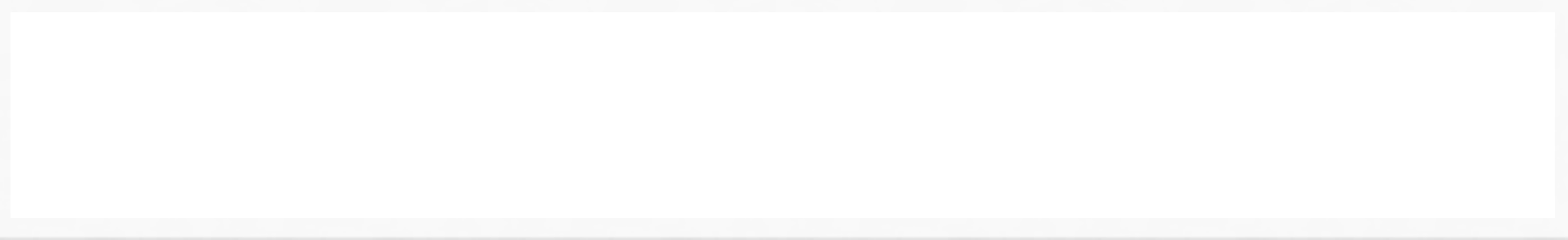
“Music herself must be silent when Nicholas speaks.”

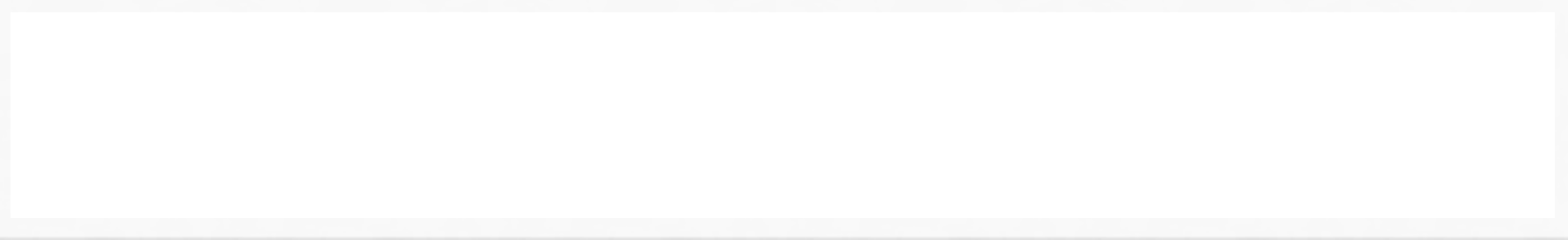
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Speak truth to power

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- “Speak Truth to Power” is the title of a 1955 Quaker pamphlet describing their search for an alternative to violence
 - Taken from an 18th charge to the Quakers from their leadership
 - If we speak truth to power at work, we need to be willing to take the consequences



“Our lives begin to end the day we remain silent
about things that matter.”

Martin Luther King

Lesson 1: Speak truth to power, but pick your spots

LESSON 2



(C) The Ron Taylor Group

GEORGE CUSTER (1839-1876)



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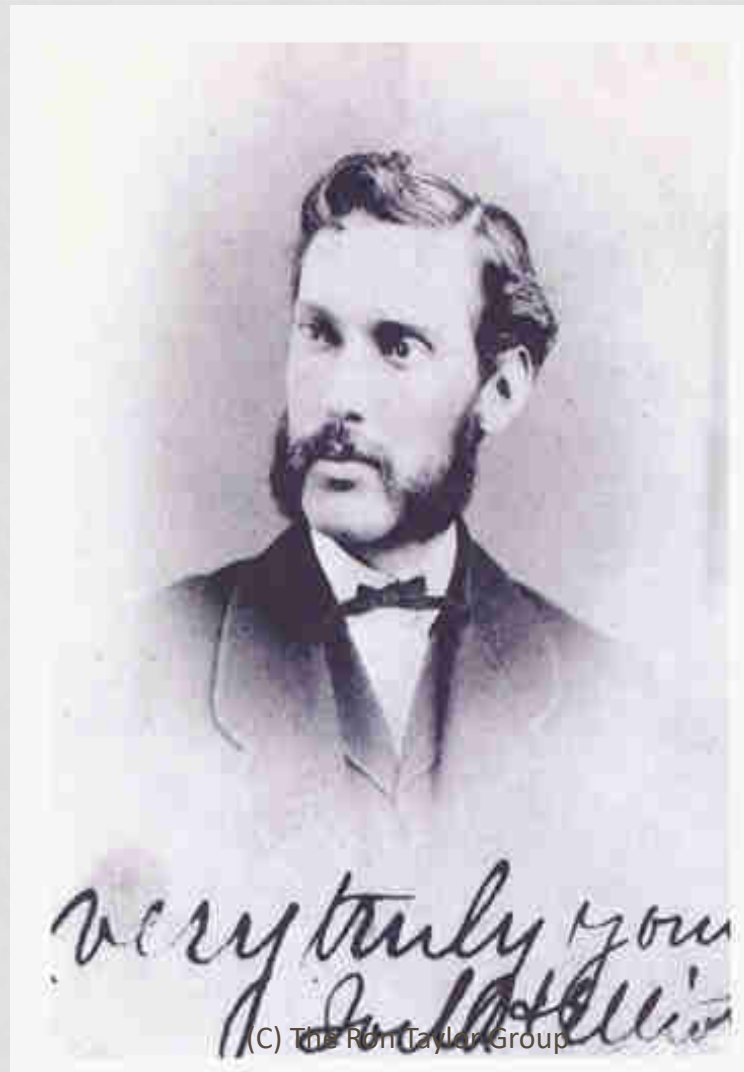
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- Led the 7th Cavalry against the Plains Indians (Lakota Sioux and Cheyenne) at the Battle of the Little Bighorn in Montana



(C) The Ron Taylor Group

MAJOR JOEL ELLIOTT (1840-1868)



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- Assumed command of the 7th Cavalry when Custer was court-martialed for having deserters shot. Custer was later reappointed to lead the 7th Cavalry by General Sherman.



(C) The Ron Taylor Group

FREDERICK BENTEN (1834-1898)



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- Retired in 1888 and is buried in Arlington Cemetery

CUSTER, ELLIOTT, AND BENTEN



BATTLE OF WASHITA

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- Major Elliott pursued a group of fleeing Cheyenne, and Benteen claimed Custer fled the scene without sending a search party for Elliott
- Elliott and his men were killed. The result was a controversy that simmered for years and may have resulted in Benteen's failure to aid Custer at the Battle of Little Big Horn (1876)



Trust is foundational

Lesson 2: Do not assume people trust you

LESSON 3



(C) The Ron Taylor Group

BONO (PAUL HEWSON) BORN 1960



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- Granted an honorary knighthood by Queen Elizabeth in 2007



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JESSE HELMS (1921-2008)



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- Opposed Federal funding of AIDS research and treatment

BONO AND JESSE HELMS



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- Met with Jesse Helms to ask for both support and access to people who could help him, using their shared religious beliefs to break through their apparent differences

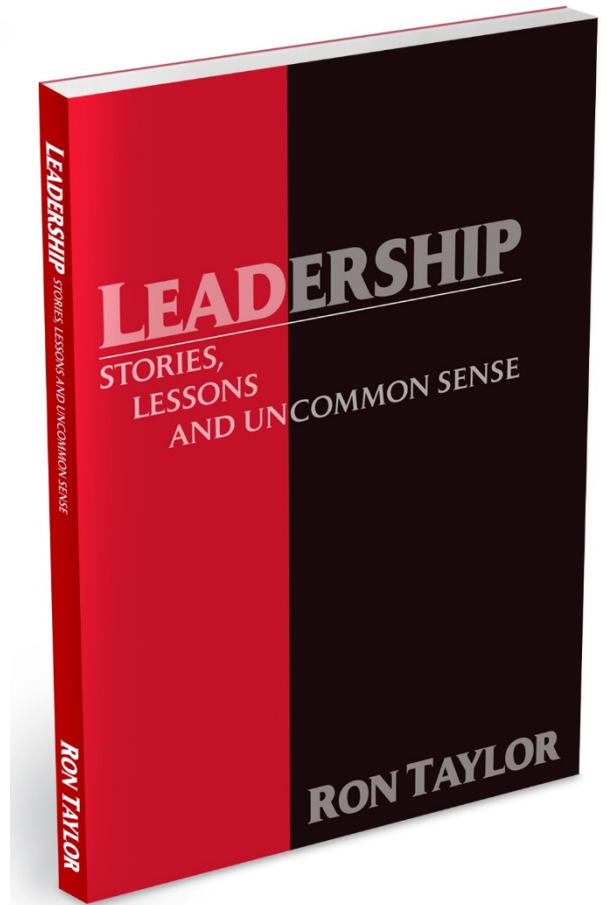
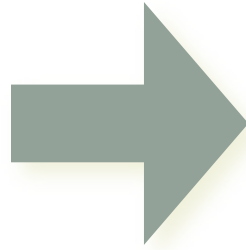
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- Helms not only encouraged Pres. Bush to support Bono’s efforts, but became a fan, a friend and a frequent attendee at Bono’s concerts

Lesson 3: Look for common ground

EXERCISES

- Franz Liszt and Czar Nicholas 1 – how do you speak truth to power?
- George Armstrong Custer, Joel Elliott and Frederick Benteen – how do you restore trust?
- Bono and Jesse Helms – how do you find common ground despite personal differences?

Book



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QUESTIONS?

Ron@therontaylorgroup.com