

Executive stretch

March 2009

The Sahara Desert

"The Sahara desert is one of the most hostile environments on earth: Three and a half million square miles of rolling dunes, plateaus and barren scrubland, baked by daytime temperatures of 49° Celsius." - **Ben Fogle contemplating the Marathon des Sables**



Desert Wilderness Marathon

So why the Desert?

Anyone who has experienced the silent majesty of the desert for the first time will describe it as simply 'awesome.' Just to spend time there sleeping under the stars or toiling up sandstorms in remote parts of the desert takes you into a world you will never forget.

Why the Executive Stretch Desert Experience?

As an entrée into the secret world of the desert many people choose the Marathon Des Sables – the 'toughest footrace on earth'. Not so 'secret' perhaps as crowds of 6-800 take part in the event at a time, running the equivalent of 6 marathons in 7 days.

In that environment you can be running endlessly for days - step by step and eyes to the floor to avoid stumbling – little time for relaxing or reflection there perhaps?

We have decided in Executive Stretch to design an event that brings in the best of the desert marathon challenge and to add far more to the experience.

We offer you the unique opportunity to test yourself in a unique experience that embraces all the wonder of the desert marathon challenge, in a shorter, varied and exciting way. However there is a powerful difference – this event is just for the few – not for the many.

Why you?

For many of you who face the endless challenge of city life, and all the daily drama that goes with it,



you must sometimes wish if only you could have some time out for yourself. Time to recharge the batteries and to reflect on what it is you are trying to achieve at work and with your life. Time to stop to think.

How often have you said to yourself? "If only I could get fit." "I just need a reason – a target to go for – something to look forward to on the horizon."

Imagine you could take just over a week just for yourself, with a group of like minded people and spin off to a tailor made adventure in and amongst some of the most stunningly remote desert scenery in the world where you had no responsibility at all but to re-energise your self and think where you are going.

The Desert Wilderness Marathon – Programme Outline

The desert wilderness programme will have three phases.

Phase One

The goal of this phase is to provide concentrated executive coaching to participants over a period of a few months prior to the event to prepare them for the desert marathon experience. In order to achieve this, we will work on a wide range of personal development issues, fitness, personal resilience and coping strategies – as well as to focus on key current leadership challenges facing people in the workplace.

In addition to this, we will provide all the technical knowledge about desert kit, and clothing, desert survival in order that team members really do 'hit the ground running' and are set up to get the very best out of the event.

In addition we will check that people are fit enough and will fit in. The building of supportive relationships throughout the event will be an important feature of the experience for all who take part.

Phase Two

– The Desert Wilderness Experience

We plan to spend 7 days in Morocco – much of it living in the heart of the Sahara desert.

For the first two days we will trek for three / five hour walks in the beautiful wild dunes south of Zagora to warm up and prepare ourselves as a warm up for a tough full marathon day. At night we will camp out under the stars.

The marathon route will take us over rough ground, hills and endless sand dunes, carrying a rucksack with our survival kit on our backs. The good news is that the team will be supported with drinks throughout the event by a mobile support crew. The crew will do all they can – however long it takes you – to get you to your journey's end in one piece. At the end of the day, you make the challenge as tough as you want to make it.

We will support you either way.

The following day we will drive through wild rugged semi-desert area and stay overnight in a luxury four star hotel to soak up the odd beer and get our energy back. The following day we will set off to tackle a wilderness Mountain Run / Walk in Tafroute area returning to the luxury of the hotel in the evening.

The next day we will head for the coast and transfer to Parc National Souss Massa by the Atlantic Ocean where we will run / walk our final half marathon challenge along the wild and remote sandy coast line, with the sea lapping at our feet.

After that we will be ready for a bit of rest and relaxation and put our feet up for the final night in a four star hotel near Agadir. Time to either sit by the pool and contemplate with an iced cold drink beside us before flying home the following day.

Phase Three

Napoleon Hill once said 'Experience is not what happens to a man but what sense he makes of what happens.' On return to England we will cushion your return by supporting you with further coaching to help you make sense of your experience and to take the learning back into your world of work and indeed the rest of your life.

Why Now?

"You are the story teller of your own life, and you create your own legend or not."

- Isabel Allende

The question is "What tale will you have to tell your children and grand children?"

There is never a good time or there is always a good time. It is just an attitude of mind. The real choice is yours

Your Choice?

If you choose to join us in taking time out in what is probably one of the most stunning and inspiring wilderness environments left untouched, I promise you one thing: you will never regret it.



This challenge is suitable for everyone who has the drive and determination to succeed, so why wait...?

Register your interest at
info@executivestretch.co.uk