



# UNLEASH

YOUR LEADERSHIP POTENTIAL

LEADERSHIP DEVELOPMENT DONE DIFFERENTLY

Leader  Surf

# LEADERSHIP MATTERS

Leadership differentiates  
great companies  
from good companies





# U.S. businesses spend more \$170 billion on leadership programs annually\*

\* According to the American Society For Training and Development (ASTD)





# THE PROBLEM STATEMENT

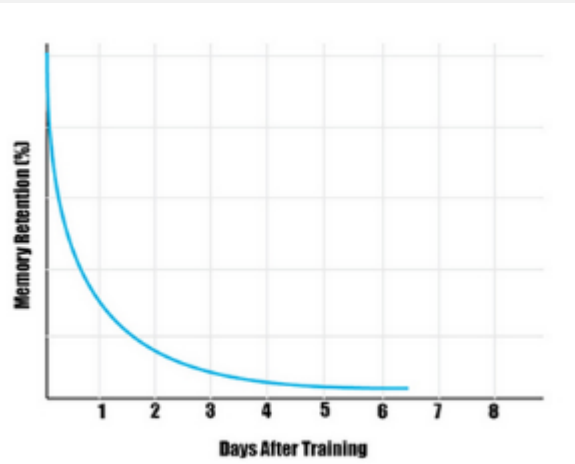
The majority of Leadership development programs fail to deliver sustainable behavior change

- Flawed format
- Uninspiring location
- Passive participant engagement
- Lack of accountability to practice learnings



Why Leadership Training Fails—and What to Do About It

October 20



LEARNING TO SURF WILL HELP YOU  
**BECOME A BETTER LEADER**

**Leader**  **Surf**

[www.LeaderSurf.com](http://www.LeaderSurf.com)





# PROGRAM DIFFERENTIATORS

- Stretching the mind, body and soul
- Foreign learning environment
- A community of engaging and enthusiastic learners
- Experiential learning
- Impacting the lives of others
- Risk taking is encouraged
- Accountability for learning



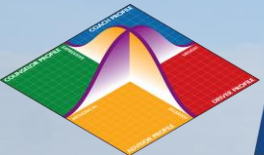
# PROGRAM COMPONENTS

5 Night, 6 day Leadership development program in Playa Santana, Nicaragua

<b>Leadership Development Modules</b>	<b>One on One Executive Coaching</b>
<b>Peer Advisory Community Learning</b>	<b>Surfing Lessons</b>
<b>Humanitarian Aid Community Project</b>	







# LDP

# Self Awareness A Key Leadership Trait





# COMMUNITY PROJECT

## Leadership Is About Giving Back

Leadership is about helping others.

LeaderSurf firmly believes that our program must instill the value of servant leadership in our participants.

We see no better way than by giving back to the community.

***Servant Leadership is a selfless act***



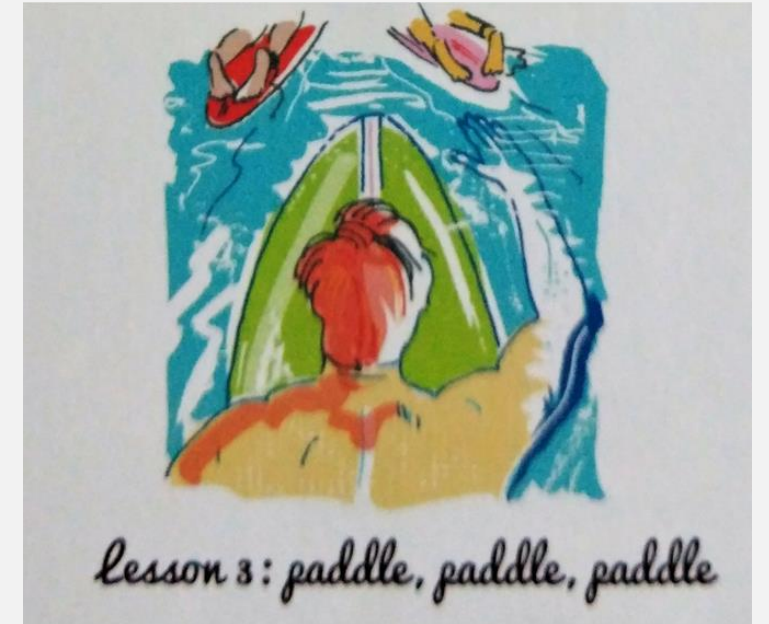
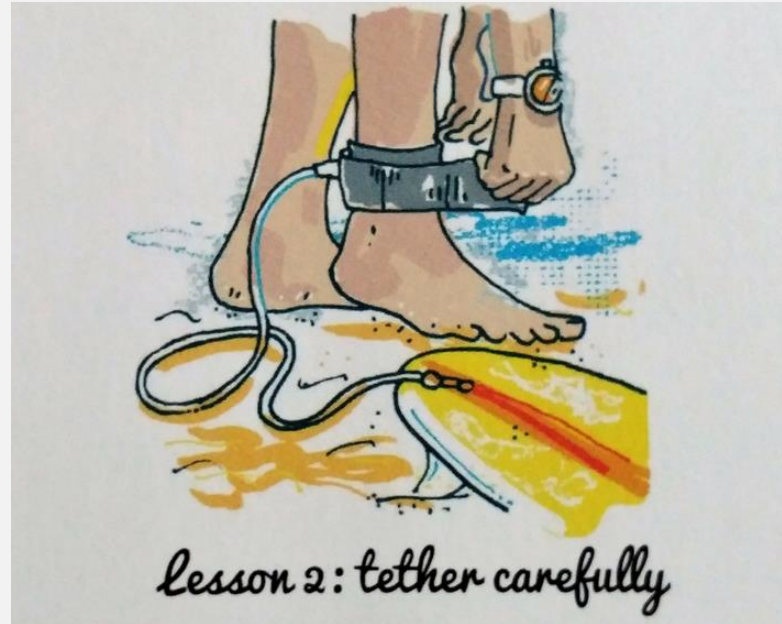
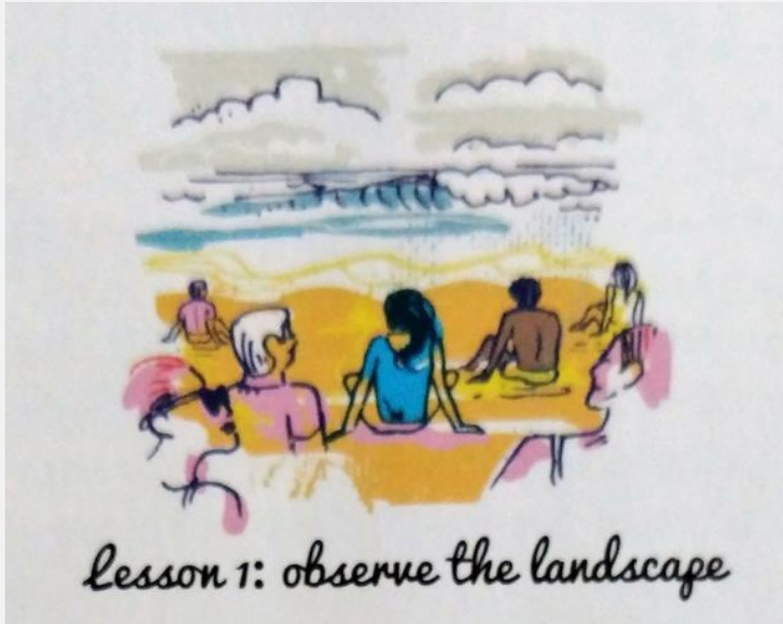


**WHAT DOES SURFING HAVE TO DO WITH LEADERSHIP?**





# Three Business Lessons From Learning To Surf





WHEN WAS THE LAST TIME YOU  
LEARNED A NEW SKILL?







## OUR TARGET AUDIENCE

### **Our original intention:**

- Seasoned business professionals with 10+ years of management experience
- Active lifestyle leaders who are athletic and in good physical condition
- CEOs and executives of smaller companies
- Directors, VPs and above from enterprise organizations

### **What we now recognize: Budgetary Decision Makers**

- Chief Human Resources Officers
- Chief Learning Officers
- CEOs and Business Unit Presidents
- Small Business Owners

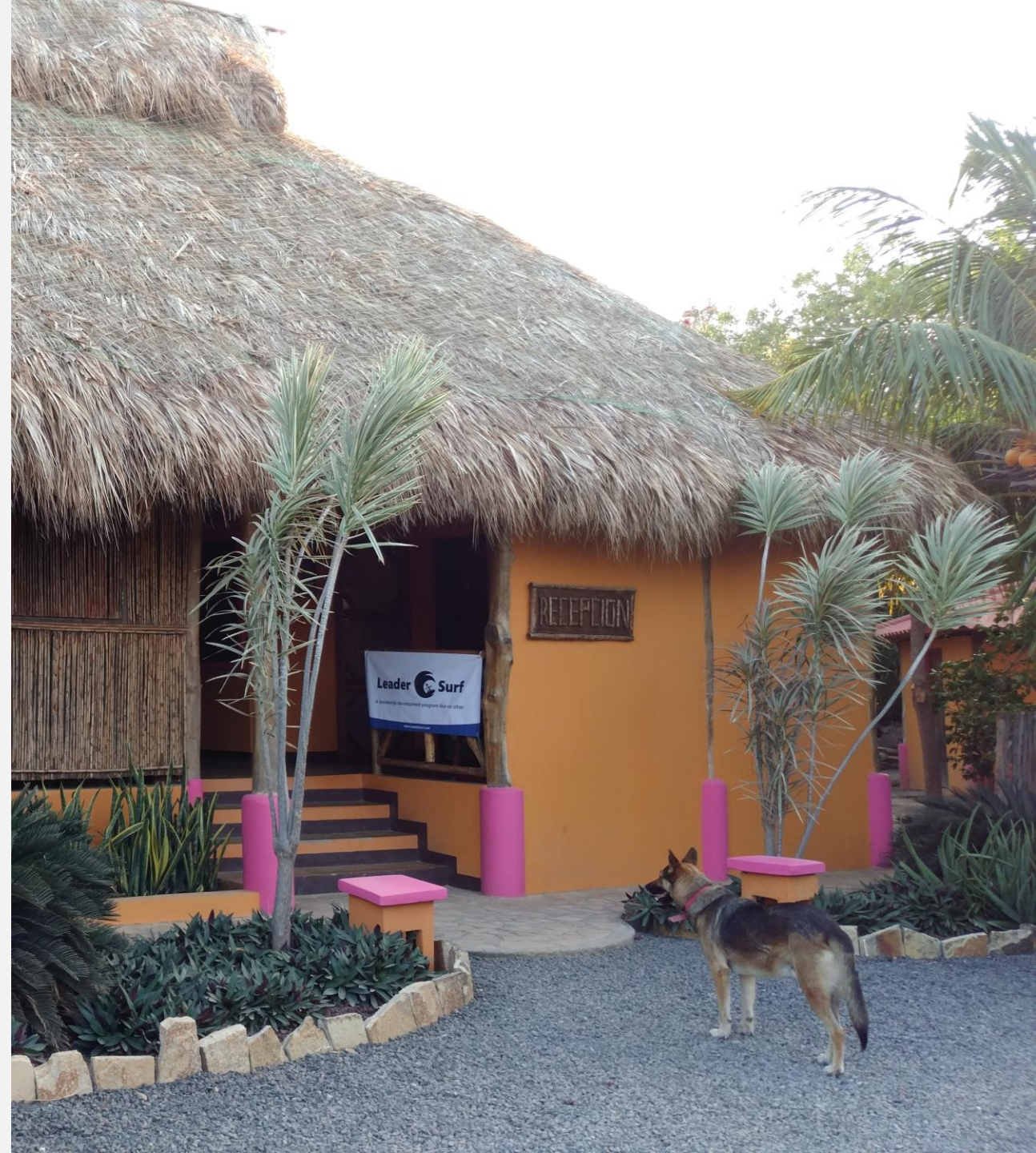




# 6 DAYS ALL INCLUSIVE PROGRAM

## Cost \$6,800 includes

- 5 nights deluxe private room hotel accommodations at Buena Onda Beach Resort
- All meals and beverages
- Ground transportation in Nicaragua
- [Leading Dimensions Profile Assessment](#)
- [Resilience Factor Inventory](#)
- 4 hours of individual executive coaching (90 minute pre-program intake call, 90 minute coaching session during program, 1 hour post program follow up call)
- Community humanitarian aid day (2 water filters)
- 2 hours of daily surf lessons including board rental





# PARTICIPATING ORGANIZATIONS





THIS IS NOT A BOONDOGGLE

## Outcomes:

- Enhanced Self-Awareness
- A new professional network
- A refreshed perspective on the world
- A sense of servant leadership having made sustainable change to a community
- Confidence one's ability to learn new skills
- An engaged employee who takes pride in the company they work for
- An excellent executive recruiting story as it relates to how the company develops talent

LEADERSHIP DEVELOPMENT  
SHOULD NEVER BE  
LIMITED TO A CLASSROOM



DEVELOP YOUR WHOLE SELF

Leader  Surf



# APPENDIX



# LEADERSURF TESTIMONIALS



*"I found the surfing to be a very good tie into enhancing my leadership capabilities"*

*-Jim, AVP Finance, MetLife*



*"I am thoroughly impressed with this program and think it is something that all aspiring leaders, or current leaders looking to grow their influence and impact, should experience."*

*-Suhana, Creative Director*



*"Taking the training out of the workplace and making it truly experiential made it a more memorable and impactful experience."*

*-Denise, President Mutual Funds*





# OUR TEAM



## **Brian Formato, MSOD- Lead Facilitator and Founder**

- 20+ Years of corporate learning & development experience
- Design, development & delivery of senior leader programs
- Certified in several assessment tools
- Certified executive coach
- 40 years of surfing experience



## **Erol Lopez- Lead Surf Instructor**

- ISA (International Surfing Association) certified instructor
- Born and raised in Nicaragua
- Fluent in English and Spanish



## **Gilles Rusca- Buena Onda Resort Manager**

- Expert in hospitality and hotel management
- Born in Switzerland
- Fluent in English, Spanish, French, and German



## **Isabelle "Bella" Delfos- Lead Surf Instructor**

- ISA (International Surfing Association) certified instructor
- Born in Belgium, now living full time in Nicaragua
- Fluent in English, Spanish, Portuguese, Dutch and French



## **Aurelie Dafflon- Buena Onda Resort Manager**

- Expert in hospitality and hotel management
- Born in Switzerland
- Fluent in English, Spanish, French, and German



# AMERICAN

University Magazine | July 2017



# WAVE RIDER

Leader  Surf

**From the  
boardroom  
to the  
surfboard**