

DECELERATOR LABS 2020

02 – 05 April
01 – 05 June
19 – 23 October

ISLE OF BUTE
SCOTLAND



*Work, eat, sleep. Repeat.
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Sound familiar? Breakthrough innovation and personal transformation is unlikely to occur whilst sitting at a desk during a frantic working week. Might slowing down be the best way to accelerate change from within? Craigberoch is an opportunity to embark on a journey that has the potential to transform careers, lives and the global corporations which shape the world around us. **Our Decelerator Lab retreats focus 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 the inner critic and tap into each individual's hidden potential for innovation, creativity, and purpose.** Underlying each 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're ready to unleash the innovation potential of your organization and create the capacity for change, then Craigberoch could be the perfect place to start.

www.craigberoch.org



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 to innovate« with the much-beloved island of his childhood. As you can read in Gib’s blog [\[web\]](#), plans for the renovation of the ruins of Craigberoch farm are now well underway and the centre plans to establish its full programme of events in 2021. But we’re itching to get started. So building upon a highly successful inaugural event in 2019, we’re running three more Decelerator Labs in 2020 to refine our core themes – harnessing the power of purpose and tapping into the inner-game of intrapreneurial employees.

THE PROGRAMME

Our core programme features activities and coaching around understanding who we are and what we aspire to create in the world, leaning on the proven approaches and teachings of a »cast« of 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 the creative spirit and push back the boundaries of our self-imposed limitations. Experts from the fields of art, music, improv, yoga and outdoor adventures will intersperse selected tracks chosen by each individual participant.

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 build individual capacity for breakthrough innovation while increasing engagement and resilience.

WHO SHOULD ATTEND

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

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

In addition to corporates and NGOs, we’re inviting a healthy mix of academics, social entrepreneurs and indeed members of the local community. Our definition of diversity extends beyond gender and LGBT to mindset, career and life experience.



WHERE IS IT BEING HELD

The Decelerator Lab 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 35 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 [\[web\]](#), 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 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! Participants should bring casual clothes for all indoor activities and waterproof shoes and boots for when we venture outside. But no one need bring their business suits or business cards. This event is focused on who we are and not on listing personal career achievements. First names are the only labels we need.

COSTS

The cost for the five day retreat is £2,950 +VAT* per person for corporates and £1,950 + VAT* for individuals and not-for-profits.

Group bookings are available for corporations at the rate of £20,000 + VAT for up to 10 individual participants throughout 2020.

Numbers are restricted 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 to express interest.

Alternatively you can email info@craigberoch.org for more information on corporate deals. Our events team will be in contact in the near future.

