

Inspiring Journeys For Entrepreneurial Thinking

PROPOSAL



PROPOSED BY
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DATE
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Thinking like an entrepreneur

A POST COVID COURSE IN THE GREAT OUTDOORS

Executive Summary

Innovation is at its heart a creative endeavour. But classical brainstorming and related techniques do not challenge the prevailing paradigm and rarely lead to creative entrepreneurial thinking. The science says that freeing our minds in the great outdoors is a sure fire route to inspiration. In this course we explore wild places, do moderately challenging things, discuss businesses and through this develop clear sighted entrepreneurial thinking.

Gaining perspective is a key part of developing creativity and is more likely to develop when you take a break from the ordinary. You won't find your competitive edge at the bottom of an excel spreadsheet, however large you project it. And, even if not bored, you won't be innovative sat in a boardroom, however nice the wallpaper

In this course, we'll introduce you and your team to the science behind this and some proven techniques that can lead to real insight.

- **A team day walking, talking and learning in the great outdoors**
- **A great post COVID way to reset and get your team together**
- **Find out why walking is a fantastic tool for entrepreneurs and explore successful case studies**
- **Experience and learn academically proven techniques for creative thinking including Wild Ideas and Abstraction**
- **Learn to think more like an entrepreneur and how to utilise this knowledge with the companies you run, advise or work with**

Location: Various UK locations
Dates: Autumn dates available
Timings: 930am-3pm (exc travel time)
Team: Max 5 participants
Price: £2000





About Me

I'm an entrepreneur, business mentor and qualified group walking leader. I've always walked for inspiration – with the dog, to or from work, before important meetings or presentations and whenever I can in the great outdoors. Once I started doing research into entrepreneurship I discovered the science backed up my intuition and that walking really is a (business) superpower.

This is why I started Walking Leaders and invite entrepreneurs, business leaders and executive teams to join me on adventures that might just change your business, or possibly your life. Start-up, scale-up or established business – we're always trying to come up with innovative and creative strategies, and traditional meetings and sessions just don't cut it.

Some potted and relevant history:

- **My 50's:** Doing this. Studying creative entrepreneurship. NED for exciting start and scale-ups. Entrepreneur-in-Residence at University of Bath running an accelerator programme for digital start-ups.
- **My 40's:** Scaling and then selling Teachit. Running a boutique management consultancy. Masters and Research Fellow at University of Bristol.
- **My 30's:** Co-founded an innovative chain of specialist cookshops that eventually had 42 sites, and co-founded Teachit, one of the early and fastest growing innovators in online education.
- **My 20's:** Director of International Advertising of a \$1.5BN US company that made 14 acquisitions across Europe, managing a sales operation generating over \$50M in revenue.

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MTA Qualified Hill & Moorland Leader. ITC Level 3 Award In Outdoor First Aid. BMC Mountain Leader Insurance.

Course Outline & Details



- Meet at location 930am
- Briefing of walk and route. Circa 9 miles with approx 1000m of ascent. No technical ability required, just a good general fitness level.
- The science of walking and creative thinking
- Entrepreneurship as a creative endeavour
- Introduction to effective creative techniques
- Techniques in practice 1 - The Wildest Ideas
- Techniques in practice 2 - Inspiration through Abstraction
- Lunch on the mountain
- Finish and de-brief (3pm target)
- Return home
- Course notes and follow up call provided post course

NOTES: You will need to provide your own transport and packed lunch (a full kit list will be supplied). The outdoors is an easy and safe place to practice social distancing but please also come equipped with your own mask and hand wash. Your trip will be fully insured and I am a fully qualified outdoor first aider.

