



BECAUSE THIS MARKET DEMANDS YOUR VERY BEST™

Burning Ships

Spring of 1519

Hernando Cortez had a plan. He wanted to lead an expedition into Mexico to obtain its many treasures. He presented his plan to the Spanish governor, who was so excited that he gave him eleven ships and seven hundred men. Cortez did not tell the men or the governor the complete plan. After months of travel the eleven ships landed in Veracruz. Cortez had the men unload everything from all eleven ships. As they headed into their new adventure the men turned back and saw all eleven ships burning! Their reaction was to fight back, as surely an enemy had initiated such an attack. Cortez did not know what he and his men would encounter in their expeditions. What he did know was that by “Burning the Ships” he had completely eliminated their option of going back, at the same time, creating an intensely powerful motivation to succeed.

Ladies and Gentlemen, we must Burn Our Ships for our business. What ship(s) do we have to burn?

Ships to burn:

Action Needed:

1. _____
2. _____
3. _____
4. _____
5. _____