



*One woman, one suitcase and twenty years of courageous leadership...
under the most extreme conditions imaginable.*

Leadership expert, international humanitarian, inspirational speaker and author, Linda Cruse shares leadership secrets developed over twenty years Leading on the Frontline. Businesses and individuals around the world benefit from Linda's incredible experience, transformed into Courageous Leadership – a series of unique, high-impact workshops, programs and inspirational speeches designed to attract top talent and develop emerging leaders.

Where time is the most precious resource, Linda delivers high-impact experiences that challenge mindsets, foster resilience, build trust and develop inspirational leaders in a short period of time. Based on Linda's boots-on-the-ground, frontline experience, Courageous Leadership take participants out of their comfort zone and into a world full of possibilities.

Who better to challenge employees to become courageous leaders – able to engage, motivate and inspire others – than someone who demonstrates courage every day.

SUMMARY

In addition to a full Race4Good or Be The Change, Linda and her team deliver fully-tailored leadership programs, workshops, mini-Race4Good opportunities and inspirational speeches based on Linda's extensive frontline leadership experience. Ranging from an hour's keynote

speech to fully-facilitated leadership programs.

LEADERSHIP PROGRAMS

Courageous Leadership

Reflective, caring and courageous business leaders are needed to carve out new paths and grapple with challenges in a complex and uncertain world. This online leadership program takes emerging leaders through an immersive and experiential journey that changes how they see and show up in the world. Participants develop a deeper sense of self, navigate cultural differences, learn how to manage ambiguity, cultivate trust, develop resilience, think reflectively, and lead with courage. Linda Cruse has trained many young leaders with profound results and the multi-format program has been crafted by e-learning specialist and renowned course designer, Dr Kelly Edmonds. The program is delivered in a blended format, partially online, offline and face-to-face with Linda and her team. Through storytelling, frontline examples, on-point exercises, deep discussions, self-reflection and challenging questions, participants roll through the 8-module program with excitement and determination to develop courageous leadership skills. The online program is designed to wrap around a Be The Change or Race4Good experience and to fit in with existing work commitments.

"The most powerful leadership program I have ever taken!" – Nobuhito K, GSK, Japan

Race4Good

Race4Good (R4G) is a dynamic, virtual race, through which leadership skills are discovered, developed, challenged and embedded via high-impact experiential learning and situational leadership challenges (see separate R4G brochure). The race enables any business, group or community – fuelled with passion and purpose – to make a positive impact on a corporate, social or environmental issue, whether overseas or closer to home.

Participants unearth creativity and innovation through a pressure-cooker race which facilitates extreme team building as they develop their business plans. The R4G format is highly flexible, including half-day workshops, races lasting one-week or over a period of months, simultaneous races and multiple locations. R4G can be delivered as stand-alone opportunities or wrapped around the Courageous Leadership online program.

Includes: 1 day – multiple months race (flexible)/optional 8-week Courageous Leadership program.

Be The Change

Be The Change (BTC) is a unique, deep-immersion leadership program for businesses and individuals (see separate BTC brochure). Participants have the opportunity to join Linda on a life-changing trip to the frontline (various locations worldwide). BTC is available as a stand-alone experience or can be wrapped around the Courageous Leadership online program.

Includes: 7 – 8 day frontline experience (flexible) plus a 5-week online study course: 3-modules pre-experience and 2-modules post-experience (approx. 2 hours per week).

Be The Change: Future Leaders

Based on Be The Change, The Future Leaders program takes students from schools and universities on unforgettable, deep-immersion, overseas humanitarian experiences. These opportunities give participants unique insights into frontline work, provide a way to leave a meaningful legacy, and help develop tomorrow's inspirational leaders.

Includes: 7 – 8 day frontline experience (flexible) plus 5-week online study course: 3-modules pre-experience and 2-modules post-experience (approx. 2 hours per week).

The following video captures the experience of a team of students from Claremont McKenna College, California USA, on a Be The Change: Future Leaders experience in 2017. Their plans transformed a forgotten community in Nepal: [Watch the Video](http://bit.ly/2Yymniz) | <http://bit.ly/2Yymniz>



“My Be the Change experience exceeded any expectation. I would never have imagined that my professional expertise could have been so useful, applied in a vastly different environment to my day-to-day life. The transformation I witnessed in the Nepali community will stay with me forever. Linda is an expert, an inspiration and a seamless facilitator.”

KAREN EMANUEL, MD, KEY PRODUCTION, UK



Emergency Zen

The Emergency Zen program is designed for individuals. From day one, things start to change. After 30 days participants will have stepped into their authentic self, positive and happy. After 60 days they will be connected to their very own magic, their passion and purpose in life. Discover who you really are and what you truly want from life; unleash your gifts and your passion; feel better and have more FUN! Learn to become a magnet for love and happiness and leave a legacy for the world.

Additional leadership programs are available.

INSPIRATIONAL SPEAKER

Drawing on material from Linda's books: *Marmalade and Machine Guns* and *Leading on the Frontline*, Linda describes her unique personal story, her wake-up call and the challenges, revelations and lessons learnt from living and working on the frontline. Accompanied by striking images and videos, Linda inspires, motivates and captivates audiences, drawing them into a life of purpose, passion, adventure and misadventure. Discover what happened when Linda was sent to the Himalayas by the Dalai Lama; how her life was saved by nuns, and what elephants in Thailand taught her. As part of the narrative, Linda shares lessons of courage, resilience and transformation, enabling audiences to take these insights and apply them to their own lives. Linda Cruse is a regular TED Talk speaker.

In this TED Talk, Linda talks about her frontline work and how she uses business as a force for good:

<http://bit.ly/2WQvl5e>

WORKSHOPS

Linda offers custom-designed workshops on specific corporate themes, including resilience, cross-cultural awareness, 'passion, purpose and playfulness', and the 'power of one'. The following represent just a few of the options available:

OPTION 1 *Future Fit - Resilience*

Introducing frontline thinking to business, participants are inspired to act and develop practical methods for building personal resilience in the ever-changing, stressful world of business. The workshop is based on Linda's stress-management program - Emergency Zen. Participants are guided on ways to boost their own resilience, foster resilience within teams, identify strong and weak points, and reflect on the importance of resilience in leadership.

Duration: 3-hour workshop, 1 - 2 day program (flexible).

OPTION 2 *What Drives Me?*

This workshop has been designed to reveal what is fundamentally important to individuals, their purpose and passion in life. Through a series of simple but powerful steps, participants discover their core values, create a personal mission statement, and align behaviour and life choices with those things that really matter.

Duration: 3-hour workshop, 1 - 2 day program (flexible).

OPTION 3 *Courageous Leadership*

A unique, interactive workshop based on the highly successful online program – Courageous Leadership. The workshop draws on specific frontline experiences, focuses on those skills, and highlight insights relevant to the client. For participants, the program is experiential, interactive and challenging – encompassing the overarching theme of courageous leadership. There is a dynamic mix of activities, requiring participants to work in teams and as individuals, to tackle a variety of situational leadership challenges, explore these skills, and demonstrate ways to apply them to their own corporate frontline. The workshop can be based on specific client requirements, challenges and corporate values and there is an option to include a session on resilience and self-reflection.

Duration: 3-hour workshop, 1 - 2 day program (flexible).

OPTION 4 *Passion, Purpose and Playfulness*

Taken from the Emergency Zen leadership program, this interactive workshop gives participants the insights and tools to lead more productive, happier and healthier lives at home and at work; reconnecting them with their passion and purpose. Personal transformation for participants is achieved by taking stock of where they are and where they want to go; getting in touch with their emotional health and wellbeing.

Duration: 3-hour workshop, 1 - 2 day program (flexible).

OPTION 5 *Global Thinking – Cross-Cultural Awareness*

To be an inspirational and courageous leader in a global context it is necessary to operate across borders, boundaries and cultures, creating a shared vision that appeals to a diverse set of people, including the immediate team, wider organisation and external stakeholders. Whether working in a diverse, cross-cultural setting, starting up a new enterprise, relocating to a new country or growing an international network – there are other competencies required of today's leaders. This workshop gives participants the tools to develop these.

Duration: 3-hour workshop, 1 - 2 day program (flexible).

OPTION 6 *The Power of One*

Designed to inspire participants to do what they can and recognise the 'power of one'. Linda draws on empowering stories of inspirational people and her work with some of the great leaders, including the Dalai Lama. Participants learn how to get involved and make a difference, become conscious of the effect of their actions, develop the courage to speak up and be the change they want to see in the world. Also available as an inspirational speech.

Duration: 3-hour workshop, inspirational speech.

TO LEARN MORE: LindaCruse.com