



Unstoppable Cultures™

FELLOWSHIP

WHAT IS THE UNSTOPPABLE CULTURES FELLOWSHIP?

The Unstoppable Cultures Fellowship is an exclusive leadership experience curated by Ginger Hardage, former Senior VP of Culture and Communications at Southwest Airlines, designed to help participants build and sustain cultures of enduring greatness in their organization.

More information can be found at: www.unstoppableculturesfellowship.com

WHAT ARE THE COMPONENTS OF THE UNSTOPPABLE CULTURES FELLOWSHIP PROGRAM?

The Unstoppable Cultures Fellowship consists of three main components:



FOUR DAY RETREAT

A four-day retreat unlike any other at the Four Seasons Rancho Encantado Santa Fe from November 12-15, 2018. Each participant will be able to select their personal coach for their time at the retreat.



TEAM COACHING

A 3-month follow-up team coaching process with Ginger Hardage through Zoom. This is a chance to get time time with Ginger Hardage, Former Sr. VP of Culture and Communications at Southwest Airlines, recognized as a foremost global authority on building and sustaining corporate culture. Ginger accepts very limited consulting opportunities, so this is the best way to spend time with a true legend of culture.



ALUMNI NETWORK

Membership into the Unstoppable Cultures Fellowship Alumni Network.

WHO IS INVOLVED?

The pioneers of four of the greatest organizational cultures in the world will serve as personal coaches throughout the retreat experience.



GINGER HARDAGE

FORMER SR. VP OF CULTURE AND COMMUNICATIONS, SOUTHWEST AIRLINES



DAVID SALYERS

VP OF GROWTH & HOSPITALITY, CHICK-FIL-A



CDR RORKE DENVER

COMMANDER, NAVY SEALS



JODY DREYER

30-YEAR CULTURE VETERAN, DISNEY

WHO WILL THE OTHER ATTENDEES BE?

The Unstoppable Cultures Fellowship is geared for both corporate executives and culture leaders looking to enhance their current culture or entrepreneurs and startups looking to build a lasting great culture from the very beginning.

We wish to curate a collective of leaders who will not let others define their culture, but who say they will be the ones to create it – whether building it from the ground up, or replenishing one that has gone astray. A collective of leaders willing to go to whatever lengths to make their culture the absolute best – healthy and thriving.

The Unstoppable Cultures Fellowship is limited to 56 participants to allow for an environment where real-life culture issues can be discussed, wrestled with, and solved through personal coaching and teamwork.

WHAT IS THE AGENDA FOR THE RETREAT?

The actual schedule and specific events will be held secretive until the event, but you can expect the following things at the retreat.

- »»→ Talks and content from all four coaches
- »»→ Panels and interactive Q&A
- »»→ Small group discussion, breakouts with your teams and coaches
- »»→ Personal meal time with coaches
- »»→ Fun activities and competitions
- »»→ Surprise, VIP experiences
- »»→ Creative touch points to make the experience last a lifetime
- »»→ Special guest leader appearance and interviews
- »»→ Time to rest, dream, create, and explore

HOW WILL IT BENEFIT ME PERSONALLY?

- »»→ Attendance at a one-in-a-lifetime retreat combining intensive culture content, VIP experiences, and lots of fun
- »»→ Access to a retreat concierge to help make sure all of the details are perfect
- »»→ The opportunity to go through a follow-up coaching process designed by Ginger Hardage, and other coaches, to help your culture go from 'here to there' and that facilitates real, tangible change in your organization
- »»→ Membership into an alumni network that supports your culture and celebrates your wins
- »»→ A coaching environment for real-life culture issues to be discussed, wrestled with, and solved with peer advice and group think
- »»→ Rare, personal access to the pioneers and architects of the world's best organizational cultures
- »»→ Association into a tribe of elite leaders who have decided to value culture above all else and who see culture as the ultimate competitive advantage
- »»→ Small, intimate, personal, and hands-on – not your typical conference or seminar

HOW WILL IT BENEFIT OUR ORGANIZATION?

The experience is designed to help cause real tangible change in organizations. The retreat content is meant to inspire and walk through all the components of an Unstoppable Culture. The follow-up process has been crafted to be very practical and to provide the nuts-and-bolts needed to go implement and cause systemic cultural change.

RETREAT

Day 1 :: Welcome / Intro to Unstoppable Cultures

Day 2 :: Put People First

Day 3 :: Are Constantly Nourished

Day 4 :: Share Stories Relentlessly

FOLLOW UP 3-MONTH COACHING PROCESS

- »→ Establishing a Culture Infrastructure
- »→ Building Rhythms of Celebration
- »→ Implementing Systems of Recognition
- »→ Preserving Values and Tradition
- »→ Nurturing Your People
- »→ Creating Environments for Leadership Visibility

SPONSORSHIP OPPORTUNITIES

(3) Presenting Sponsorships are available for the first class (Fellowship One) of the Unstoppable Cultures Fellowship

\$30,000 INVESTMENT

Presenting Sponsorship Package includes:

- »→ Designation on website as Presenting Sponsor, hyperlinked to company website
- »→ (1) Company representative from organization to participate in the Unstoppable Cultures Fellowship (a \$14,000 value)
- »→ Company representative to get exclusive one-on-one time with a coach of their choosing both during and after the kick-off-retreat.
- »→ Company representative on Sponsor Panel, interviewed by Ginger Hardage at the kick-off retreat
- »→ Company logo on all materials and signage at the kick-off retreat
- »→ Opportunity to hand out marketing collateral in hotel rooms and at general sessions at the kick-off retreat
- »→ Title sponsorship of one of the three dinners at kick-off retreat

Interested in becoming a Presenting Sponsor of the Unstoppable Cultures Fellowship? Please contact Jayson Teagle at jt@collideoscopeworld.com to discuss further.