



"A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet

Naval War College

Download now

Read Online →

[Click here](#) if your download doesn't start automatically

"A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet

Naval War College

"A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet Naval War College

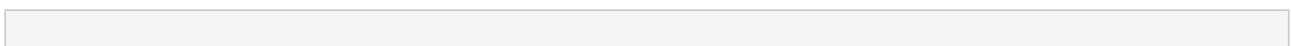
The voyage of the U.S. Navy's "Great White Fleet" constituted an exercise in personal leadership on the part of President Theodore Roosevelt and in international leadership on the part of a United States announcing its arrival as a world power. Sixteen battleships, eight armored cruisers, six torpedo-boat destroyers, and associated auxiliaries steamed out of Hampton Roads in December 1907, embarking on a world cruise. The fleet rounded South America before standing out across the Pacific, stopping at a variety of ports of call along the way. It passed through Malacca, the Bab el Mandeb, Suez, and Gibraltar before returning home through the Atlantic. The vessels entered harbor in early 1909, allowing "TR" to conclude his presidency on a triumphant note.

The voyage was "a striking thing," to borrow the president's words, in more ways than one. The armada, the largest ever to attempt to circumnavigate the globe, demonstrated an unprecedented naval capability, defying military experts who pronounced such a feat of seamanship impossible. While at sea, the ships' crews honed their tactical proficiency, conducting gunnery practice and other exercises. While in port, they performed an important diplomatic function. And their exploits fired imaginations back home—which was precisely TR's intent.

Roosevelt advanced extravagant claims for the nautical enterprise he had superintended. "In my own judgment," he wrote in his autobiography, "the most important service I rendered to peace was the voyage of the battle fleet round the world." This is quite a statement, coming from a Nobel Peace Prize laureate. TR maintained that the cruise had invigorated the American national character, renewing Americans' enthusiasm for seafaring pursuits, and that it had done so while encouraging sea powers to police their geographic environs and discouraging them from imperial adventures in Asia and the New World.

It is worth revisiting this venture in American diplomatic and naval history now, precisely a century hence, when the U.S. Navy is again fashioning a maritime strategy predicated on American leadership. To gain some analytical purchase, I briefly review James MacGregor Burns's theory of leadership. I introduce the concept of "strategic communications," observing that the ability to persuade domestic and foreign audiences is essential to each mode of leadership Burns identifies. I then apply these concepts to the historical record, evaluating the accomplishments TR asserted for the Great White Fleet in his autobiography. My findings are at once of historical interest and of use for today's framers of maritime strategy.

Despite his reputation for bombast, TR executed his diplomatic duties with discretion, taking seriously the "speak softly" element of the West African proverb that inspired his "big stick" philosophy. His approach combined unbending resolve on matters of principle with compromise on less critical matters, leavening diplomatic discourses with tact and good humor. Wielded deftly, seagoing forces clearly make a useful instrument for this sort of statesmanship, beyond their primary mission of waging war at sea. It behooves naval leaders to understand how basic tenets of leadership pertain to maritime strategy—now, as in Roosevelt's day.



 [Download "A Striking Thing": Leadership, Strategic Communication ...pdf](#)

 [Read Online "A Striking Thing": Leadership, Strategic Communicati ...pdf](#)

Download and Read Free Online "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet Naval War College

Download and Read Free Online "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet Naval War College

From reader reviews:

Maurice Henkel:

Do you certainly one of people who can't read pleasant if the sentence chained inside straightway, hold on guys this particular aren't like that. This "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet book is readable through you who hate those perfect word style. You will find the details here are arrange for enjoyable examining experience without leaving perhaps decrease the knowledge that want to supply to you. The writer of "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet content conveys thinking easily to understand by a lot of people. The printed and e-book are not different in the written content but it just different available as it. So , do you even now thinking "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet is not loveable to be your top record reading book?

Jacquelin Vasquez:

Playing with family in a park, coming to see the sea world or hanging out with buddies is thing that usually you could have done when you have spare time, after that why you don't try thing that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet, you are able to enjoy both. It is good combination right, you still wish to miss it? What kind of hang type is it? Oh can occur its mind hangout fellas. What? Still don't obtain it, oh come on its known as reading friends.

Robert Maas:

In this era globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The health of the world makes the information simpler to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You will see that now, a lot of publisher this print many kinds of book. Often the book that recommended for you is "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet this publication consist a lot of the information with the condition of this world now. This book was represented so why is the world has grown up. The words styles that writer use for explain it is easy to understand. The particular writer made some study when he makes this book. This is why this book ideal all of you.

Jose Enriquez:

Is it you actually who having spare time subsequently spend it whole day simply by watching television programs or just laying on the bed? Do you need something totally new? This "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet can be the reply, oh how comes? The new book you know. You are therefore out of date, spending your time by reading in this brand-new era is common not a nerd activity. So what these publications have than the others?

**Download and Read Online "A Striking Thing": Leadership,
Strategic Communications, and Roosevelt's Great White Fleet
Naval War College #PVT2X0QLWGY**

Read "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet by Naval War College for online ebook

"A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet by Naval War College Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet by Naval War College books to read online.

Online "A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet by Naval War College ebook PDF download

"A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet by Naval War College Doc

"A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet by Naval War College Mobipocket

"A Striking Thing": Leadership, Strategic Communications, and Roosevelt's Great White Fleet by Naval War College EPub