



# The Mindful Leader

Leading with Purpose, Values and Transparency to Increase Your Influence and Impact

*A transformative retreat experience November 1-8, 2015 at Jungle Bay Resort, Dominica*

## Who should attend

Executive Leadership, Senior Managers and Entrepreneurs who are willing to deepen their sense of purpose to take their personal and business success to the next level

## What you will take away

Leadership tools for yourself and your company to help you elevate the conversation and fuel a mission-driven team that leaps beyond incrementalism:

- + Clarify your purpose to increase your impact and influence
- + Build a mission-driven culture that attracts and retains the best team
- + Position yourself or your business as a thought leader
- + Sharpen your personal or business brand in a way that repositions the competition
- + Integrate your purpose and strategy fluidly into execution

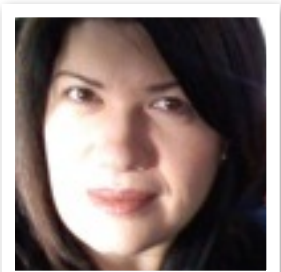
You will leave with a personal purpose statement, brand positioning/promise/values, vision plan to integrate your positioning at work and new tools to elevate your leadership style in a mindful and intentioned way - for all aspects of your life.

## Investment

All-inclusive Jungle Bay Resort in Dominica includes 7 nights accommodations, transfers to/from airport, breakfast/lunch/dinner daily, 4 group sessions with Strategists and Entrepreneurs Pat Johnson and Laura Mansfield, private one-on-one sessions, access to resort amenities and facilities, movement classes, outdoor excursions, therapeutic massage and closing ceremony activity. \$6,450 per person single occupancy. Partner rates available.

## Registration

\$1,000 Registration Deposit due by April 1st, 2015. Balance due by July 1st, 2014. Online reservation [here](http://ammonista.com). Reservation will be confirmed after initial intake and interview.



Learn more about Pat Johnson and Laura Mansfield at [ammonista.com](http://ammonista.com) For more information or to reserve your place, contact Laura at [L@ammonista.com](mailto:L@ammonista.com).

# Retreat Schedule

[Includes all-inclusive schedule of healthy meals, yoga, meditation, jungle excursions, hot springs massage session, workshops and activities.]

6:30am Yoga (optional)

6:30-9:30am Breakfast

11:30-2:30pm Lunch

5:30-9:30pm Dinner



## *Sunday, November 1st*

1:00pm Arrival and Check-in

Shuttle pick-up from airport upon arrival.

6:00pm Welcome Reception + Dinner

## *Monday, November 2nd*

9:00am-Noon VICTORIA FALLS

Exploratory hike to Victoria Falls. Wade in therapeutic pools and return to resort for late lunch and afternoon is free for exploring, resting and restoring.

3:00pm-9:00pm MASSAGE appointments available.

## *Tuesday, November 3rd*

9:00am - 1:00pm "PURPOSE"

True alignment happens when we understand how our inner beliefs affect what we can accomplish externally. We will uncover or refine our highest purpose; for through intention, integrity and purpose, we can create success consciously. We will also learn to benchmark how we fill our lives and the secret to getting back 'on purpose' quickly.

1:00pm Lunch and leisure time

2:00pm - 5:00pm One-on-one sessions

## *Wednesday, November 4th*

9:00am - 1:00pm "THOUGHT LEADERSHIP"

Learn how to create an authentic, compelling and relevant brand that can elevate you or your company to the next level of growth. Through a series of strategic planning exercises, you'll uncover your unique value proposition and sharpen your brand promise to elevate your relevance and thought leadership in the marketplace.

1:00pm Lunch and Perdu Temps Hike

[ Limited spaces available. Click [here](#) to reserve your place online. ]

## Thursday, November 5th

### CHOOSE YOUR OWN EXCURSION “Surf” or “Turf”:

**SURF:** Choose one of the most famous dive/snorkel spots on Dominica, Scott’s Head Pinnacle. This dive's popularity is due to the excellent visibility and unique location, including "the pinnacle," a 120-foot drop off and swim-through full of lobster and grunts. Snorkeling and scuba diving will be optional.

**TURF:** Choose the more challenging hike to Boiling Lake - an amazing fumarole, or an opening in the Earth's crust that releases steam and gas, and it's flooded with hot bubbling water that rises into a cloud of vapor. Located in the Morne Trois Pitons National Park, it is a challenging hike but locals say it is well worth it. We will hire a guide to lead us on this day long hike that is a mere 8 miles from the hotel. Boiling Lake is an all-day excursion - we will take bag lunches, snacks and lots of water to keep us hydrated.

## Friday, November 6th

9:00am - 1:00pm “MANAGEMENT BY INTENTIONS”

We will provide tools you can use that will serve as a touchstone for your vision, values and ultimately, strategic plan for yourself or your company. We will introduce mindfulness habits that insure consistency, clarity, and purpose as you manage your operations. Leadership can be taught - and you will learn how to lead with your strengths, accomplish your vision and keep the flame (and discipline) of your purpose, brand and plan alive.

1:00pm Lunch and leisure time

## Saturday, November 7th

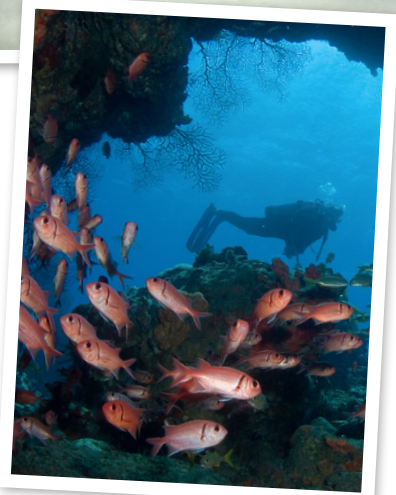
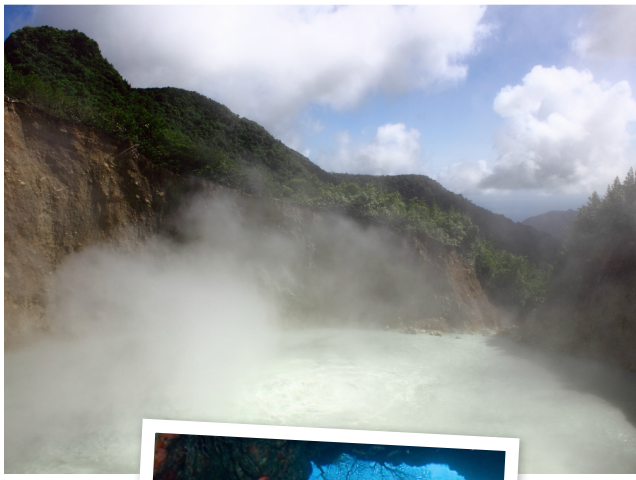
**LEISURE DAY:** Yours to explore, rest, relax, restore.

5:00-7:00pm CLOSING CEREMONY

7:00-9:30pm FAREWELL DINNER

## Sunday, November 8th

11:00am Check-out and Shuttle to Airport



[ Limited spaces available. Click [here](#) to reserve your place online. ]



[Pat Johnson](#) is a futurist, anthropologist and entrepreneur.

A 25-year brand veteran, she's principal of Ammonista – a unique consultancy that merges brand strategy with entrepreneurialism.

Transforming future trends and cultural insights into authentic business strategies, Pat helps people and companies create brands of significance. An entrepreneur herself, she brings thought leadership to global health, energy and technology companies – serves as an

Entrepreneur-In-Residence for a high-tech investment firm - and advises many start-ups. An area of particular interest to Pat is health and well-being. Foreseeing the continuing 'upstream' focus of the health care industry, she founded [Root Whole Body](#), a wellness center concept for the enlightened and curious who embrace holistic health.

Prior to Ammonista, she directed some of the best brands in the business, as founder/CEO of nationally-acclaimed creative ad agency [NORTH](#).



[Laura Mansfield](#) is a purpose-driven visionary and an accelerator of people, causes and companies.

A social entrepreneur who has designed and implemented numerous plans for social enterprises in corporate and nonprofit sectors in the U.S. and abroad, she's part of the think tank at Ammonista – a unique consultancy that merges brand strategy with entrepreneurialism.

Laura brings her successful track record in catalyzing growth for corporate, nonprofit and government sectors to every project – no challenge too mundane or difficult to solve. She's the founder of three successful media companies and served as the former CEO/Visionary of [PAGATIM](#) - audio content strategists, creators and distributors for thought-leaders, brands and cause-driven organizations. There, she helped excavate the 'brave authentic stories' for companies like Levi's, Nike, Clif Bar, and Keen Footwear.

With a Masters in Non-Profit Management, Laura serves as an Adjunct Professor teaching Social Entrepreneurship, Social Change and Leading through Collaboration – and is often hired by foundations to evaluate the effectiveness of their social impact organizations.

## The Caribbean's Best Kept Secret: Dominica

Dominica is known as the "Nature Island" for its abundance of natural splendours: 365 rivers, the second largest boiling lake in the world, volcanoes, mountains (known as Mornes), waterfalls, hot springs, and black and white sand beaches. Much of the island is protected under national parks, one of which has been given UNESCO World Heritage status.

With abundant flora and fauna on land as well as underwater, Dominica is a paradise for divers, hikers, birdwatchers and nature-lovers who seek excitement and inspiration. Indeed, many species that are extinct on neighbouring islands can still be found here.

A land of great beauty and contrasts, Dominica has so many stories to tell – come and discover the best-kept secret of the Caribbean.

[dominica.dm](http://dominica.dm)