

Leadership and Teamwork at *The Edge*

Time-Tested Tools for Tough Times

My programs and presentations use stories of adventure and survival to help organizations overcome daunting challenges and reach their greatest potential.



Put yourself in this picture! Your ship is crushed and you are left stranded on solid pack ice in Antarctica. *Could your team make it to safety? Would your leaders rise to the challenge? How would you coach this ship's captain?*

For the past 25 years, I have studied leaders and teams facing the limits of human endurance — a place I call *The Edge*. From this research, I have identified critical strategies that can be applied in any demanding environment.

Two riveting presentations feature dramatic stories recounted in my best-selling books. These stories provide compelling examples of the extraordinary difference that strong leadership and teamwork can make under conditions of adversity, uncertainty and change.

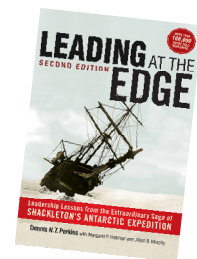
Incorporating my own photos and video from Antarctica and the Sydney to Hobart Race, the presentations vividly illustrate how the strategies used by leaders and teams *at The Edge* can be applied to any organizational challenge.

These programs are distinctive and memorable, and they resonate with people who have no time for abstract theories. The presentations are perfect for any organization interested in taking a fresh, innovative approach to leadership and teamwork.

Timeless Leadership Lessons from Shackleton's Epic Antarctic Expedition

The *Leadership at The Edge* presentation recounts the saga of legendary Antarctic explorer, Ernest Shackleton.

On December 5, 1914, Shackleton and 27 men sailed from South Georgia Island in the Southern Ocean aboard a wooden vessel named *Endurance*. They set out on a formidable mission: to be the first explorers to cross the Antarctic continent.



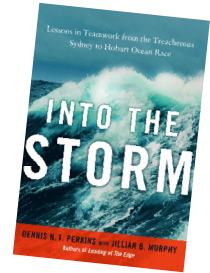
Forty five days after their departure, disaster struck. *Endurance* was beset by solid pack ice, and the expedition was trapped. For nearly two years, Shackleton and his crew were stranded in the icy sea. They endured unimaginable hardships: brutal cold, total darkness, aching thirst, gnawing hunger, constant danger, and utter desolation. Facing these challenges with astonishing good cheer, Shackleton and his crew returned, without loss of life, after 634 days in the Frozen South.

- ***How did Shackleton inspire his crew to such extraordinary levels of courage, unity, and commitment?***
- ***The gripping presentation answers this question and reveals Ten Critical Strategies for Leadership at The Edge.***
- ***The program highlights the power of effective leadership, and emphasizes Shackleton's role in the success of the Endurance expedition.***

Critical Teamwork Lessons from the World's Toughest Ocean Races

The *Teamwork at The Edge* presentation recounts the contemporary story of the AFR *Midnight Rambler*, winners of the treacherous 1998 Sydney to Hobart Race.

This 723-mile, deep water challenge—often called the Everest of offshore ocean racing—is considered one of the toughest in the world. Unpredictable weather and seas make each race particularly challenging, but the 1998 race proved to be the most perilous in the race's 61-year history.



The fleet of 115 boats was hit by an unexpected weather bomb off the coast of Australia. The massive storm created 80-foot waves and near 100 mph winds. Six sailors perished in the maelstrom, and another 42 were saved in what became the largest search and rescue operation in Australia's history.



Many boats tried to maneuver around the storm, but the crew of the *Midnight Rambler* believed their best chance of survival was to head directly into its path. After battling mountainous waves and hurricane force winds, the diminutive 35-foot boat arrived safely in Tasmania, and the crew was awarded the coveted race trophy, the Tattersall's Cup. The *Midnight Rambler* was the smallest boat in 10 years to win the iconic race.

The Ramblers' decision to head into the eye of the storm, along with their extraordinary tenacity, courage, and teamwork, enabled the crew to survive and triumph *at The Edge*.

- ***What were the factors beneath this stunning victory?***
- ***This captivating presentation answers this question and shares Ten Critical Strategies for Teamwork at The Edge.***
- ***The program uses the lens of distributed leadership to explore how team members can work together to survive and triumph against tough obstacles and fierce competition.***

Features of the Presentations

Both presentations convey *Critical Strategies for Leadership and Teamwork* that make the difference between success and failure. These strategies are timeless and robust: They work whether the economy is good or bad, for organizations struggling to survive, and for organizations trying to get ahead of the competition.

Whichever gripping presentation is chosen, the experience will provide an invaluable guide for *Leadership and Teamwork at The Edge!*