



THE ROWING EXPERIENCE

Finding opportunity in challenges

The Lat 35 Rowing Program is our signature offering, blending a hands-on athletic experience, with storytelling and academic analysis.

Over the course of the day and a half program, the group will learn about Lat 35 owner Jason Caldwell's epic, world-record breaking cross-Atlantic rows, his failures along the way, and the leadership and team building insights he learned. The group will put those insights to the test themselves as they head out on the water in boats, led by trained coaches, learning how to align and work together as a team. The program culminates on the final half day with a boat race, medal ceremony, and a final analysis of the experience by Jason.

Beyond an experience

The Hand

Rowing as a team across the water is exciting and exhilarating. It's also a tactile activity that gives immediate feedback as to whether you are working well as a team or not. The feeling of hands on the oar, flowing together and sending the boat through the water gives the ultimate metaphor for what team alignment looks but more importantly feels like, and drives retention that transcends the day.

The Head

All the excitement of rowing on the water is lost if there isn't meaningful, and elaborate unpacking and distilling of everything felt out there. That's why we come back to shore and delve into sessions where individuals, teams, and the entire group get to share their insights and discuss how they have managed to build and maintain high performance as it pertains to the day. More importantly, we learn how we can translate and transfer that knowledge into our teams back at the organization, both as part of in-person and virtual teams.



A truly memorable event for my team and I. He was a compelling, insightful and fully engaging presenter and I know that the thought provoking and inspiring experience that he gave us all has certainly influenced our on-going behaviour in a really positive way.

-Melanie Gallop
President Calvin Klein/Tommy Hilfiger Europe



The Heart

The heart plays a large role in leading teams and the commitment to being part of a high-performance team. That's why this rowing program focuses on the art of storytelling where Jason Caldwell uses his story to show how he has used emotional leadership to bring his teams through the impossible. But his story also serves as a template for participants to see their personal stories in his own, and how they can sculpt their experiences for the betterment of the teams they lead or are a part of.

Format:

- Highly customizable
- In-person program available at locations around the globe
- 1/2, 1 and 2 day options available.

Key components:

- Rowing activities
- Keynote and group discussions

Perfect for organizations...

- ✓ Looking for an engaging experiential activity
- ✓ Developing better team alignment
- ✓ Improving communications
- ✓ Building better teams
- ✓ Sharpening leadership skills

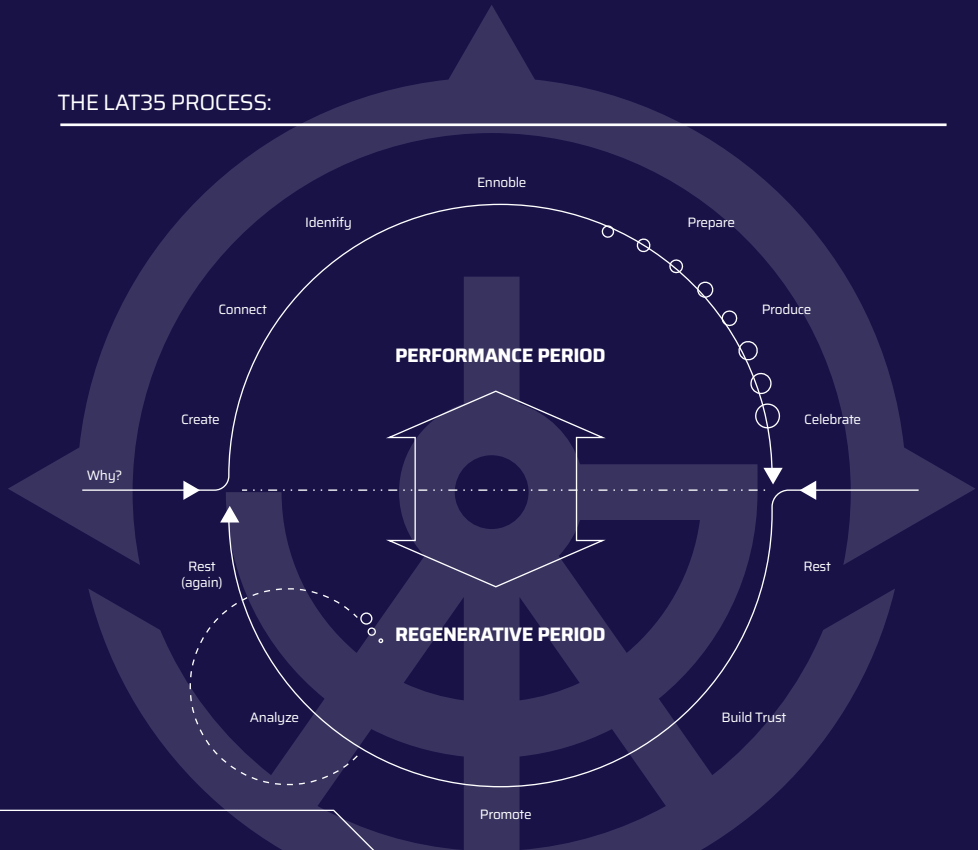
About lat35

For companies committed to high-performance development, Lat 35's approach of adventure paired with academics goes beyond the status quo for leadership and team training approaches. Through world class performers, impactful stories and visceral lessons, Lat 35 gives leaders and teams real tools to make a difference in and beyond their organization, as the experience gained

Our goal is to create premium experiences where the best come to learn and share. Lat 35 was established on a foundation that encourages leaders to focus on processes that drive their teams to desired outcomes.

No matter the size or lifespan of a team our process will take you through a program, using a combination of experiences, academic debriefs and story telling.

THE LAT35 PROCESS:



GO BEYOND.
lat35.co