



live with
intent

LEARNING IS AN
Adventure

LWI EVENTS 2020



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OUR WHY

In nature, new ideas get more consideration. Letting go of control comes more easily. Growth comes more naturally because people tend to let down their guard. The desire to explore how to work together in making a unique difference intensifies.

The first time for days out on the river, the second time out on a boat at Lake Powell, it felt like I was on another planet. Yes, I felt like being fully outside of my normal life, being fully in meta level. And I found myself in a deeper, much deeper reflection than before about my brand, my value-add and about how to give more of myself in order to reach that.

Our own sense of living with intent grows on every adventure. Living with intent is about making conscious choices about how we spend our time and energy. We love spending our time helping people to live lives that matter. Sharing adventure and seeing people magnify their talents in creating value for others is why we invite people to experience adventure and nature with us.

Thomas Reichart

For most of my adult life, Lake Powell and Moab have been the place I go for renewal, connection and new ideas. A few years ago, I was on Lake Powell sitting quietly on my boat with a board member from Google.

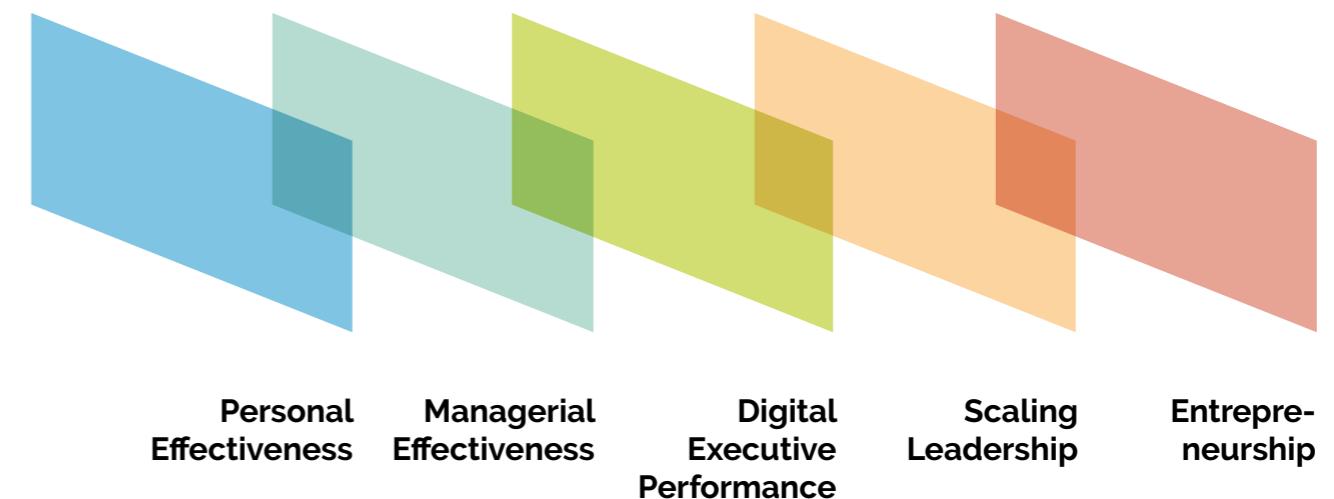
It was completely quiet except the sound of the water lapping at the side of the boat. We had spent the past two days surfing, hiking, talking, laughing and imagining what the future would look like for our businesses, our families, for ourselves. We had enjoyed a true adventure together. Now we were just relaxing and reflecting when he said something like, "Thank you so much for sharing this amazing experience with me. I will leave here much more intentional about how I spend my time. I can be much more effective in my life. I can't thank you enough." I remember thinking: "Oh, that's interesting, you are already one of the most effective people I know."

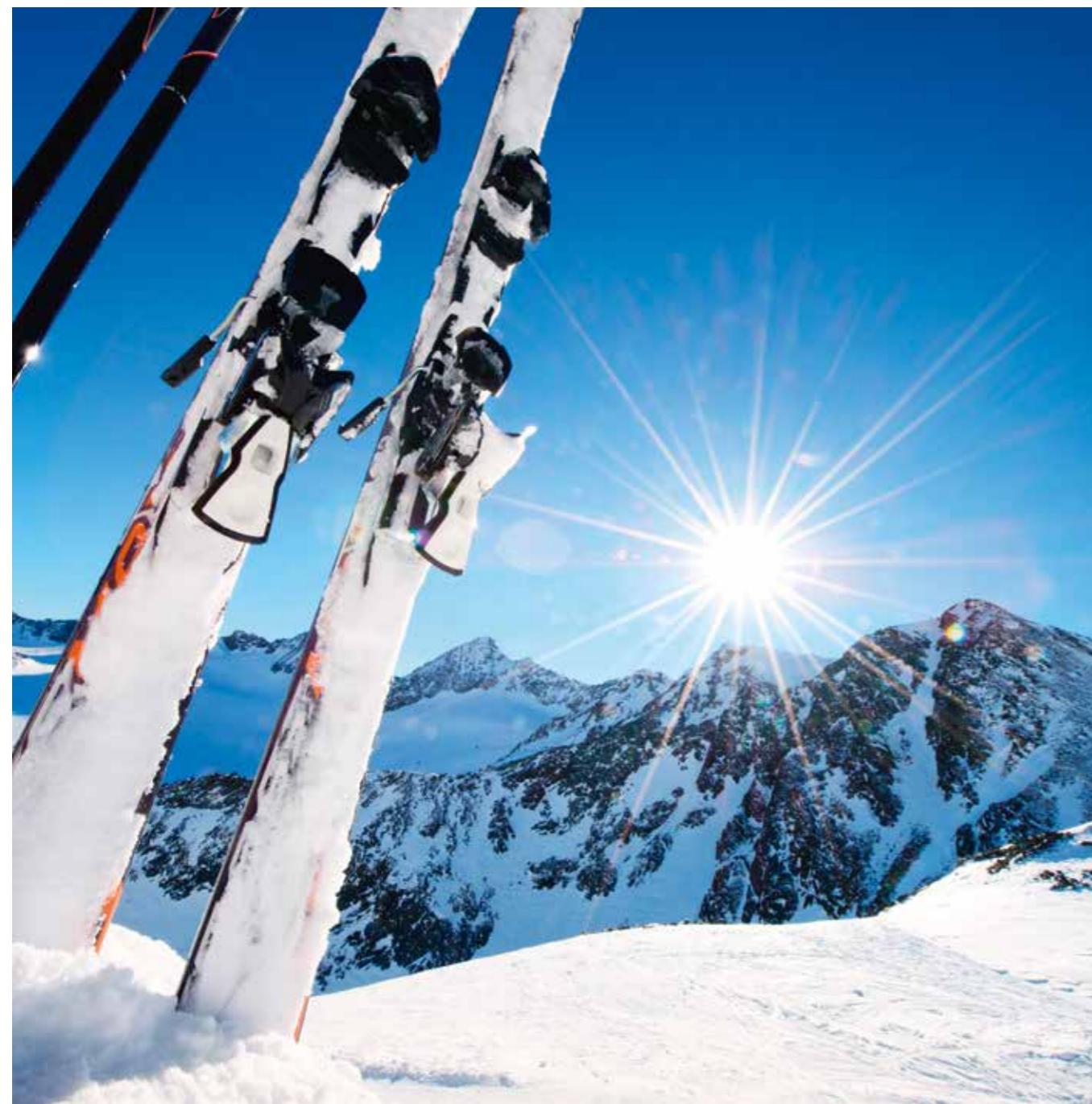
I have become much more aware of how sharing adventures together creates a connection that is difficult to duplicate in a formal setting. People tend to be more open to feedback and ideas. They listen a little longer. They are more empathetic. They seem to care more about people around them when they are in nature. In nature, everything slows down. I have not been able to duplicate the same level of intimacy in the board room what we can create in nature.

Justin Tomlinson



BECOMING AN EXTRAORDINARY LEADER FROM THE INSIDE-OUT...





LWI REIMAGINE ME WINTER EDITION

Stoos

swiss alps reloaded

Three days with Justin and Thomas on an adventure in the Swiss Alps. Get support, coaching and expert advice on how to find your personal horizon.

Get serious about what your life is all about. Work with us on your future identity. Discover a new space of freedom for yourself. Think, reflect on and create your unique value-add.

Use the break times to go skiing with us in one of the most beautiful ski resorts of Switzerland.

LWI Reimagine ME Winter Edition Stoos, Switzerland

Date

25 to 27 February 2020

Costs

Program cost: 2,900 CHF
Meals and lodging: not included

Booking and impressions at www.livewithintent.eu/events



CORPORATE IMMERSION WEEK Moab

where the earth meets the sky

One week with both LWI authors Justin and Thomas immersing yourself in fresh content that will make a true difference in your personal and professional life. This is the LWI strategic alliance, stakeholder mapping and synergy deep dive immersion event. You will learn how to partner at a different and higher level. Manage your stakeholders more effectively and invite other people to your horizon. Use the break times and evenings to go off-roading with us in the desert.

Join us in May for 4 days that will change your game.

Corporate Immersion Week Moab, Utah, USA

Date

4 to 7 May 2020

Booking and impressions at www.livewithintent.eu/events



ALUMNI MEETING Moab

the champion

If you have ever wondered about our adventure lifestyle, Thomas and I invite you to attend an Alumni Family weekend in Moab. This is a private family event, not a corporate event. You are welcome to bring your family or friends. The only cost is for your own expenses (e.g. meals, lodging and activities). The purpose of the weekend is to have fun, get to know each other better and enjoy friendship together. There is no formal agenda other than to have fun. Activities available include 4x4 jeeping, razors, motorcycles, hiking, swimming, rafting, paddle boarding and more. We have reserved the entire Slick Rock Lodge in Moab, Utah.

You can check in Thursday, 7 May, at 6 pm and check out Monday, 11 May, at 10 am. All rooms are master suites with queen or king bed and a private bath. Many of the rooms have additional bunk beds for children. Rooms at the lodge are on a first come, first serve bases.

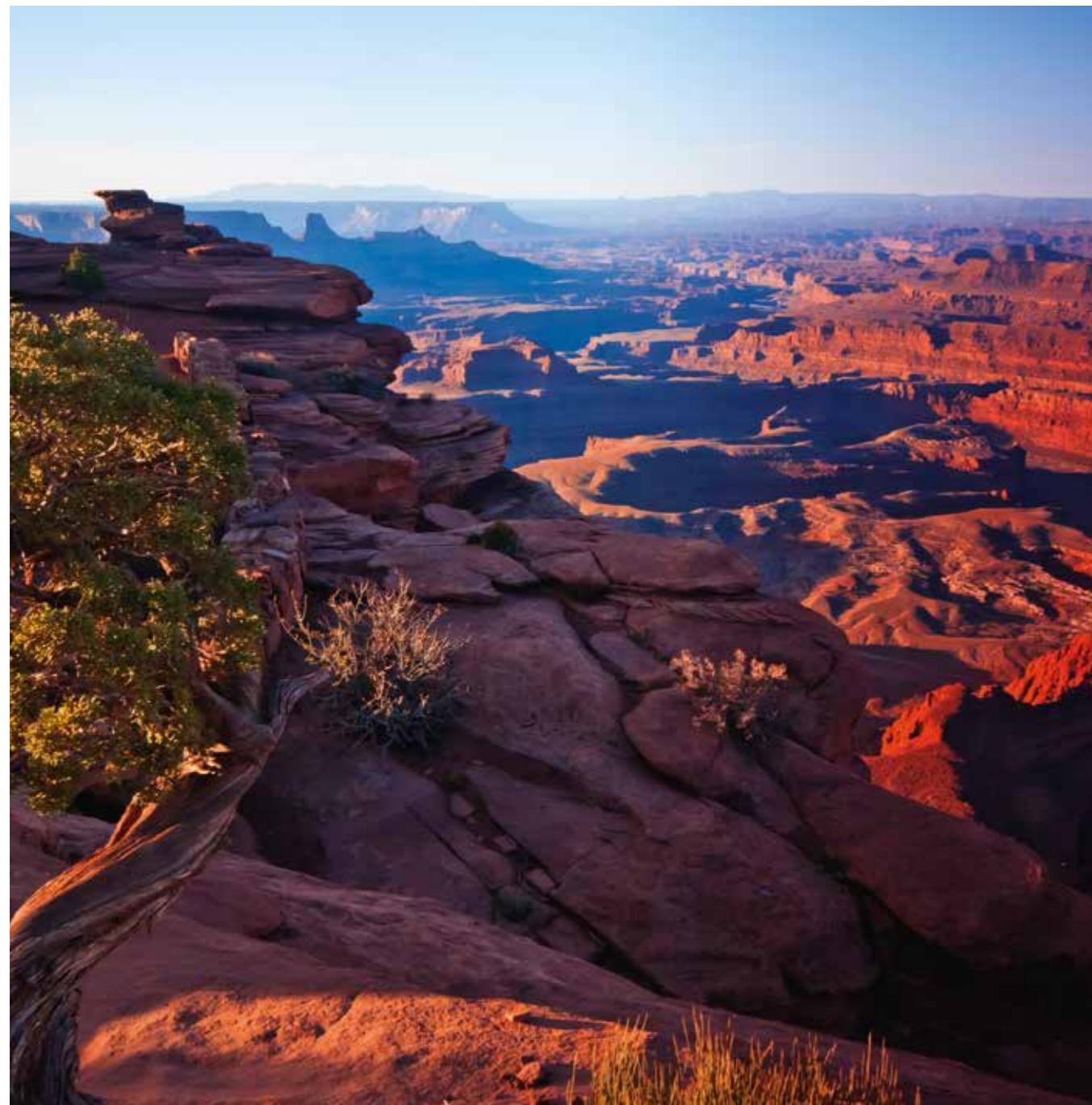
There are also many other hotels to choose from within 10 minutes of the lodge. Once we know who is coming, we will begin to organize activities accordingly. This is the best time of year to enjoy Moab, which means it is high season.

Alumni Meeting Moab, Utah, USA

Date

7 to 11 May 2020

Booking and impressions at www.livewithintent.eu/events



IDENTITY IMMERSION WEEK: LCP MEETS LWI Moab

Why be more creative?

This signature program starts with the question of where your life is now. Where you really are on your path toward your current horizon. Then, based on LCP, we will be able to go deep on discovering your next horizon and actions. LCP is a key assessment tool and professional disrupter on your leadership journey. Once you integrate the feedback of your LCP 360 degree profile, you will ask yourself the deep identity questions of why should I be more creative and why should I be above the line?

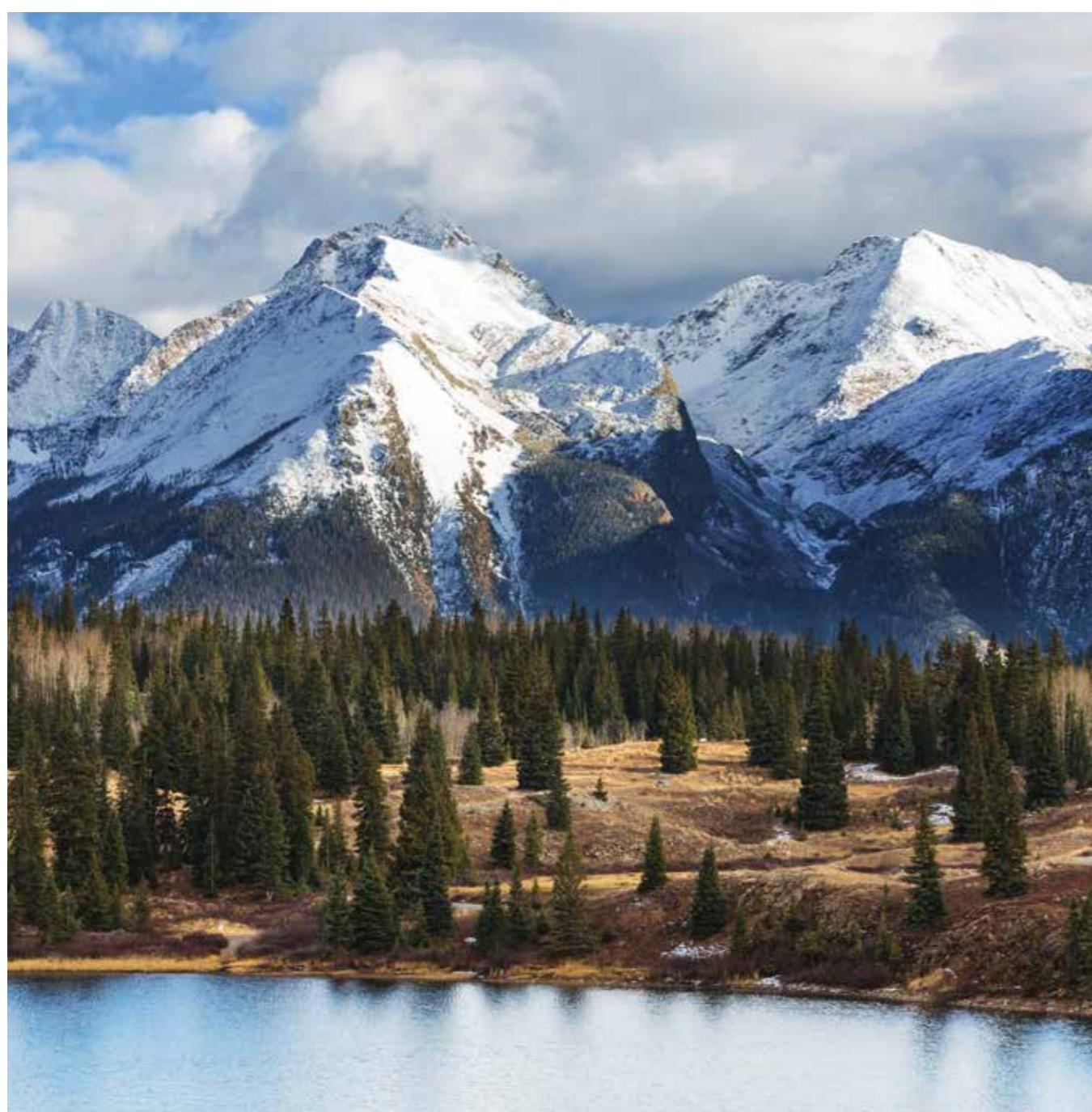
The 12 Live with Intent principles will answer the often asked question on how you can develop your identity so that you have what it takes on your journey toward your personal and organizational horizon. The Branding Canvas and the Tell your Story segments will be of high impact for your career and further development.

Identity Immersion Week: LCP meets LWI, Moab, Utah, USA

Date

11 to 15 May 2020

Booking and impressions at www.livewithintent.eu/events



BUSINESS ADVENTURE Rocky Mountains

where the flow never ends

Five-day adventure with Justin on a dynamic river in the middle of the Rocky Mountains.

Get support, coaching and expert advice on how to find your personal horizon. Get serious about what your life is all about. Work with us on your future identity. Discover a new space of freedom for yourself.

Think, reflect on and create your unique value-add.

Come with us on a real expedition and adventure where we live on the river all week long, camp in the wilderness and learn again to listen to the most important voices: your inner voice and the voice of nature...

Business Adventure Rocky Mountains, USA

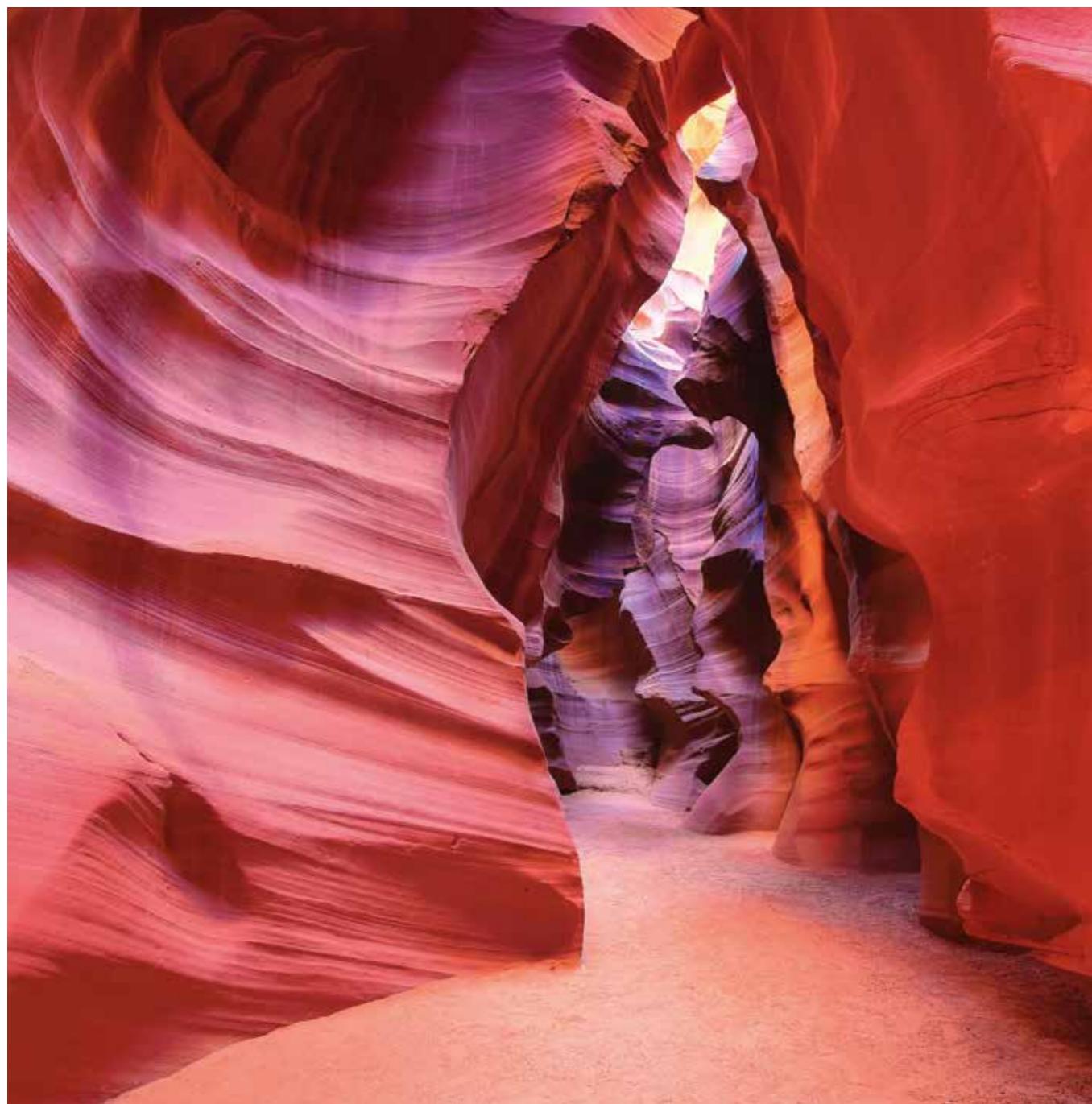
Date

3 to 6 August 2020

Costs

Program cost: 3,900 CHF
Meals and lodging: 1,200 CHF

Booking and impressions at www.livewithintent.eu/events



THINK TANK Lake Powell

endless sky plus water

One week with both LWI authors Justin and Thomas on an exclusive yacht working on finding and strengthening your value-add.

Without any mobile reception or Wi-Fi on Lake Powell on the eastern side of the Rocky Mountains. With intensive focus on your business case, growing your brand and tuning inwards toward your unique value-add.

Use the break times and evenings with us for wake surfing, paddle boarding, hiking and swimming. This is our signature event.

Think Tank Lake Powell, Arizona/Utah, USA

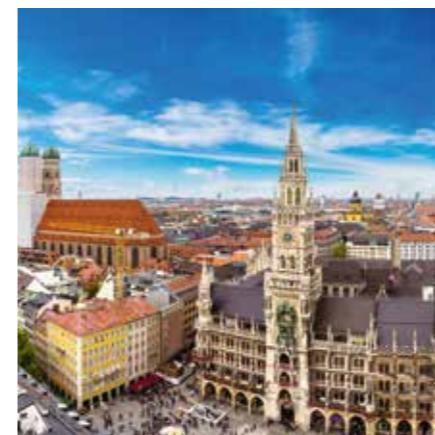
Dates

23 to 27 August 2020

Costs

Program cost incl. meals and lodging: 9,900 CHF

Booking and impressions at www.livewithintent.eu/events



LWI YOUR IDENTITY SEMINAR Munich

lwi seminar meets oktoberfest

Experience our flagship seminar answering the most important question in scaling leadership: What is your identity as you strive toward your horizon, as you fulfill your leadership assignment? The 12 Live with Intent principles will enable you to strive within agile environments without having to constantly reinvent yourself.

This 2-day program is at the heart of our product suite and our change philosophy. It is the official seminar of the Live with Intent book.

Join us on Friday evening for a reception at our RES New Work Airport and be part of the official opening of the Munich Oktoberfest.

LWI Your Identity Seminar, Munich, Germany

Date

17 to 18 September 2020

Costs

Program cost: 1,900 CHF
Meals and lodging: not included

Booking and impressions at www.livewithintent.eu/events

ALSO AVAILABLE FOR YOU...



BUSINESS EVENTS



WEBINARS



PUBLIC WORKSHOPS



ORIENTATION DAYS

REC Business Events are designed and catered to individual contributors, teams, leaders and executive striving to improve their effectiveness and productivity. We provide relevant, high-quality input paired with professional networking.

REC Webinars provide a productive way to explore our unique products and solutions in a convenient experience. They cover the main components and principles of our products and solutions.

REC Workshops inspire and transform participants. They deliver a pragmatic and actionable guide to improving skills in leading in agile environments, managing change, personal productivity, sales performance and mindset enabling.

REC Orientation Days are exclusive for consulting firms, coaches, speakers and trainers seeking to collaborate with REC in order to expand their reach and business model. These days provide an ideal platform for these ambitions.



YOUR TAKEAWAYS

1. Develop a clear operative edge in managing and leading with a digital component.
2. Get a clear grasp on how to apply agility, both from a strategic and operative perspective.
3. Discover how to make a difference and be better prepared to take on broader responsibility.
4. Become a more competent and confident manager with new insights, knowledge and skills for competing with courage.
5. Visibly enhance your ability to lead mindfully, effectively and responsibly with or without formal authority.
6. Increase your ability to lead stakeholders through powerful communications.
7. Learn how to stay focused on creating value and grounded in long-term purpose.



OUR TEAM



THOMAS REICHART

Founder, REC



JUSTIN TOMLINSON

Founder, ValueAdd group AG

Thomas had his pilot's license by age 14. He founded, grew and sold DirektKauf AG – one of the first dot.com businesses in Germany in his 20s, was CEO Europe of FranklinCovey, a global provider for Leadership and Change, then the Managing Director of a \$100M business in his 30s. Now in his 40s, Thomas is a leading expert in the areas of Leadership and Managerial Effectiveness. Thomas already has over 20 years of global experience in executive coaching, seminars and consulting for leaders, managers and organizations. He is the author of several publications including *Lead Your Life Now* and *Live with Intent*. Thomas has an MBA from the Fuqua School of Business, DUKE University. He has a Master's Degree in Change Management and Systemic Organizational Development from the University of Augsburg. He has also graduated from the E-commerce & Strategy Executive Education Program at the Kellogg Business School, Northwestern University in Chicago.

Justin is a global nomad who splits his time between the USA and Europe. He is a professional facilitator advising boards and senior management on the people side of value creation and the elimination of fake work. A known problem solver with an unorthodox approach involving meetings on horseback and boats instead of boardrooms has made Justin a sought-after advisor. He's earned loyal clients who value his candor and business savvy combined with his obvious love of life. Justin is the author of several books including *A Pattern for Living a Life that Matters* and *Live with Intent*. He opened Continental Europe for FranklinCovey, has started multiple other companies and has pioneered several innovative talent development solutions. His passion is helping individuals and organizations grow their value-add. Justin graduated from Brigham Young University with his BBA in Entrepreneurship.

OUR TEAM

**FREDRIK LYHAGEN**

Senior Consultant, REC

Fredrik brings international experience from consultative sales, sales management, talent management, alliance management, and consulting. He is an experienced coach, passionate about conversations that explore intrinsic motivations and push the boundaries of the comfort zone. Fredrik's clients and colleagues highly value the combination of his strategic approach with grounded presence. He is a strategist with broad functional experience, has built teams, launched operations and go-to-market initiatives and driven sales in international IT companies Cisco, Juniper and IBM. At Cisco Inside Sales Northern Europe, Fredrik led the expansion from 8 to 65 people. He was a strategy consultant for Telefonica CZ's executive committee and cofounded a management consulting company in IT Service Management. Fredrik holds an MSc in Business Administration and is an Associate Certified Coach (ACC) at the International Coach Federation (ICF).

**VERONIKA WEIGERT**

REC

Veronika is the secret behind our promises. She manages our partners and projects with great passion, leads the offices in Schwabmünchen, Bobingen and Munich and is first contact in the office. She supports our founder Thomas as PA and the team with all organizational and administrative needs. Coming from a hotel background, she lives professionalism and service mentality to ensure that processes are running smoothly. Veronika shows up several years of international work experience as an receptionist/team assistant and resource planner. Veronika's asset is to keep track of things so that all projects are kept up to date and delivery is made on time. Also at busy times, she effectively stays in control of strings and moving parts.

**WOLFGANG GOLISCH**

Partner, REC

Wolfgang has excelled an international career as a Medical Affairs Executive in the world's top pharmaceutical companies. Having worked around the globe in Latin America, Germany, the US, Switzerland, Middle East, Eastern Europe and Africa, he particularly enjoyed working with and learning from people from many different cultures. He is passionate about people and organizational development, helping people to find their horizon and develop their careers successfully. Today he is researching and experimenting how seasoned executives continue to add value in a radically different environment where there are no longer traditional bosses and ways of working. As a Medical Doctor, Wolfgang worked as a scientist, anesthesiologist and intensive care physician for the first 12 years of his career.

**ANJA HEMMING-XAVIER**

Product Suite Editor, RES/REC

Anja is a multilingual communication expert with a focus on content excellence and professional execution empowering brands to achieve superior content results. Equipped with a degree in Applied Linguistics, she has more than 30 years of experience in translating, copywriting and proofreading of highly complex texts for major international companies and European institutions. At RES and REC, Anja is part of the Lead Your Life Now and Live with Intent product suite development team delivering multi-language text input. Recently, she has specialized in digital content marketing and provides digital support to RES and REC.

OUR TEAM

**JACK R. DONALDSON**

PhD, ValueAdd group AG

Jack is fluent in both the creative and analytical aspects of design, branding, filmmaking and product development. He brings a broad knowledge to his craft. Following his passion for understanding how natural systems work, Jack earned a PhD in evolutionary ecology from the University of Wisconsin - Madison, then secured National Science Foundation funding to conduct post-doctoral research in Iceland. Jack later founded Peak Media & Consulting which manages media projects for clients in Europe, Canada and throughout the US. He has co-directed and produced two award-winning documentary films featured on CNN, Fox, New York Post, BBC and CSPAN. Jack spent the last four years managing product development for a startup called The World Table, a company improving public discourse by helping publishers grow engaged communities. He has served on the board of the non-profit Trekking for Kids since 2006. He lives in the shadows of Utah's Wasatch Mountains with his wife, three children and two dogs. Jack spends his free time making music and pursuing adventure as a backcountry skier, mountain biker, runner, photographer and fly fisher.

**CHAD WAGENMAN**

ValueAdd group AG

Born to ride. Literally. As a motorcycle enthusiast turned entrepreneur, Chad has mastered the art of troubleshooting, disassembling, and solving a problem. He can fix anything. Small engine specialty morphed into power sports and watercraft. He prides himself on making each project turn out "better than ever expected". He loves seeing the smile of someone who comes back raving about what a good time they had. Creating memories is his fuel. Chad is driven by the concepts of family, friends, play time, and personal character. As an estate manager for several amazing properties, he gets to experience the satisfaction of success every day.

**ELLE WAGENMAN**

ValueAdd group AG

Starting off in entrepreneurial business, Elle quickly realized universities could not complete with her drive for serving others. After many semesters of theory, she created her own "American dream" addressing the needs of customers, employees, and partners as an entrepreneur. Elle is a master negotiator, and win-win thinker. Her ability to create deals and partnerships that thrive creates deeply satisfying and lasting relationships. She loves the outdoors. Riding motorcycles and horses, hiking and all things adventure are her passion.

**JENNY SCHUMACHER**

ValueAdd group AG

Jenny grew up with a love of adventure. She has been a whitewater river guide for 30 years and never misses a chance to spend time on the water. She is a USA Weightlifting National Coach with one of the strongest teams in Utah. Her athletes range from 14 to 71 years old, and her greatest strength is instilling confidence in her athletes as athletes and as individuals. More recently she has learned to sing and play the guitar.

OUR TEAM

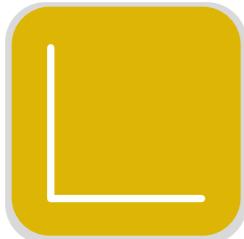


DEBBIE RHOADS

ValueAdd group AG

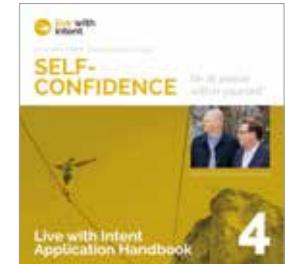
Debbie loves quietly working behind the scenes coordinating events and ensuring operational details are in place. She is known for her willingness to give new things a try and learn by doing. Privately, she enjoys adventures with her family. Especially four wheeling and anything else outdoors.





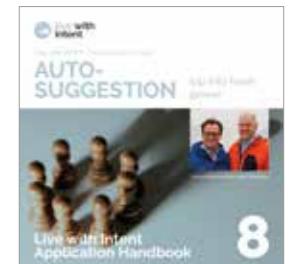
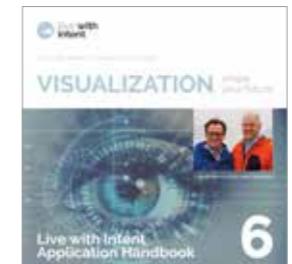
► **Part 1: Where You Are Now**

Chapter 1: Trust: Build trust with yourself and others
 Chapter 2: Freedom: Choose your attitude
 Chapter 3: Gratitude: Become thankful
 Chapter 4: Self-Confidence: Be at peace within yourself



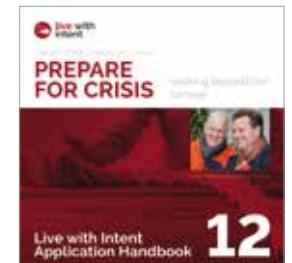
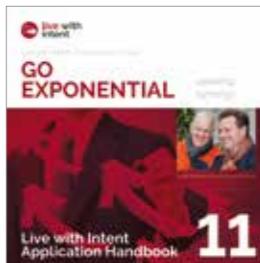
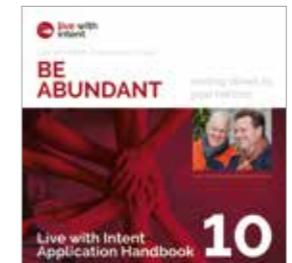
► **Part 2: Where You Are Going**

Chapter 5: Your Plan: Achieve meaningful goals
 Chapter 6: Visualization: Shape your future
 Chapter 7: Language Creates Reality: Inspire people
 Chapter 8: Autosuggestion: Tap into fresh power



► **Part 3: How You Will Get There**

Chapter 9: Be Intentional: Reaching your horizon
 Chapter 10: Be Abundant: Inviting others to your horizon
 Chapter 11: Go Exponential: Seeking synergy
 Chapter 12: Prepare for Crisis: Walking beyond the runway





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