

LEADING THROUGH FIRE

FUTURE PROOF YOUR LEADERSHIP

6-Week Immersive Training

"**Blew us away. Our whole group has talked of nothing else this week**. Some of the most provocative and disruptive ideas I've heard in a long while—and that's exactly what we need more of here."



DANE HOLMES
SENIOR PARTNER
Goldman Sachs

"Flow Genome Project has **unlocked the secrets of peak performance for corporate leaders** and translated it into language that executives can understand better than anyone out there."



MICHAEL JUERGENS
SENIOR PARTNER
Deloitte.

FT FINANCIAL TIMES · Harvard Business Review · WIRED · The New York Times · TED · THE WALL STREET JOURNAL · FORTUNE · Forbes

Leading Through Fire is an immersive training on high performance leadership in VUCA conditions.

VOLATILE | UNCERTAIN | COMPLEX | AMBIGUOUS

Over 6 weeks, you'll "download" the 20% of leadership tools that cover 80% of situations you'll face day-to-day, so you can lead your team with focus, clarity, and confidence.

It's a software upgrade for high performing leaders.

What would be possible if you mastered the best leadership tools from the Navy SEALs, the world's top performing companies, and elite mountain guides?

This course is designed to give you an operating system upgrade for next level consciousness and culture. You'll learn, practice, and embody new leadership tools each week, to raise the level of your and your team's performance.



Who is this training for?

1

You want to develop the tools and practices of embodied leadership.

And how to hold a clear signal for others, especially in unstable conditions.

2

You are responsible for leading at least 3 people.

And you have the ability to introduce new concepts/tools/ practices in your organization.

3

You sense the instability of the world, and want to learn how to move fast and light through complex conditions.

Without getting sucked into office politics or binary thinking.

How does it work?

Proven structures to embody high performance leadership

See One

Each week, you'll watch our graduate-seminar style class and learn how the new leadership tool works

Do One

Then you'll apply the tool directly within your organization or team, to experience an immediate performance boost and track feedback loops

Teach One

Next, you'll review progress with a small group of other high performing leaders and get direct feedback on your implementation and effectiveness

Week 1

Learning to Learn: Meta Models

Build Your Leadership Foundation

Learn the mechanics behind personal and professional change and how to shift towards continual growth by default.

Develop a rock solid understanding of how humans learn, so you're better equipped to lead, manage, inspire and develop your team.

Week **2**

Transactional Analysis 2.0

Mapping the Games People Play

An overview of human developmental models. Map and neutralize tribal office politics once and for all with three simple questions.

You'll learn how to minimize victimhood, maximize personal responsibility, and constantly steer people back to taking ownership over what's theirs to do.

Week **3**

Accentuate the Negative

Drop Everything But Your #1 Task

Skillfully deepen (rather than mess up) relationships in establishing healthy boundaries with colleagues.

Navigate conversations with your team to protect and preserve the space to do what is most essential to you.

Week **4**

Wicked Solutions to Wicked Problems

Embrace Polarities to Reach Strategic Clarity

Manage conflicting paradoxes and the power of polarities to solve wicked problems. Go beyond binary solutions to reach clarity.

You'll learn how to develop what Roger Martin, the dean of the Rotman School of Management calls the "opposable mind." That's the ability to hold multiple opposing solution to problems and steer dynamically between them.

Week **5**

Immunity to Change

Eliminate Self-Sabotage Once and For All

The most potent tool outside a therapy couch for understanding self sabotage for you and your company's blind spots.

You'll identify your hidden motivators and drivers anchoring you to your present state –– and exactly how to eliminate them to reach true high performance as a leader.

Week **6**

Heroic Leadership

Become a Courageous, Impact-Driven Leader

Develop radical hope and lead from a deep sense of courage that extends out to your family, organization, community and the world.

You'll learn how to spot the unintended consequences of high impact leadership, so you're not knocked off balance when hits come your way.

Bonus

Surviving & Thriving in VUCA Conditions

How SEALs Lead Through Conflict

Build intellectual, emotional and physical resilience for when things get unstable.

Intimate and personal stories taught by Curt Cronin, former SEAL Team 6 Commander.

Weekly live office hours with Jamie Wheal.

Join the class live on a private weekly Zoom call Q&A to ask Jamie questions, share your progress and go deeper into the content.

These are often the most fun parts of the class, as we'll share stories, geek out on the neurophysiology and get into the fine-grained details of your own experiments.

And if you can't make it live, we record every one.





Join a “Boat Team” to Study, Practice, and Live These Tools

You'll be paired up in small groups of 6-8 leaders–– other students in the course –– to connect and deepen these ideas together.

You'll do the assignments, swap notes, and practice the “See One, Do One, Teach One” model together.

This is is when you’ll truly solidify your learning, in a practical and experiential way (practicing what Harvard Professor Chris Argyris calls “Triple Loop Learning”).

We've proven these tools with top performing organizations





Jamie Wheal

Founder, Flow Genome Project
Author of the Global Bestseller *Stealing Fire* and *Recapture the Rapture*

Jamie is an expert in peak performance and leadership, specializing in neuroanthropology, the intersection of culture, biology and psychology.

He has advised everyone from the U.S. Naval War College and Special Operations Command, the athletes of Red Bull, to the executives of Google, Goldman Sachs, Deloitte, Cisco, and YPO. His work and thought leadership has been covered in The New York Times, Financial Times, WIRED, Entrepreneur, HBR, Forbes, INC, & TEDx.

Curt Cronin

Former Executive Officer, US Navy
Co-Founder & Managing Partner, Broadway Strategic Return Fund



Curt Cronin is a retired Navy SEAL, Entrepreneur, and Change Agent. During his 20-year-long career as a Navy SEAL, living and working in an environment where milliseconds made the difference between life and death and winning or losing, he honed his talent as a catalyst for transformation and rose to eventually lead at the Naval Special Warfare Development Group.



Nik Tarascio
CEO,
Ventura Air Services

I've attended many courses and programs on tools and tactics for more effective leadership. This course stands out as the single most important leadership course because it not only gave me the tools to navigate the role, but it helped understand why I should embrace the role of leader in the first place.

I feel ready, able and willing to show up for my family, employees, customers and community in a way that I've never felt so clear about. Kudos on creating an affordable and digestible program that truly transforms.



Lauren Kimball
Senior Manager
TD Ameritrade

"We heard nothing but positive and winning feedback from last week's session. I had top performers coming up to me after the first session, saying it was already the **best program we'd ever run. You helped us break outside of our box.**"



Jaleel Mackey
Co-Founder
Breathe, Rise & Thrive

> I walked into this program with a disorderly duffle bag of tools and walked out with **a toolbox full of the brightest minds in peak performance.**
>
> This community showed me how to use them to become the architect of my own life.



Kirk Fisher
CEO
HealthTech Connex Inc.

I am a huge fan of flow work and Jamie Wheal.

I have my whole team focusing on ways to improve their flow and **this course helps me to guide them dramatically.**



Susan Britton
President
The Academies for Coaching

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It's easy to get that dopamine-rush of learning something new, but then not doing anything with it. That hasn't been the case here.

I've changed. My team notices it, my clients notice it, and my family notices it... in positive ways.



Jan Rippingale
CEO
Blu Banyan

> The survey of tools was excellent and **broadened my mind, frameworks and skills.**

A highly recommended software upgrade for anyone who cares about their personal growth and development and that of the people they lead.

The material is expertly presented in an easily digestible, supported format with reasonable time commitment expectations for busy professionals. The immediate implementation of the material in 'live' environments reinforces both retention and relevance of the topics covered.

— **Jonathan Hulbert,** *Partner* Apollo

Leading Through Fire provided such valuable tools and lessons to help me **manage and inspire my large team of direct reports and my superiors**.

The course's takeaways provided insights and tactics to deal with today's organizational and social complexities.

This is helping myself, my team, and our organization reach our potential.

— Alex Willin



Holly Woods
Owner & Director
Pi Studio

Leading through Fire a year on is still giving. The course itself was eye opening and intense. Made me review so much about my business and personal relationships.

It was exciting to go deeper; to be given more insightful practices with positive outcomes. A lot of the training concepts were new to me, and a year on, I would like to refresh and bed in deeper.



Stephen Hawkins
CEO & Co-Founder
CRS Group, Inc.

"Leading through Fire was **exactly the right course for this time**. When the world seems to be falling apart around us, taking a moment to learn the tools and skills to not only survive but thrive leading ourselves first and then others toward a better world.

I would recommend this course to anyone looking to be a force for change."



Max Kerr
Co-Owner
Sleep Better Austin

"**Without a doubt one of the best leadership courses that I have taken**. The format, the lessons, the resources, and the interaction have been tremendous.

I will use everything I learned to make the world around me a better place."



Lyn Gener
Consultant,
ASRC Federal - NASA/ Goddard Space Flight Center

"The combination of Jamie and Curt's expert instruction, the deep and road-tested course content, and extremely high-quality classmates (all playing the infinite game) makes this experience some of the **best leadership training that money could possibly buy**."



Brian Logue
Manager, University of Colorado School of Medicine

"**This class started where other leadership courses and resources all fall short**. It takes you to the places that keep you awake at night and invites you to face the uncertainties. Some of these places are all known well, others are new. By doing the work it helps you find your way and grow as a leader. Thank you for this course, it is now a part of me."



Jeff Engelhardt
Principle
Corporate Strategy,
Boeing

“The sheer depth - not volume, depth - of content was incredibly fascinating and would have been worth the price alone. However, **the community that supports integration and helps keep us engaged in taking full ownership and expression of the lessons is invaluable**.

The two together create a platform from which I will be continuing to learn for the rest of my life.”

For those who participated fully in Leading Through Fire:

100%
increased their **clarity** as a leader

97%
increased their **confidence** as a leader

85%
Made meaningful peer **connections**

100%
found these tools **applicable** to their life and work

For those who participated fully in Leading Through Fire:

86%

feel more equipped to lead their team, organization or family through the **VUCA conditions** of the world today

97%

increased their physical, emotional and psychological **resilience**

97%

increased their **capacity** to diffuse conflict and resolve strategic issues in their organizations

100%

will continue using the tools learned from this **software update** and have changed the way they view leadership

Here’s what other leaders have to say about our work:

"A wonderful job of balancing the promises, perils, and how-to prescriptions of engineering peak states such as ‘flow.’"



Tim Ferriss

Entrepreneur, Investor,
NYT Bestselling Author

"A user-manual for hacking your brain to drive high performance”



Peter Diamonds

Founder, X Prize, Co-Chairman,
Singularity University

"Jamie has amazing and fresh ideas on attaining higher performance states. When he talks, I listen."



Kristen Ulmer

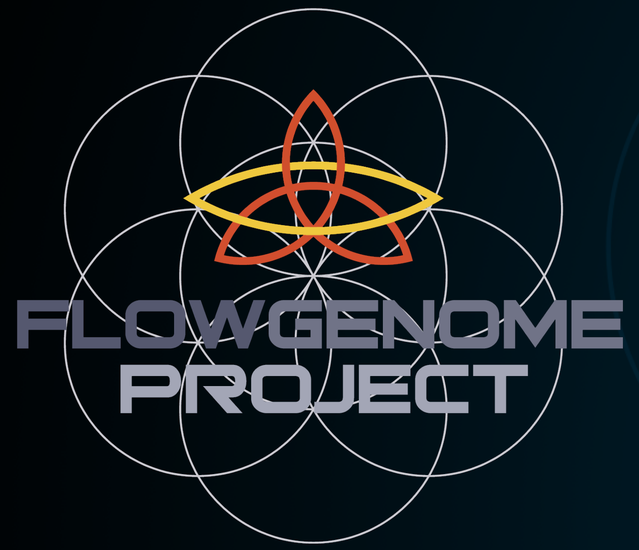
Professional Extreme Skier

“Recapture the Rapture is a savvy, intriguing and novel roadmap to self-renewal.”



Helen Fisher

Senior Research Fellow, The Kinsey Institute



Flow Genome Project is an interdisciplinary organization committed to the science and training of human performance and transformational leadership.

www.flowgenomeproject.com