



ADVENTURE CRAFT ACADEMY

Turn extraordinary challenges into valuable insights

This innovative leadership and teamwork experience for executives will translate extraordinary world-class adventures into everyday insights. The goal is to elevate personal and organizational performance while using inspiration to strengthen execution.

Teams are the most important performance unit in your organization and the people within those teams need to be versatile as leaders AND as collaborators within those teams. We believe that personal leadership and high-performance teamwork are two essential intertwined strands of an organization's cultural DNA.

This program is highly customizable and built around interchangeable modules, designed to align with your organization's strategic agenda. The AdventureCraft program can be delivered virtually, in person or in hybrid configurations. We also offer optional training experiences, from rowing experiences with our own Jason Caldwell to climbing workshops with Conrad Anker.

Beyond an experience

The WOW

World class adventurers share their inspiring exploits. From setting world records rowing across oceans with Jason Caldwell, to making first-ever ascents of the world's most challenging mountains, to running across the U.S., they bring their stories to life in vivid detail with dramatic exclusive video footage.

The HOW

Each session is co-anchored by seasoned university faculty member, John Danner, who helps translate the lessons embedded in those extraordinary feats into practical frameworks and tools to elevate performance. These lessons are translated through uniquely engaging exercises, relevant adventure-related artifacts and focused discussion.

The NOW

Together Jason and John co-anchor the conclusion of each session with an invitational challenge to each participant to identify specific ways in which they can apply key session insights to their own everyday leadership and teamwork issues.



Jason is a wonderful storyteller and brings you along on his journeys; what he has learned, how he reflects on that and what it means for his ability to be successful: as a team. A great storyteller that inspires his audiences with his lessons learned. Wow!"

-Pepijn Rijvers
SVP, Chief Marketing Officer & Head of Accommodation
booking.com



A.R.T.

The overall program is designed around interchangeable modules, customizable to align with a sponsor's strategic agenda.

A:Adventure-specific

- entire program centered around the rowing/ climbing/biking/running/etc. experience

R: adventureR-specific

- featuring the story/leadership/team arc of a Jason Caldwell or Conrad Anker, for example

T: Theme-specific

- program focused around challenges like innovation, purpose-driven teams, leadership versatility, etc.

Format:

- Virtual / in-person / hybrid
- Highly customizable

Key components:

- Sharper leadership skills
- High-performing teams

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Perfect for organizations:

- ✓ Developing more effective executive management
- ✓ Building stronger teams

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:

