

DECELERATOR LAUNCH LAB

18th – 22nd Nov. 2019

ISLE OF BUTE
SCOTLAND



*Work, eat, sleep. Repeat.
Work, eat, sleep. Repeat.
Work, eat, sleep. Repeat.*

Sounds familiar? If you've ever wondered if this was the pattern of your future or told yourself »When I have the time and enough money, I'll start doing what I really want to do,« I've a proposal with you in mind.

Gift yourself the time to embark on a journey that has the potential to transform your career, your life and hopefully the lives of others around you. In the first of its kind, **our week-long retreat focuses on disconnecting from the day job and reconnecting with the soul. Taking place on the beautiful and secluded Isle of Bute, in Scotland, we aim to calm your inner critic and tap into your hidden potential for innovation, creativity, and purpose.** Underlying the retreat is a desire for the power of business to change the world – and a belief that every individual can change the business world. To make this happen, we must start with ourselves. So, if you work in a large corporation and feel ready to change the »rinse and repeat« of your corporate life to a recharge and reinvent lifestyle, then this could be for you.



Photo: Kirsteen MacLeod

WHY CRAIGBEROCH

Formerly a senior executive in a world-leading organization, Gib Bulloch has long held a vision for a different approach to our business lives. In 2018, he decided to combine two passions – creating an environment where executives might »decelerate« with the much-beloved island of his childhood. As you can read in Gib's blog [\[web\]](#), the renovation of the ruins of Craigberoch farm is now well underway and the centre plans to establish its full programme of events in 2020. But we're itching to get started. So, we've decided to offer this inaugural event to a select group of individuals to find out what you think about our core themes – harnessing the power of purpose and tapping into the inner-game of intrapreneurial employees.

WHAT IS ON THE PROGRAMME

Our core programme features activities and coaching around understanding who we are and what we were born to create in the world, leaning on the proven approaches of Peter Koenig's Source Principles and Moneywork as well as the teachings of other international experts.

A balance between indoor sessions and enjoying the natural beauty of the island, means the focus remains firmly on the »being« element of who we are and far less on our default bias in business of »doing«.

An à la carte selection of optional activities will nourish your creative spirit and push back the boundaries of our self-imposed limitations. Experts from the fields of art, music, improv comedy, yoga and outdoor adventures will intersperse selected tracks chosen by you.

Evenings will be given over to offering a glimpse of the rich and diverse culture, music and history of this local island community. More details will follow on the specifics of the programme, but the common goal of all these activities is to silence the dialogue of the head and open the truth of your heart.

WHO SHOULD ATTEND

Attendees are likely to be early to mid-career business professionals working in any functional role within a large corporation. It is not necessary to be associated with corporate social responsibility or sustainability departments in your firm. What is essential is that you're open to new thinking and new ideas – and the role you could play in changing your organization from within.

We believe that the term millennial is more of a mindset than a demographic group. As a result we hope senior executives will also consider bringing their powerful inter-generational experiences to the retreat as a means for intrapreneurship and innovation to thrive for all parties.

In addition to our corporate colleagues, we hope to welcome a healthy mix of academics, social entrepreneurs or NGO workers. Our definition of diversity extends beyond gender and LGBT to mindset and career experience.



WHERE IS IT BEING HELD

LOCATION

The retreat includes visiting various locations on the Isle of Bute. The island strikes a perfect balance between isolation and accessibility and is relatively easy to get to from either Glasgow or Edinburgh international airports involving a short car or train journey followed by the regular ferry trip which lasts 30 mins. Directions, journey times and how to travel to Bute can be found here [\[web\]](#).

ACCOMMODATION

Rooms have been block-booked at The Glenburn Hotel, the island's premier hotel situated in a stunning location overlooking Rothesay Bay. It's comfortable and convenient and offers both a warm welcome and a great base for this first retreat.

WHAT TO BRING

We can guarantee an experience that will be both powerful and somewhat unique – but we cannot guarantee the weather. However, we don't believe in bad weather, only bad clothing! Bring casual clothes for all indoor activities and waterproof shoes and boots for when we venture outside. You will not need to bring your business suits or business cards. This event is focused on who you are and not what you've achieved so far in your careers.

COSTS

The cost for the five day retreat is £2,500 +VAT per person with an early bird **discount of 20%** if booked **prior to the 30 July 2019**.

Group bookings are available for corporations at the rate of £10,000+ VAT for up to five individual participants.

Numbers are restricted to 50 participants only and admission is subject to approval by the organizers.

Includes all food and accommodation.

RESERVE YOUR PLACE TODAY

Please visit www.craigberoch.com/events where you can fill in an online form with your details.

Alternatively you can email info@craigberoch.org

Our events team will be in contact with a welcome pack and more information in the near future. They are at your disposal to answer any questions or concerns you may have about the event.

WHO WILL YOU MEET



THE ARTIST

Painting in extreme locations all over the world – blizzards, tropical storms, gale-force winds – has helped **Alexander Inchtald** understand how to be creative everywhere. He uses these insights to help leaders and their teams to articulate their purpose and create a world that reflects it. In 2018, he published his first book, #Balance, which explains how everyone can put purpose at the heart of everything they do and this year he will launch a Purpose app to support it. [\[web\]](#)



THE MAESTRO

An innovator in the arts, business and social change **David Pearl** is well known for the creative ways he helps develop businesses and those who lead them. Performer, author and speaker, he's best known for designing and leading creative experiences for some of the world's most significant organisations. Meanwhile, his non-profit Street Wisdom is bringing inspirational learning to streets the world over free. As a kid he dreamed of being a conductor, conjuring wonderful things out of ensembles. Last year he realised that's what he's actually doing. [\[web\]](#)



THE HORSE WHISPERER

Neuroscientist **Delphine Dépy Carron** explores animal intelligence and whilst comparing it to human intelligence, she discovered that animal intelligence can be a powerful source of inspiration and development for humans. Delphine currently offers coaching facilitated by horses or dolphins to foster executives reconnection to their true nature and full potential, helping them reinvent themselves. [\[web\]](#)



THE WARRIOR GUIDE

Calum Morrison, has spent extended periods of the last 25 years challenging himself in hostile, non-permissive environments across the globe, drawing upon skills learnt in his early years as a Royal Marine. Calum founded up the Extraordinary Adventure Club in response to a demonstrable need to offer a wholly unique approach to personal development, by providing bespoke and revolutionary programmes of self discovery and self mastery. EAC helps people unlock their inherent resilience and recalibrate their perceptions of both themselves and the world. [\[web\]](#)



THE JESTERS

Life doesn't come with a script. Sometimes, you have to improvise. Members of Geneva's premiere anglophone improv troupe, **the Renegade Saints**, Viki and John have been making stuff up together since 2013. They bring their improv toolkit to the corporate world to improve creativity, communication, and collaboration in teams. [\[web\]](#)



THE GURU

Peter Koenig has been developing advanced tools and systems for conscious leaders since the 1980s. Notably related to money, realisation of life purpose, organisation and succession. He is latterly inventor of the term transforlution, the process of transformation and perpetual evolution towards solutions in accordance with Nature. Peter is an expert in Seminal Thinking, Behavioural Finance, Organizational Architecture. [\[web\]](#)



THE MYSTIC

After a rich life in education and psychology specializing in holistic management, from there **Barbara Kunz** developed her unique vision-process using the seven chakras as an authentic path to yourself and to find your vision. Partner of Peter König.



THE YOGI

Arianna Brambilla was born in Rome, but spent her childhood in a range of countries including Mexico, Ireland, and the US. Despite being a natural rebel, she conformed to the standard life template for a young Italian woman – traditional education, good job, marriage – until she outgrew it. Retraining as a Yoga Therapist and is passionate about the role that yoga can play on a one to one basis in treating anxiety, addiction and depression.



THE INTRAPRENEUR

Having spent 25 years in the corporate world, much of it heading up Accenture's maverick »not-for-loss« social enterprise, Accenture Development Partnerships, **Gib Bulloch** left in 2016 to write his first book, »The Intrapreneur: Confessions of a corporate insurgent.« He currently writes, consults and speaks on a range of topics relating to purpose-driven business and is the Founder of the Craigheroch Business Decelerator.