

INTRODUCING

# OUR VIRTUAL ADVENTURES



RE **IGNITE** your people | RE **CONNECT** your team | RE **ALIGN** your organisation | RED LEAF



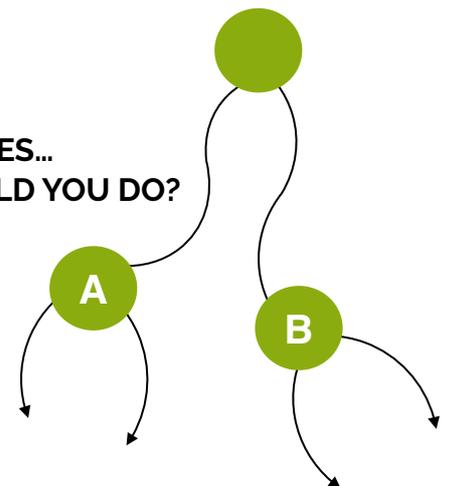
# WHAT IS A VIRTUAL ADVENTURE?

Red Leaf plan and run adventure expeditions in extreme environments all over the world. We film the action and when we get home, we identify the most significant moments - the ones that mattered most. Then, we go into production and create a series of video scenarios that link together to create a Virtual Adventure. You become a member of the Red Leaf team in the field, you choose your path through the decision tree...a real life choose your own adventure.

You become an active participant - no passive observing!

## VIDEO TO SET THE SCENE

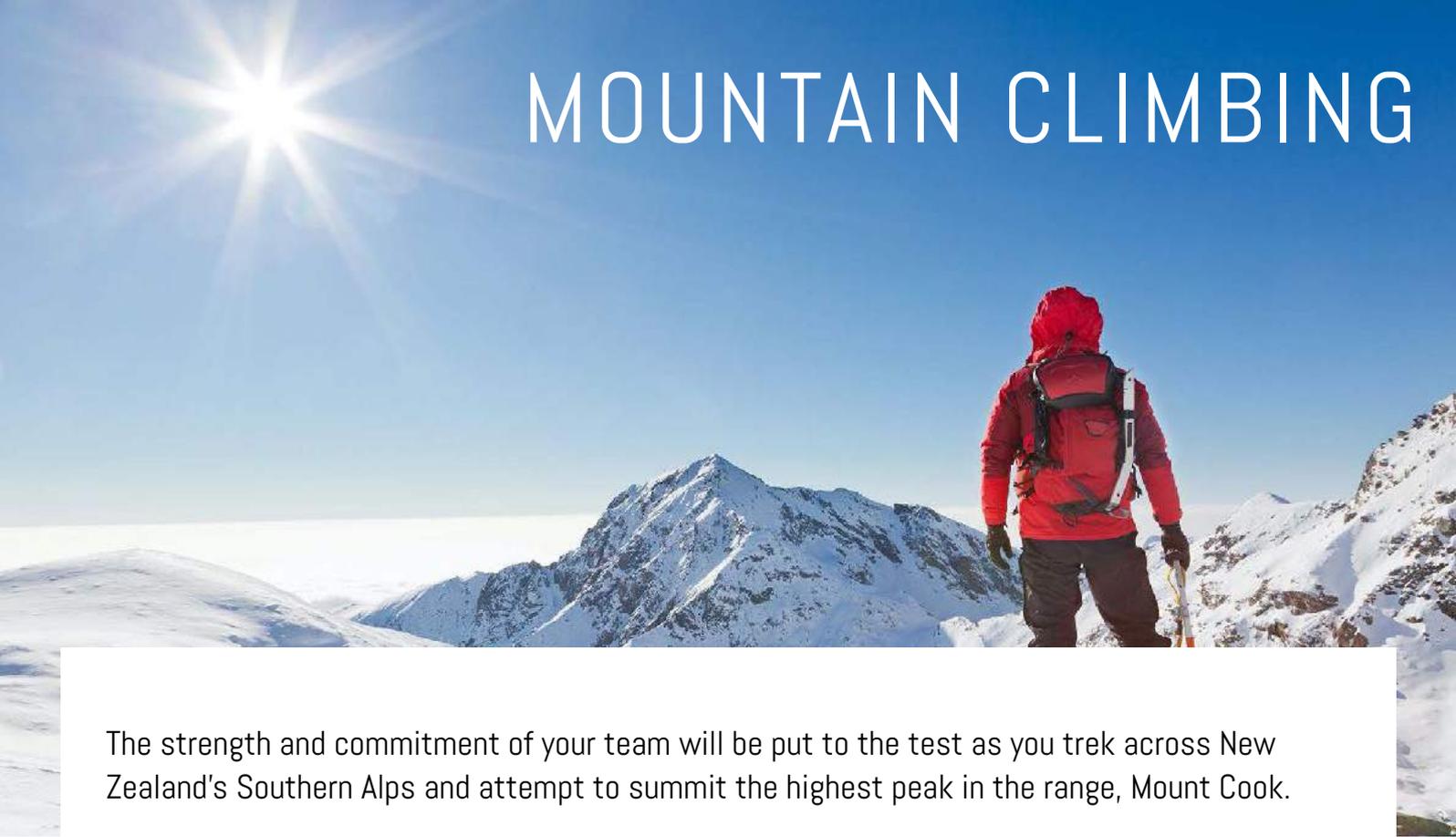
TWO CHOICES...  
WHAT WOULD YOU DO?



Our Virtual Adventures are a guided experience. At points in your expedition, our facilitator will hit 'pause' to host business focused conversations, providing a chance to personalise the content and connect the unfolding story to what happens in the real world.

This document describes some of the Virtual Adventure we have built to date.

# MOUNTAIN CLIMBING



The strength and commitment of your team will be put to the test as you trek across New Zealand's Southern Alps and attempt to summit the highest peak in the range, Mount Cook.

Just like the mountains, the market is ever changing. We are forced to adapt, to make decisions with incomplete information and live with uncertainty.

You may not know a lot about mountain climbing but that's not a prerequisite for success. It's not about technical skills, instead it's about resilience, ability to adapt to change in a split second, teamwork, grit and determination.

The mountaineering adventure is broken in to three stages. The village, base camp and the summit. In the village stage you will setup for the climb, all participants start with the same resources, budget and timeframes. At base camp you acclimatise and climb around the lower slopes of the mountain. In the summit stage you will attempt to conquer Mt Cook.

Through all three stages you will be making a number of different decisions. For example: would you cut the rope? The classic mountaineering conundrum that is more comfortable to confront from the safety of the conference room or Zoom call! The answer will determine whether you are successful or not.

At various points throughout the adventure the facilitator will pause for an 'Acclimatisation Conversation'. These conversations assist participants to apply context to what they are learning. This is determined with the client during the design of the agenda.

Do you want to demonstrate the importance of:

- Strengthening teamwork & leadership?
- The behaviours required to lead through change?
- Gaining clarity on decision-making processes?

# ANIMAL TRACKING



Set in Southern Africa, this Virtual Adventure immerses you into the complex and ancient art of animal tracking. The goal is to track and find a leopard, lion and rhino on foot - they are 3 of Africa's Big 5.

Wild animals make up their own minds and roam freely, we do not fully understand their communication signals. This generates uncertainty, but expert trackers are comfortable with this.

You may be wondering how tracking wild animals can connect to a business message? Organisations are tracking all the time, they track revenue, growth, profit, innovation, new customers and competitors. They also track goals.

The best animal trackers are rational and creative at the same time. The ability to see through the clutter to the essential detail and at the same time, be intensely aware of the environment around them. They must understand the animals' behaviour, habitat; and relationship to other species and in some cases, individual personality.

To be successful, the tracker must be able to adapt, improvise, change tactics, and stay on-track in the changing environment. All of these things are vital in our organisations too.

At various points throughout the adventure, the facilitator will pause for a 'campfire conversation.' These facilitated conversations assist participants to apply context to what they are learning.

Do you want to demonstrate the importance of:

- Clearly identifying your opportunity?
- Deeply understanding the market in which you are operating?
- Speed, efficiency and creativity in achieving your goals?

# KAYAKING



The Okavango River System provides a vital source of water to about 1 million people, the world's largest population of African elephants and significant populations of lions, cheetahs and hundreds of species of birds.

In 2012, a Red Leaf team from around the world gathered in Maun, Northern Botswana. The mission was to kayak the full distance of the mighty Okavango Delta. Along the way we filmed the spectacular wildlife and terrain as well as the ups and downs our team experienced. The team had mixed experience in kayaking, athletic ability and some had never been to Africa before. This is our story of an epic 14 days in one of the most spectacular environments on the planet.

The Okavango is an interconnected and interdependent ecosystem that changes everyday in unexpected ways. For many of you, this might resonate with the current business environment.

In this Virtual Adventure, you will work together in teams and balance competing priorities under pressure. Teams will find themselves in a difficult position that is influenced by changing environmental conditions that are outside of their control.

During our adventure it was critical to bring the team together and leverage the diversity of thought and redefine success in order to realign the team's priorities and mission. Teams embarking on this Virtual Adventure will be asked to do the same...

Do you want to demonstrate the importance of:

- Agreeing on a common set of guiding principles?
- Getting the most out of people with different levels of technical skill?
- Recognising pivotal moments?

# SURFING



To succeed in the competitive multi-billion surf industry, professional surfers must adapt to rapid change, be able to differentiate themselves for sponsors and work effectively in virtual teams.

The virtual team in surfing is made up of individuals who do not work together directly but need each other to succeed, such as photographers, swell forecasters, media and PR. A pro surfer requires strong relationships with their entire team in order to deliver a return on investment for their sponsors.

This adventure features video highlights in the career of Australian professional big wave surfer Mark Mathews. You get to take the reins of Mark's career and deliver a return on investment for sponsors. In the ocean you must always assume that conditions can- and will-unexpectedly change, violently and fast. You must stay hypersensitive to change, continually re-assessing conditions and refocusing goals and strategies.

The first set of scenarios and decision points explore opportunities surfing the Red Dragon, a tidal bore in Guangzhou China, attending a surf festival on Hainan Island, China and chasing the latest Virtual Reality surf media technology in Australia. The decisions will frame interesting conversations regarding first to market opportunities, adopting new technology and managing personal brand vs client needs. The second set of scenarios are set towards the end of the Australian big wave season, which means it is crucial for teams to maximise exposure in the few remaining big swells. Teams will face added pressure managing the needs of their existing sponsors and the lure of new opportunities that are beneficial for Marks personal brand and his extended team.

Do you want to demonstrate the importance of:

- Reflecting on client needs and finding ways to differentiate
- Maximising the effectiveness of your team and achieving greater role clarity
- Preparing to execute when the next opportunity arises

BRING YOUR TEAM TOGETHER.

PREPARE TO PARTICIPATE IN AN INCREDIBLE  
SHARED EXPERIENCE.

GET YOUR TEAM PERFORMING AT A HIGH LEVEL.

We are happy to help match a specific adventure to your needs.

Email [info@red-leafgroup.com](mailto:info@red-leafgroup.com)