

Pure Leadership Experiences

The power of Human Change in Action

“As individuals grow, so do organizations and societies. Growth is learning put into action—action that betters the world as we better ourselves and our small niches, both personal and professional, within it. Growth occurs when learning is internalized—when we try something new and invest the effort to move it from being something we *do* to something we *are*.”

Whitney Johnson



“Traditionally, we’ve been more focused on transforming organizations. But you can’t ignore the impact you have on society. We want to make sure we’re balancing both sides of the equation; transforming organizations, but also impacting society. Sustainability is at the center of that.”

Omar Toulan, IMD Business School



**“Leadership becomes a transformational journey into travelling through your life story, experience, personality and being, to rediscover yourself by pushing the boundaries of fun, challenge, enjoyment and wellness in your personal and professional life.
It’s a lifestyle.”**

Malak Oussidhoum



The Vision

The Power of Human Change as a Force for Good

In a world marked by accelerated changes, Human leadership needs to be rediscovered to make the most out of this ever-changing environment. Our programs are inspired by the idea that great changes come with *life-changing experiences of growth*.



The Mission

We create programs that reshape change journeys into a force for good

Our mission is to offer expertly designed, transformative programs to support your change journey. No matter the programme, leaders are provoked to push the boundaries of **Agile-Creative Thinking and Wisdom** to drive self-innovation and growth through experiences that make them feel part of something greater than themselves.

Our programs are a blend of insightful *workshops* and exhilarating challenges backed by *real-world adventures* to fuel in-depth transformation.



The Purpose

« Be the Change you want to see in the World »

We believe in a community of positive thinkers, future-oriented and growth-minded leaders who go beyond Leadership as a performance, beyond Change as a must, beyond Culture as an organizational binder, to rethink and transform the change experience into a Force for Good.

We believe in the fact that every Leader, as every Human being can get better in whatever they do, and do better, and by changing for good he can be the inspiration for the positive change he wants to see in the World.



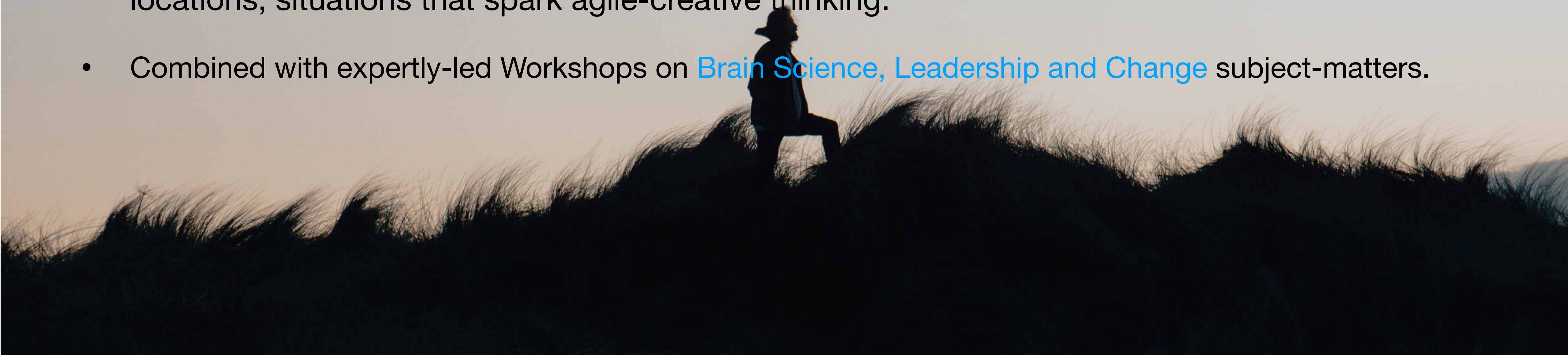
The unique proposition

To live and experience the positive change you want to see happen

The concept is based on the principle of real-life experiences as a quick, on-the-go *change capability activator, and skills accelerator*.

Experiential travel that calls on the « **We** » capacity to lead for the targeted change.

- Real-life adventures, exhilarating challenges, perception-altering settings, breathtaking locations, situations that spark agile-creative thinking.
- Combined with expertly-led Workshops on **Brain Science, Leadership and Change** subject-matters.



Programs

1st program: Leadership Zenith for global Leaders

This program is for seasoned leaders, with an explorer mindset, future-focused and growth mindset-oriented wishing to go the extra-mile, rejuvenate in their leadership journey, and connect with like-minded visionaries to rethink the traditional calculus of success, to redefine what matters in Leadership, how it matters and broaden their perspectives while looking ahead.



Programs

2nd program: for in-company Leaders

The World has changed and so is learning and development.

We design the **Pure Leadership Experience** that will inspire, motivate and impulse the team towards your target for Change, or just the ineluctable change.

An experience to stimulate how to anticipate and lead themselves through accelerated change, reviewing and revisiting how to put **Human Connections** at the heart of what they do and around a **Noble Purpose**.

A dynamic approach to capacitating **people** to change.



Target

Human Change as a Force for Good

These programs are designed for leaders and institutions targeting growth with social impact, SDGs, or just looking at their impact, and willing to bet on change, change leadership and cultural change to go **Beyond**, explore their superpowers and bring their Noble Purpose at the center of what they do.

