WHY OUTDOORS?

SEVEN GREAT REASONS!

1

Experience...

Very few executives have told us they do their best thinking in their office!

"Looking back it was such an obvious thing to do - to get out into some remote and beautiful countryside, and simply walk and talk."

Aesthetically pleasing natural environments have long been held to offer a range of therapeutic effects; a natural health service for the body, heart, mind and spirit if you will.

"We came away from that experience with lots of fresh thinking, and - more importantly - an enhanced capacity to think freshly. Just brilliant!"

2

Biochemistry...

Our body biochemistry changes as we move through natural landscapes. Blood pressure drops, mood lightens and self-esteem rises. We become more open to fresh ideas.

"It wasn't long before our initial reticence and anxiety dissipated and a surprising spirit of engaged curiosity and sense of well-being crept upon us!"

3

Burn out recovery...

We have two systems of attention. One, "directed attention" is used to solve problems. This focused faculty appears to have limited capacity, and without rest can lead to "burn out". The second, "involuntary attention", is used to maintain awareness of our environment and does not seem to deplete. Stimuli-rich natural environments can strongly engage this latter form of attention so creating an opportunity for our directed attention to rest and recover.

"I arrived tired and rattled, a difficult week with lots of unresolved issues still weighing on my mind. I left refreshed with clear, doable priorities. But more than that I left with a new way of thinking, a richer sense of awareness and curiosity, and with new learning about vitality and sustainability in the context of my leadership style."

THE FRESH AIR LEADERSHIP COMPANY®

HELPING LEADERS BUILD HIGHLY EFFECTIVE TEAMS

In amazing Scottish spaces

4 Boundary removal...

Many of the boundaries normally encountered in the workplace limit creativity and relationship building. They do not exist in the outdoors. This can create a sense of freedom, trigger significant shifts in perspective, and enrich the nature of our conversations with one another.

"I remember the moment clearly, the moment when I started experiencing my colleagues as real people; people I wanted to be with, to really engage with, to lead the business with. Up until then we had been kidding ourselves that we were a leadership team!"

5 Inspiring metaphor...

The outdoors is super rich in metaphor which, with expert facilitation, can be a source of inspirational thinking, fresh meaning, revitalised relationships and a collective commitment to transformative action.

"I forgot I was there....I was absolutely in the moment... It gave me powerful images and metaphors with which to anchor my thinking....Really, really powerful!" "I loved that we used landscapes to look at problems in a differentway. It made us look at the problem differently and we were not blinded by all the politics and 'stuff' that surrounds it."

6 Story creation...

Powerful, lasting stories often arise from activities in the outdoors. Creatively organised and facilitated, these personally experienced and collectively constructed stories can become binding narratives for individuals, teams, and organisations.

"Trekking through the dark to crest the mountain as dawn was breaking was magical. There was something about the fully embodied and spiritual nature of the achievement which bonded those who were there, butwhich has also becomean inspiring element of the organisational conversation as we seek to climb our own mountain."

7 Cost effective...

Outdoor work is highly cost-effective. Whilst we could operate from expensive country house hotels and utilise a range of traditional conference facilities, our experience is that humbler rural bases, communal living, simple food and active participation in the outdoors provides a deeper, longer lasting experience.

"In the past we have spent many times more on traditional workplace and offsite events and only got a fraction of the benefit. The facilitated outdoor format is simple, and full of lasting personal, team and organisational value.

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