

Executive stretch

December 2009



La Mondiale heading for the finish line in her world record breaking voyage to Barbados in early 2008

You can be part of this historic boats illustrious crew list for the next voyage

Executive Stretch partner with Ocean Rowing Events to present a unique Atlantic Rowing Challenge

Executive Stretch has teamed up with Ocean Rowing Events (ORE) to take on a once in a lifetime Expedition as well as one of the last great challenges out there: Rowing the Atlantic. A few places still remain for the 14 strong crew of this purpose built, high speed, ocean rowing boat. We are offering the chance for you to compete for a place on the crew for the next voyage in December 2008 and also for the fastest rowing challenge in 2009.

As you will have gathered from the crew numbers this is no ordinary rowing boat, but without doubt - most powerful rowing boat ever built. Designed to carry a maximum of 14 rowers - 'La Mondiale' is quite unique.

This boat set the Rowing Speed Record in 1992 and - in 2008 with a 14 strong British and Irish Crew this boat went ever faster - setting the fastest time ever recorded to traverse any ocean.

Now it could be your turn to row the Atlantic in the world's fastest Ocean Rowing Boat supported by a professional one to one executive development process.

Why Ocean Rowing?

The challenge of rowing across the Atlantic is, one of the toughest imaginable.

To put it into perspective, then times as many people have summited Everest than have been prepared to take on the challenge of rowing the Atlantic.

Having climbed at serious levels in the Himalayas and rowed the Atlantic, I can vouch for the fact that the mountains fade into insignificance in comparison with the hardships presented by this challenge.

Traditional Ocean Rowing Options

The burdens facing most people contemplating rowing across an Ocean are formidable in the extreme:

- Finding the £70,000 required to fund the attempt.
- Chances of success are limited by your efforts alone.
- The considerable time involved in re-searching, learning and putting a plan together and bringing it to fruition.
- The time and resources spent on building and equipping your boat.
- The long time spent at sea – sometimes alone – which typically can be up to 70 days or more.

Why La Mondiale

The benefits of this expedition wipe out these impediments:

The Boat

La Mondiale is a world record holding, tailor made boat. It has been tried and tested on tow voyages already and nothing is left to chance. The boat has been constantly upgraded and equipped with all the latest safety equipment.

Speed

This boat set the Rowing Speed Record in 1992 taking the bar down to an incredible 35 days 8 hours and 30 minutes. In 2008 with a 14 strong British and Irish Crew this boat went ever faster - setting the fastest time ever recorded to traverse any ocean of 33 days 7 Hours and 30 minutes. - a big difference from the possible 70 days or more at sea if you go it alone.

World Record

The chance to be a part of a world record breaking crew. With a good run, a Guinness World Record certificate will be yours to put on the bathroom wall if the record is broken

Cost

The cost of your entry to the expedition including all training, preparation and executive coaching is more in the region of £17.5k than £70K (the costs that most people will be facing)

The Team

The Atlantic can be a lonely old place to be all on your own. The sense of comradeship and the shared challenge of working in a team is a

far more attractive option to most people. This team will be very carefully chosen and tested under pressure before selected.

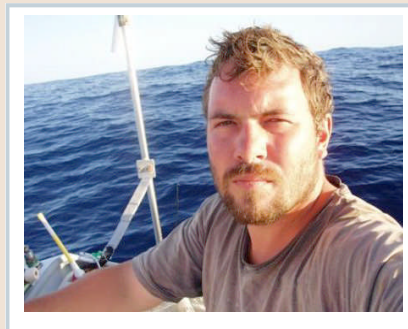
The boat is a very small environment. With a dozen folk aboard there is only room for those who fully qualify for their place on the crew ... and more. There is no room for hot headedness or unacceptable behaviour.

Pain, fear and fatigue are free of charge and are part of the daily routine – you will not be alone in your feelings we will all be in the same boat. The culture on the boat will be positive, pragmatic, hard working and a lot of fun too.

For anybody who thinks that rowing an ocean is a physical activity, you are about half right. It is also all about keeping your mind functioning properly and everybody must approach this project with the attitude of giving more than you receive and helping more than you are helped.

The crew will be chosen for good character in fitting with other members of the crew and stamina – probably in that order as we can build the latter but not the former! This being said each member of the crew must pass certain physical milestones and be in good shape by the middle of the year. It is essential the Crew blends as a team and that we have no whingers!

The Experience, skills and confidence of your leader: Leven Brown;



Leven Brown is the leader of this expedition. Before founding ORE he was a successful stockbroker in Edinburgh. His experience at sea is formidable.

Leven rowed the Atlantic E-W in the 2005/6 season in his boat 'Atlantic Wholff' and is responsible for putting this new Expedition together.

He was the first rower to conquer the notorious Bay of Cadiz and holds a Guinness World Record for being the First from Mainland Spain to the West Indies.

In 2007/8 Leven skippered the 14 strong British and Irish team to a historic victory against a smaller faster American challenger and set a new world record for the fastest row ever recorded across any ocean.

The Previous record stood for 16 years and over 60 attempts were made to break it. With La Mondiale he also holds world records for the longest distance rowed in 24h and the most consecutive days over 100 miles.

If you would like to get a feel of how Leven thinks as a skipper, have a look at his rules of engagement and see if you could sign up to them yourself? For Leven, this is what the team challenge is all about.

- It is Taking Responsibility not Allocating Blame
- It is Quiet Confidence not Arrogance
- It is self reliance and tolerance
- It is helping others but not ignoring yourself
- It is having the courage to follow your dreams but having the humility to follow an order.
- It is about learning from mistakes
- It is direction and unwavering determination
- It is having a sense of humour and being able to find the good in any bad situation.



La Mondiale – The Boat

The boat was designed and built in France in 1991 specifically for this challenge. It is 15.5 metres long and 2.8 metres across the beam. It has 8 rowing positions and 6 sleeping positions.

Conditions aboard

Conditions aboard will not be comfortable, in fact far from it. You will be sleeping with up to six other very smelly companions! Sleep deprivation, slow starvation (as your body will not be able to keep up with the amount of calories you are burning), trepidation and seasickness are common place.

There will be bad weather on the crossing at some stage and there is a chance we may be involved in a hurricane. The risks of this crossing are not for the faint hearted nor for those who are quick to complain.

The Route

The Route will take us from Puerto Mogan in Grand Canaria over to Barbados or a neighbouring Island in the West Indies.

The Itinerary

The Schedule is tight as the team are aiming to leave in late November/early December 2008. This is subject to weather.

You will need to book two months out of your schedule for the main event and five long weekends on the build up for sea trials/courses.

If that is too early for you and you are up for a speed trial, think about the 2009 challenge.

Team Selection Training

If you are selected to take part in the event, structured Training Weekends and Sea Trials are available and you will need to attend a sea survival course to be accepted. Take the selection seriously. On the last voyage, there were over 200 applicants for 14 places.

Remember, this is not necessarily aimed at people with rowing or other sporting prowess. It matters not if you have never been to sea before in a boat.

It is for people who have the will to achieve and the courage and determination to get themselves to the peak of their fitness and to give of their very best.

The big bonus for you and your business is that Executive Stretch will offer you one to one executive coaching to prepare you mentally for the challenge.

We can also help you use the time out to think about your career, your business and your life. Above all, on return from the expedition, we will help you to make sense of the experience and bring that learning back into the work environment.

A regular Newsletter and training schedule will be made available to bring you up to date with developments.

Apart from that - all the admin and planning will be done for you. All you have to do is get in shape and turn up!

Why You?

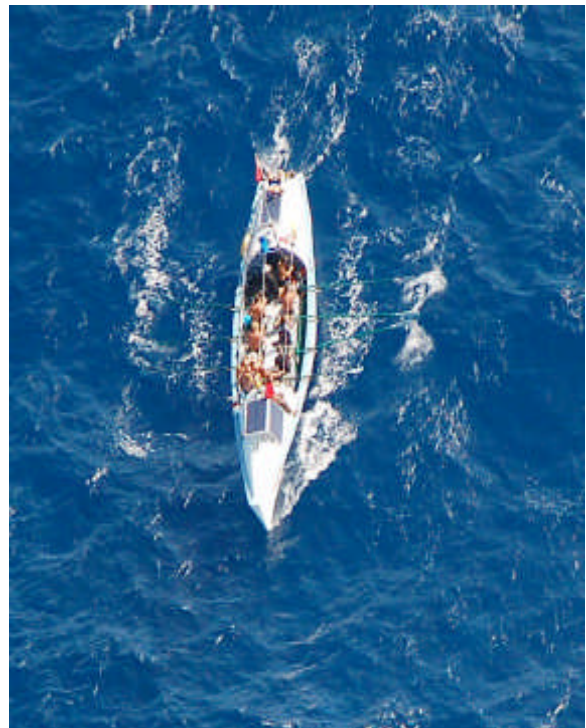
In the words of John Lennon - 'Life is what happens to you while you're busy making other plans.' This is your unique opportunity to buy your own little enclave in history. It is something to tell the grandchildren and a trip that will stay with you for the rest of your days - - not to mention a nice addition to any CV ! Don't worry if you have no previous experience of the sea or rowing. We will give you plenty of that before you go. You only need one thing - plenty of courage and a will to get there.

Why Now?

Places on the boat will be allocated on a First come first served basis subject to meeting the crewing requirements, approvals and the paying of your Crewing Fee. You are advised to move fast if you are to get one of the remaining places for yourself.

Christopher McCandless:

The sea's only gifts are harsh blows, and occasionally the chance to feel strong. Now I don't know much about the sea, but I do know that that's the way it is here. And I also know how important it is in life not necessarily to be strong but to feel strong. To measure yourself at least once. To find yourself at least once in the most ancient of human conditions. Facing the blind death stone alone, with nothing to help you but your hands and your own head. **'Into the Wild'**



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

Register your interest at
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