

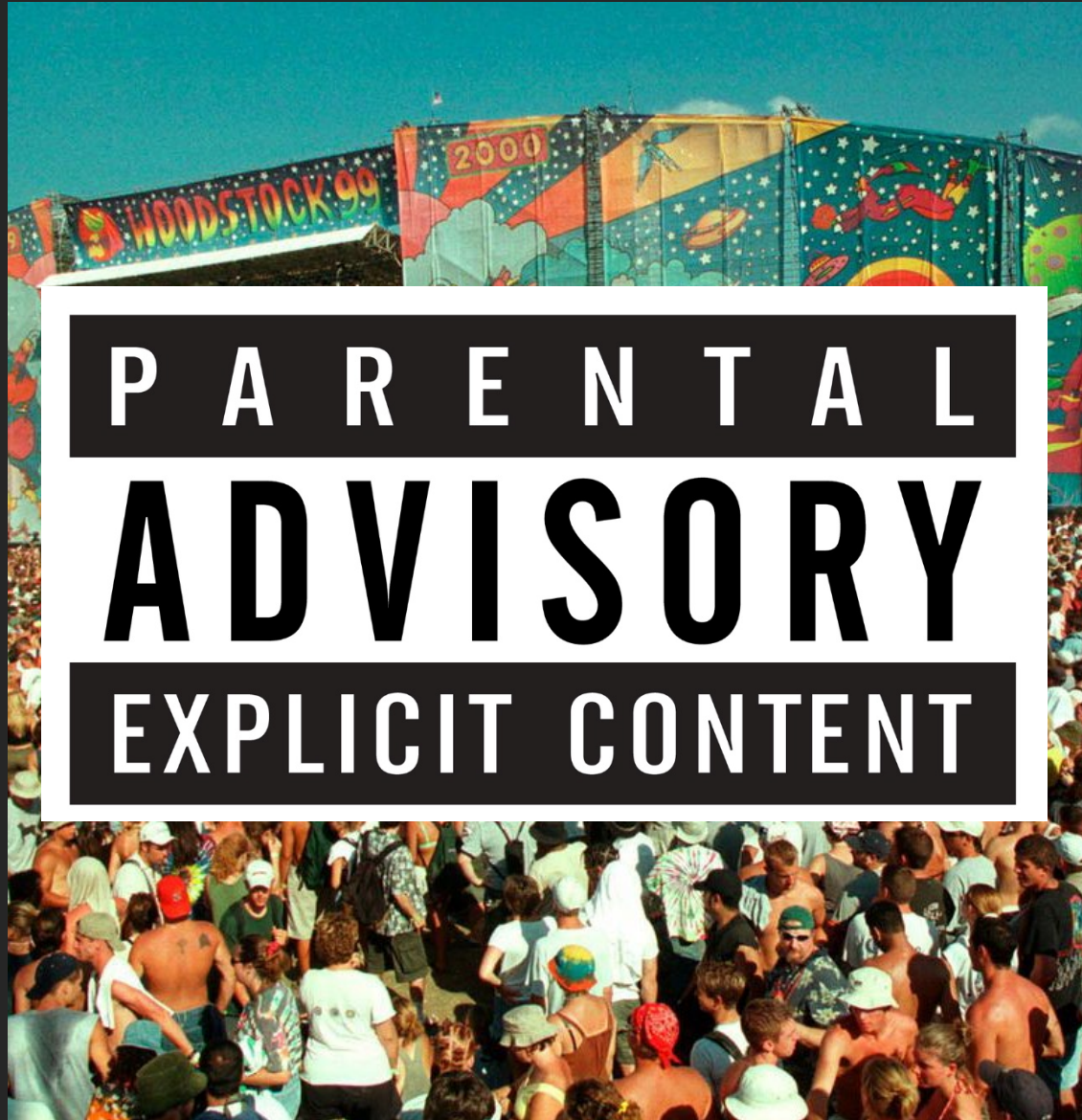


Woodstock 99': The Power and Influence of Leadership.

Jodi Goodall

Head of Organisational Reliability

Brady Heywood



Woodstock 99': The Power and Influence of Leadership.

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Brady Heywood.

WOODSTOCK

1969



half a million

**BEAUTIFUL
PEOPLE**

3 days of

**PEACE  LOVE
&
MUSIC**



WOODSTOCK

1969

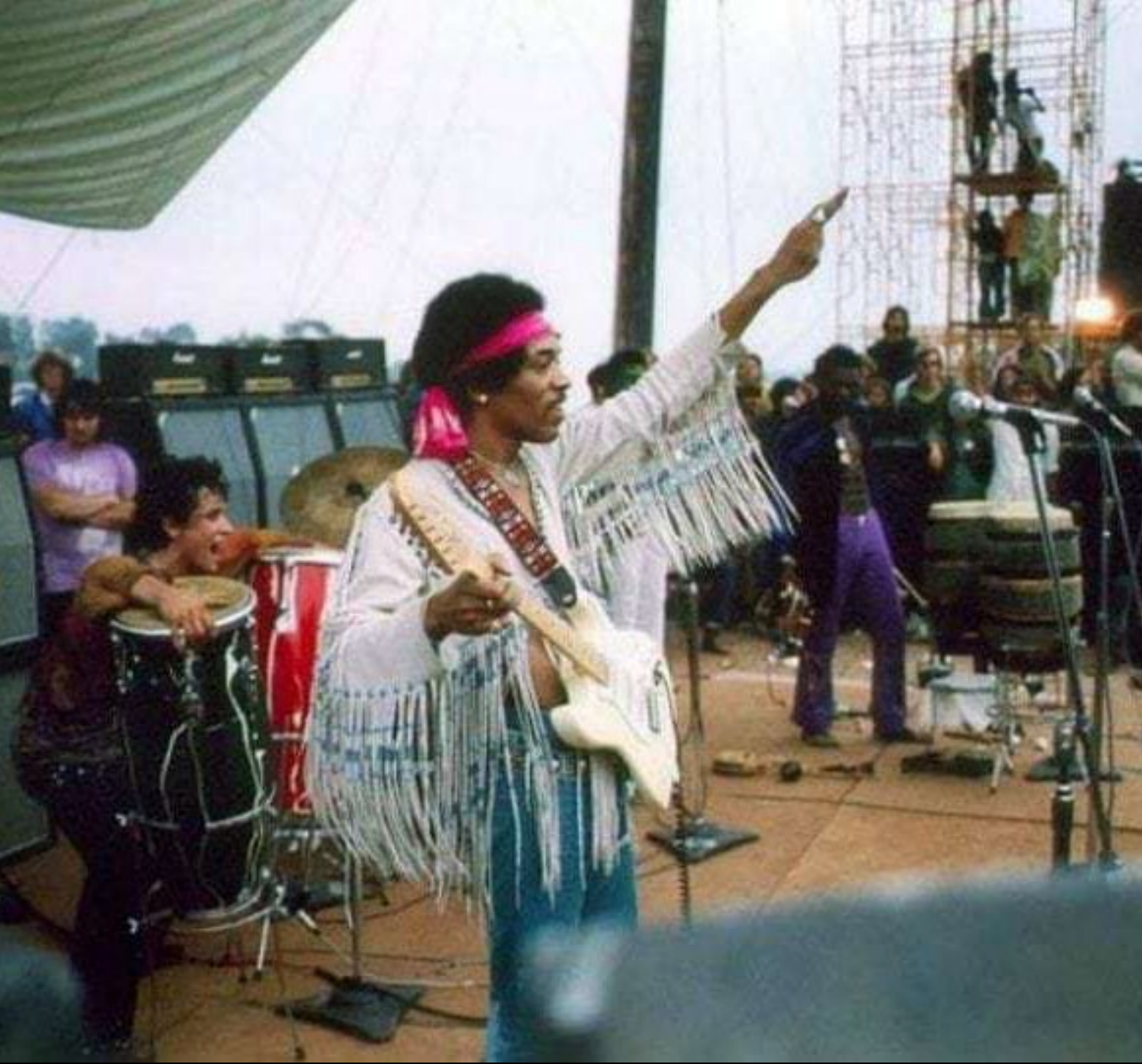


half a million

**BEAUTIFUL
PEOPLE**

3 days of

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&
MUSIC**





1969



1969



1999





James Brown - Get Up - 7/23/1999 - Woodstock 99 East Stage (Official)

https://www.youtube.com/watch?v=dYgNn_ywU2A











PEACE





IronGoreMedia.com







The Aftermath.



The Aftermath.

Vendor ATMs \$\$ Looted.

Facilities & equipment destroyed.

Sexual assaults.

8000 injuries.

8 women raped.

2 deaths.



**What
happened?**

The Leaders .



**Michael
Lang**







**John
Scher**

A photograph of two men, Michael Lang and John Scher, against a dark background. Michael Lang, on the left, has curly brown hair and is wearing a tan quilted jacket over a light blue shirt. He is smiling broadly. John Scher, on the right, is wearing a blue baseball cap with a white logo, dark sunglasses, and a blue button-down shirt. He is pointing his right index finger towards the camera with a wide, open-mouthed smile. Two white dollar signs (\$) are superimposed on Michael's face, and two white dollar signs (\$) are superimposed on John's sunglasses.

**Michael
Lang**

**John
Scher**





Psychology of Groups.

**Environmental
conditions**

**Emotional
Tone**



Griffis Airforce Base
Rome, New York

An aerial photograph of a large-scale construction site. The ground is a mix of dirt, gravel, and concrete. Numerous workers in safety gear are scattered across the site. In the foreground, there are several large concrete structures under construction, some covered with blue tarps. A large white spherical object is visible in the middle ground. The background shows more construction materials and equipment. The overall scene is busy and active.

38°C
High Humidity.
Concrete.
No shade.

Food and Drink Price Fixing.

Bottled water \$8



We met in the summer of love







Broken Window Theory.

















The Regulator.

Oneida County Shire.

Mayor Joe Griffo.

Mass-gathering Permit.





Hot. Tired.


Thirsty. Hungry.

Broke.

Sick.

Uncared for.

Press Conference: “All is well”



**“let’s focus on the
overwhelming
positivity of the
event!”**

**The planning issues
are a ‘splash in a
tea cup’.**

gettyimages®
Frank Micelotta Archive

Psychology of Groups.

**Environmental
conditions**

**Emotional
tone**

The Band Lineup.

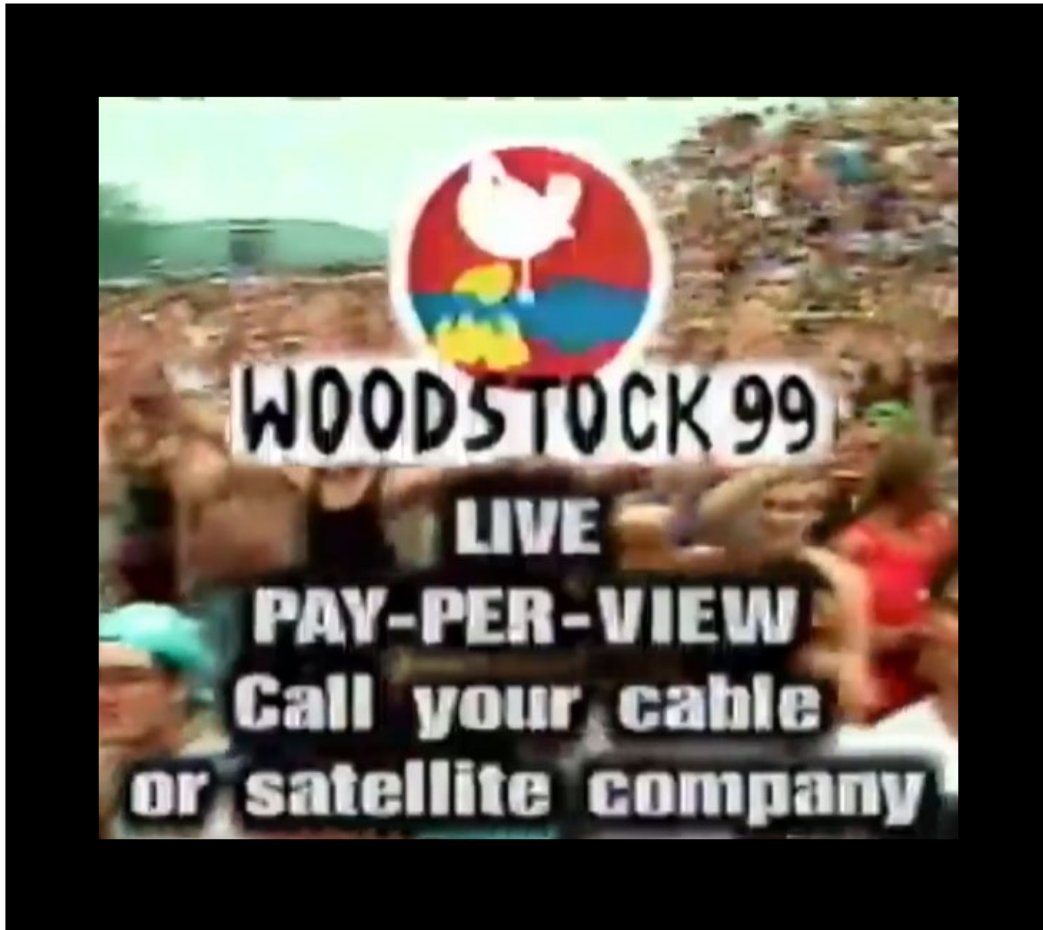






Limp Bizkit

Pay-Per-View Television.



No rules on what could be aired.

Cameramen seeking out nudity, mostly women.

Encouraging crazy acts.





**PEACE
PATROL**
WOODSTOCK 99



**PEACE
PATROL**
WOODSTOCK!









Hot. Tired.

Thirsty. Hungry.

Broke.

Sick.

Uncared for.

Aggressive.

Hot. Tired.

Sexually

Thirsty. Hungry.

provocative.

Broke.

No

Sick.

accountability.

Mayhem.

Uncared for.







**How we make
people feel,
is how they will
respond.**

Within the Power of Every Leader.

**Shape your Culture.
Deliberately.
Be Curious.**