



Lat  Leadership TRAINING PROGRAMS

BUILDING AND LEADING HIGH-PERFORMANCE
TEAMS

Lat 35 BUILT FROM EXPERIENCE

Lat 35 is a two-part company. The first part is a leadership and team-building company which takes our clients through leadership programs as proposed in this deck. All of our programs are experiential by nature. Whether that be rowing on the Potomac River, sailing the British Virgin Islands, or trekking the deserts of the Empty Quarter, Lat 35 creates a rich indelible environment where controlled chaos can be experienced and participants can learn about themselves, their teams, and how they react and respond to others in challenging environments.

Half of their time with us will be spent in this experience while the other half of the time will be spent as an academic and customized debriefing of that experience for learnings they can put into practice immediately with measurable improvement. Our experiential programs and their benefits to our clients have proven to transcend the time spent with us, leading to meaningful change in the way that teams and leaders of those teams approach difficult challenges.

The second part of our company is a racing team. Unwilling to be another leadership and team-building company that simply referenced studies and surveys when qualifying their knowledge, founder and CEO Jason Caldwell built this arm into the company as a way of bringing authentic leadership experience and lessons to our clients.

Every year Lat 35 builds and trains a team for one epic world record attempt. To date Lat 35 and their teams have amassed over 11 world records across three oceans and four continents (See links to videos of these adventures on the following page). The Lat 35 team continues to challenge themselves across the globe, taking on the world's toughest adventures, making mistakes, learning, retooling, and strategizing, all the while, building a legacy.

Our clients benefit from our adventures as they are taken through these leadership programs by the very Lat 35 team that take on these challenges. The Lat 35 team supplements these already exciting programs with their teachings, story-telling, books, and anecdotal lessons of process that has been battle-tested and proven to work.

This rare combination of teachers who do, is why Lat 35 leadership programs are widely known to be of the highest quality leadership and team-building programs in the world.





A LEGACY BROUGHT TO OUR CLIENTS

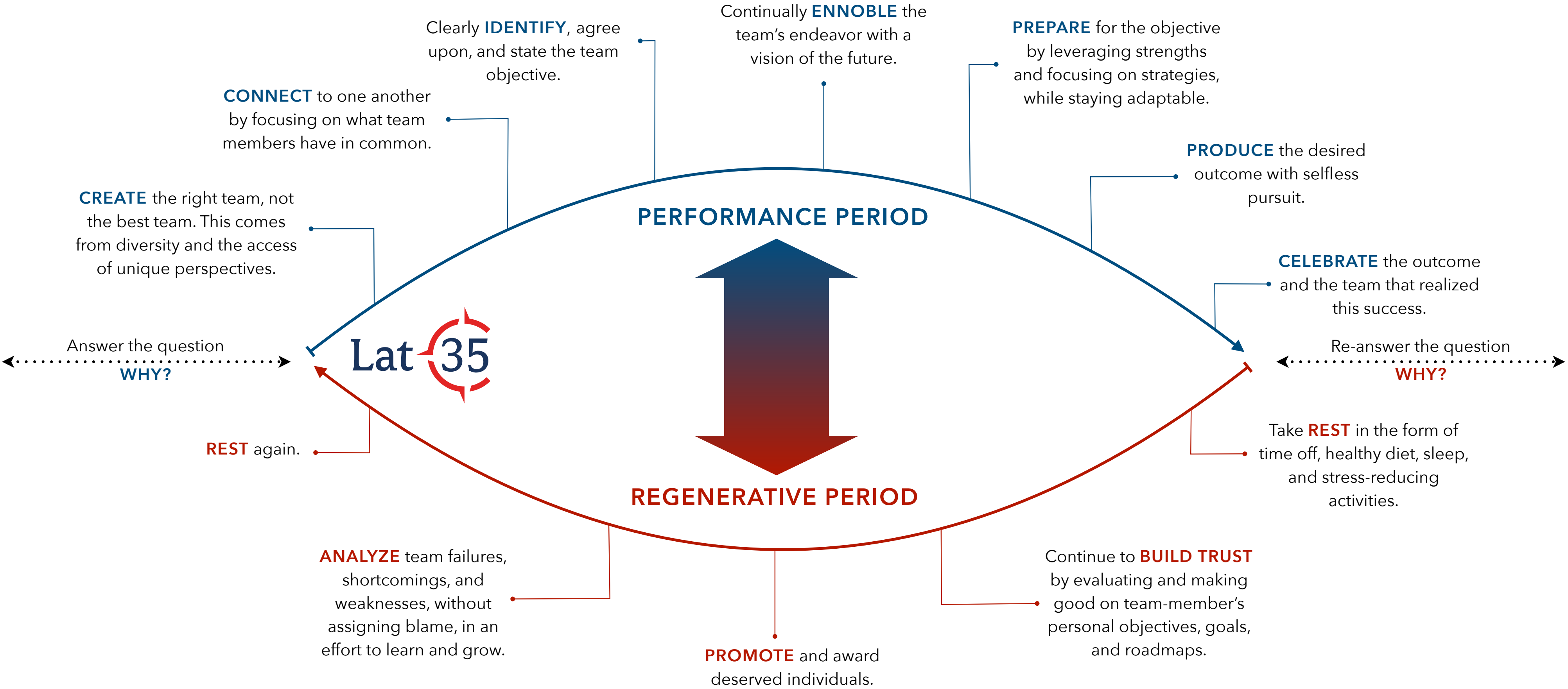
LAT 35 ACHIEVEMENTS TO DATE

- 2016 AMERICAN RECORD: FASTEST AMERICAN TEAM TO ROW ACROSS THE ATLANTIC OCEAN. [VIDEO HERE](#)
- 2017 WORLD RECORD: FASTEST TEAM EVER TO ROW ACROSS THE ATLANTIC OCEAN. [VIDEO HERE](#)
- 2018 WORLD RECORD: FIRST UNASSISTED TREK ACROSS THE NAMIB DESERT IN NAMIBIA. [TRAILER TO UPCOMING DOCUMENTARY HERE](#)
- 2018 WORLD RECORD: FIRST TEAM TO ROW FROM MAINLAND SPAIN TO THE BALEARICS. [VIDEO HERE](#)
- LAT 35 TEAMMATES HAVE A CUMULATIVE 11 WORLD RECORDS ACROSS FOUR CONTINENTS AND THREE OCEANS
- JASON CALDWELL'S FIRST BOOK [WHAT IF](#) TELLS THE STORY OF HIS JOURNEY TOWARD BREAKING THE WORLD RECORD AS THE FASTEST TEAM TO ROW ACROSS THE ATLANTIC OCEAN
- JASON CALDWELL'S SECOND BOOK [NAVIGATING THE IMPOSSIBLE](#) IS A BUSINESS BOOK THAT SHARES HIS LESSONS ON HOW TO BUILD AND LEAD HIGH-PERFORMANCE TEAMS



HIGH-PERFORMANCE TEAM PROGRESSION

Lat 35 was established on a foundation that in order to achieve desired outcomes, leaders must focus on a process that drive their teams to those outcomes. This is our process. No matter the size or lifespan of a team, the process below must be understood and utilized by all members in order to create and maintain high-performance. Our programs will take you through this progression, using a combination of experiences, academic debriefs, and story-telling.



Experiential Leadership & Team-Building Programs

THE ROWING EXPERIENCE

EXPERIENTIAL LEADERSHIP & TEAM BUILDING

The Latitude 35 Rowing Program is a perfect mix of experience and academic debrief that lends itself to a unique leadership and team building event, talked about and leveraged by its participants for years to come.

In this program participants will be divided up into their rowing teams, asked to create a team identity, a symbol that personifies them, and a goal for the day. From there Latitude 35's experienced coaches, rowers, and faculty work seamlessly with these newly developed teams to help them reach their stated goals, while learning to row as a crew and leverage their strengths for the collective betterment of the boat. Each team will be coached by Latitude 35 on the water, taking participants through the proper mechanics, drills, and thought process required to row well together. Through these exercises participants are challenged in their unique leadership roles, determined by their position in the boat.

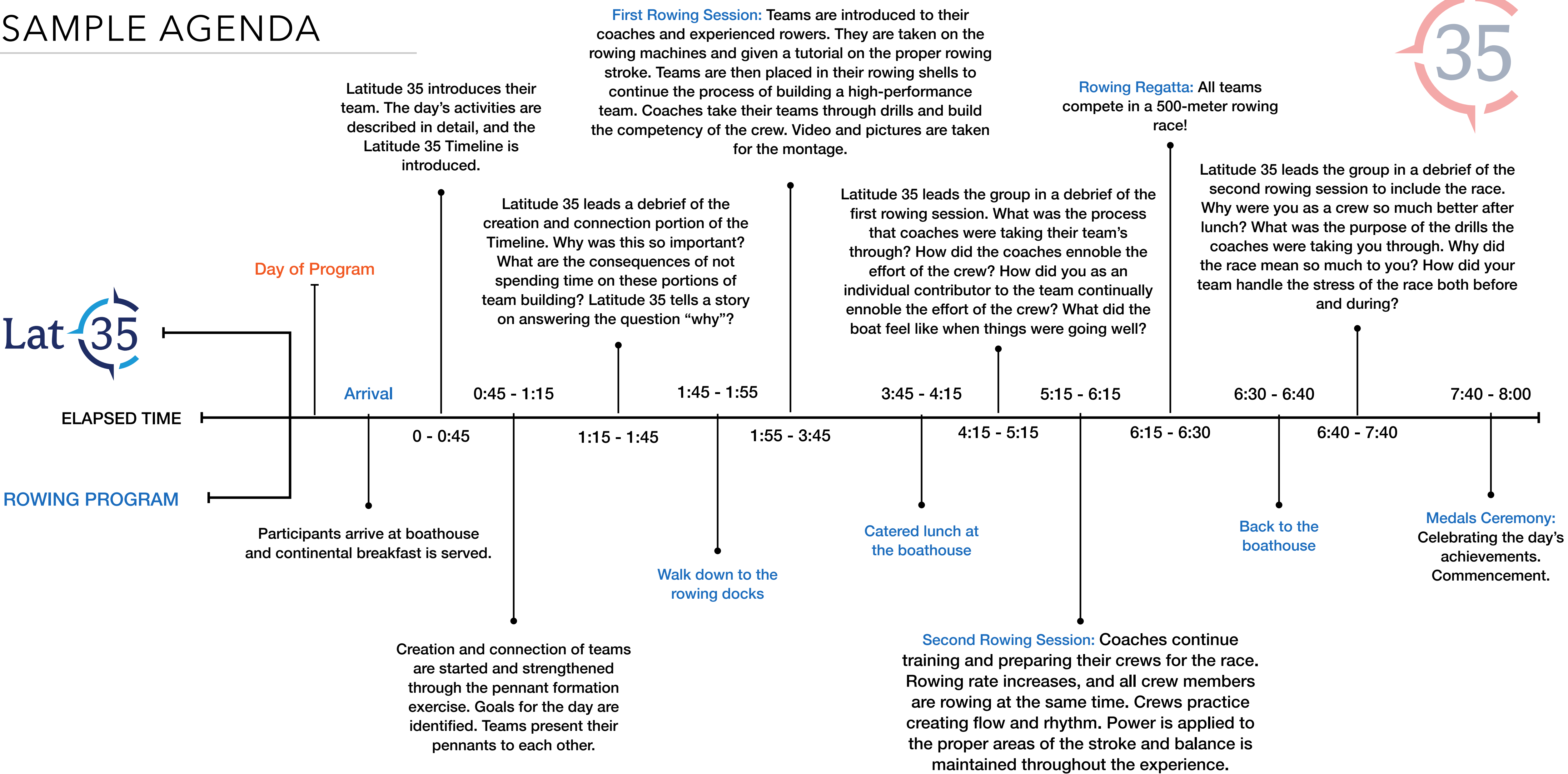
How will individual team members react to the stress and seemingly chaotic conditions created by rowing together for the first time? How do team members change their individual behaviors in order to accommodate the crew? These types of questions, and many others are observed, analyzed, and challenged between coach and crew during the academic debrief sessions that supplement the day of rowing. Finally, a race between all crews, followed by a medals ceremony at the boathouse wrap up this dynamic day.

This program includes all associated venues and equipment, a continental breakfast and catered lunch, customized shirts and hats for each team, and medals for all. Participants need only to show up in athletic attire and let Latitude 35 and their highly accomplished leadership team take it from there.

[Click Here](#) to watch a video case-study of our rowing program in action with SunTrust Bank through our partners at Emory University.



SAMPLE AGENDA



Virtual Leadership & Team-Building Programs



THE VIRTUAL EXPERIENCE

USING THE LAT 35 PHILOSOPHY AND OUR CUSTOMIZED **LEADERSHIP BOX** TO CREATE A ONE-OF-A-KIND VIRTUAL EXPERIENCE

Lat 35 is best known for the hands-on experiences we bring to our clients, such as our rowing and sailing programs. Our virtual experiences, however, allow us to still deliver our valued academic content on building and leading teams, while delivering a unique and indelible remote experience, customized for each client through our exciting **Leadership Boxes**.

Each participant will be sent one of our **Leadership Boxes** to the location of their choice, leading up to our program date. This **box**, not to be opened until the program begins, will be fully customized to include all program materials needed for the day, while also themed and branded to portray the message and feel you want for your teams. This unique **box** was designed to make participants feel more connected to each other and to the program itself, breaking down the the barriers of isolation while promoting higher engagement, retention, and concentration throughout the day.

The program will see the group split up into teams, utilizing virtual breakout rooms to create a team identity and goals for the day. Teams will then work together to solve a series of challenges, also presented to them in their **Leadership Boxes**. Afterwards, they'll get the opportunity to explain their team thought process for solving these challenges to the entire group, expanding on how collaborating virtually helped or hindered the process.

Finally, Lat 35 Founder and CEO Jason Caldwell, will proceed with the telling of his emotion-filled journey toward breaking the world record as the fastest crew to row across the Atlantic Ocean. He will use his story as a case-study, stopping at critical moments to challenge each team on how they would have responded had they been in that situation. These deliberate breakouts will see each team tasked with considering and defending a certain leadership and team perspective, delivering their insights to the larger group. Jason will remotely facilitate these conversations and debates to pull the leadership and team-building lessons from these critical moments. Supplemented with 20 minutes of 4k documentary footage of the actual rowing races, this case study is unparalleled in its ability to both hold the participant's attention, while delivering rich lessons about building and sustaining high-performance teams.

This program is fully customizable in length of time, leadership and team-building themes of the case study, as well as contents of the **Leadership Box**. Our sister company, Caspian Events (see addendum at the end of this deck), will work with you to outfit the **box** with the materials that will support the learning of the day, in addition to styling and branding the **boxes** in a way that creates meaningful messaging to your teams and clients. Delivered to over a dozen of our current clients, the Lat 35 virtual experience is the leadership training course that solves the problem of creating value-driven remote learning.

SAMPLE AGENDA

BASED ON THE “EXTENDED PROGRAM” OPTION



VIRTUAL PROGRAM

ELAPSED TIME

1 Week Prior

Day of Program

15 - 60 min

1.5 - 2.0 Hours

2.5 - 3.0 Hours

4.0 - 5.0 Hours

5.5 - 6.0 Hours

0 - 15 min.

1 - 1.5 Hours

2.0 - 2.5 Hours

3.0 - 4.0 Hours

5.0 - 5.5 Hours

Everyone is logged in virtually. Participants are asked to open their **Leadership Boxes**. Everyone finds out which team they have been assigned to and moves to that corresponding virtual room

Teams select one member to present their pennants and team to the entire group

Teams present their challenges to the rest of their group. Debrief how strategies for attacking these challenges virtually were different

First breakout session in Atlantic Rowing case study

Second breakout session in Atlantic Rowing case study

Conclusion of Program

Leadership Boxes sent to all participants

Teams perform their pennant development exercise identifying team name, logo, motto, and goal for the day. All materials necessary for this project are in their Leadership Boxes

Jason Caldwell to begin case study story (Part 1 of 3) on his journey toward breaking the world record rowing across the Atlantic Ocean (with 7 min. video)

Teams go back into the virtual breakout rooms to work on their Challenges. Each team-member has their required materials provided in their **Leadership Box**

Jason Caldwell to continue case study story (Part 2 of 3) on his journey toward breaking the world record rowing across the Atlantic Ocean (with 5 min. video)

Jason Caldwell to finish case study story (with 7 min. Video)

Health & Wellness Programs

CORPORATE WELLNESS

BUILDING & MAINTAINING INDIVIDUAL HEALTH FOR A HAPPIER MORE PRODUCTIVE ORGANIZATION

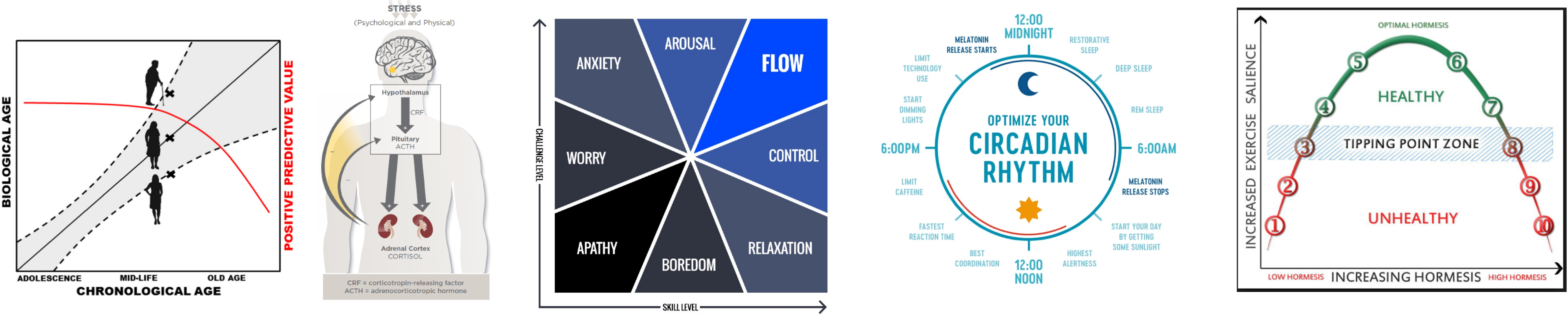
Corporate wellness is a key component of the new paradigm of thriving business cultures. The fundamentals of workplace wellness programs include evidence-based critical components such as developing a plan, creating a culture of wellness, cultivating employee engagement, applying behavior change methodologies, understanding the role of defined methodologies to measure success, and harnessing the importance of innovation in mitigating the health care cost growth rate.

Corporate wellness programs offer their employees on-site and virtual access to behavior modification tools and educate employees on topics such as nutrition, fitness and stress management. These programs have become the norm for many US-based companies.

A report sponsored by U.S. Department of Labor and the U.S. Department of Health and Human Services and produced by The RAND Corporation found that over 80% of companies in the US with over fifty employees offered some sort of corporate wellness benefit. The RAND study summarizes it this way: “Consistent with prior research, we find that lifestyle management interventions as part of workplace wellness programs can reduce risk factors, such as smoking, and increase healthy behaviors, such as exercise. We find that these effects are sustainable over time and clinically meaningful.”

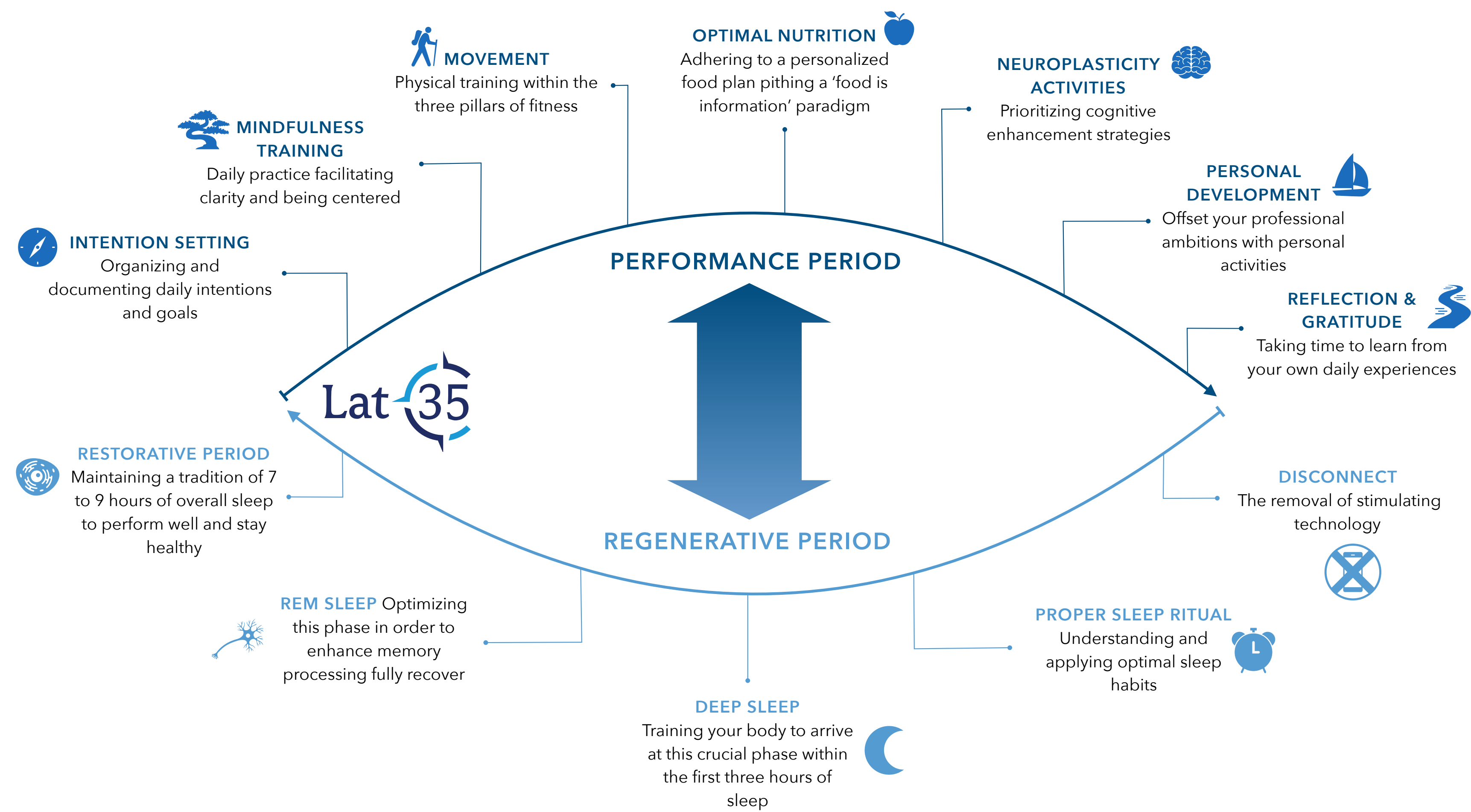
A report from Harvard Business School found that for American-based companies, their medical expenses fell by \$3.27 for every dollar spent on wellness programs, and that employee absenteeism expenses fell by \$2.73. The report showed that wellness programs boost productivity, reduce stress, and increase employee engagement and communication. An abundance of research suggests that when incorporated correctly, bringing nutrition, fitness and mindfulness practices into the workweek provide a myriad of benefits for employers and employees alike.

There is no one-size-fits-all wellness program. Lat 35 Wellness Program is HIPAA compliant and offers both a participatory and health-contingent program. We rely on evidence-based best practice strategies and tailor interventions to specific employer populations. Lat 35 Leadership is uniquely aligned to offer cutting edge corporate wellness programs that focus on healthy lifestyle promotion, leadership and motivation.



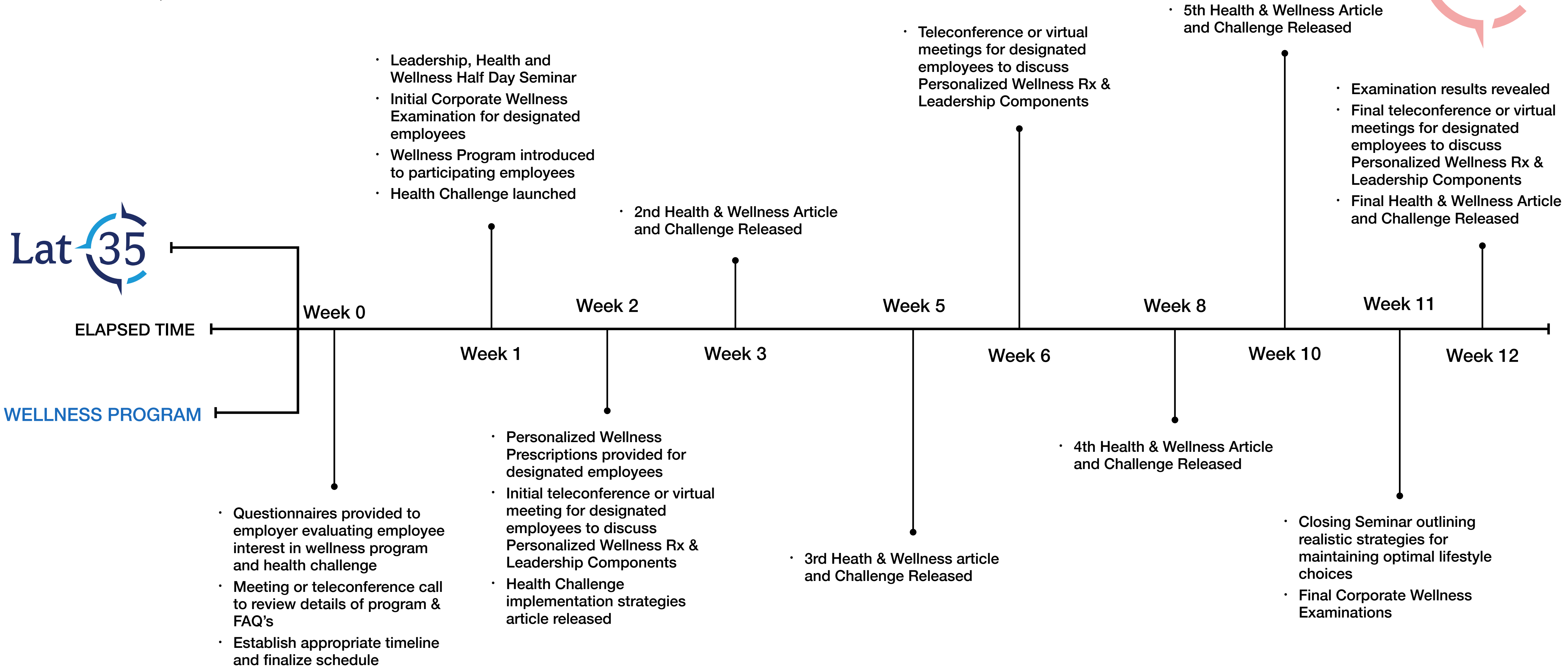
PERSONAL HEALTH & WELLNESS PROGRESSION

Individuals that follow this progression within a realistic and practical timeline will establish the necessary lifestyle habits for optimal health. Why does optimal health matter? A report from Harvard Business School found that for American-based companies, their medical expenses fell by \$3.27 for every dollar spent on wellness programs, and that employee absenteeism expenses fell by \$2.73. The report showed that wellness programs boost productivity, reduce stress, and increase employee engagement and communication. Our progression has proven to match or exceed these findings both in the workplace and at home.



SAMPLE AGENDA

BASED ON THE “QUARTERLY PROGRAM” OPTION



Lat 35 Experience & Background

LAT 35 CURRENT CLIENTS & PARTNERS





FOUNDER & CEO JASON CALDWELL

Jason Caldwell is a world record holding athlete, a professional adventurer, and founder of Latitude 35 Leadership, an organization that engages in leadership development for the world's top business schools and private organizations.

Born and raised in the San Francisco Bay Area, Jason was introduced to the sport of rowing while attending Sonoma State University. His success in rowing at the collegiate level earned him an invitation to row for Vesper Boat Club's prestigious Elite team in Philadelphia, upon graduation. During his three years at Vesper, Jason won two gold medals, one silver, and one bronze at US Nationals, amongst others.

Upon retirement from Vesper, Jason began a career in leadership development, using the sport of rowing to teach managers and other influencers how to lead effectively. Using a curriculum that sees participants spending half their time in a unique experience, and the other half in a rich academic deconstruction of that experience, Jason created a program that is not only indelible, but has earned recognition and acclaim by organizations and Business schools around the world. In his 12-year tenure, Jason has personally delivered these successful leadership and team-building programs to more than 100 companies in over 20 countries.

With years of leadership training under his belt, Jason became inspired to put into practice his leadership philosophy, and decided to recruit and train a four-man team for the world's toughest race. The Talisker Whisky Atlantic Challenge (TWAC) is a 3,000 mile unassisted rowing race across the Atlantic Ocean. Starting in the Canary Islands and finishing in Antigua, this race is held every year with teams representing countries from around the world.

In 2015 Jason created and captained Latitude 35, the all-American team that took on the TWAC against 25 other teams. Only 600 miles into this 3,000 mile race, and firmly in 3rd place, the team was forced to anchor and wait as a sailboat came to evacuate two of their four team members due to illness and injury. Undeterred, Jason and remaining teammate, Tom Magarov, elected to continue the race. Despite falling to 24th place while waiting two days for the evacuation, rowing in a boat never before rowed by less than four people, and facing another 2,400 miles of brutal and violent storms on their own, Jason and Tom persevered over the next 41 days, climbing back up to 11th place and finishing the race as the fastest American four-man team in race history.

Disenfranchised by his lack of solid leadership and his ability to hold the team together, Jason re-entered the TWAC the very next year, recruiting a new team, and training them based on the lessons learned from the year prior. With tenacity reserved by only those with unfinished business, Jason led this new team back to the start line, through the treacherous Atlantic once again, and to the finish line, this year not only winning the race, but breaking the World Record as the fastest crew to ever row across the Atlantic Ocean at 35 days, 14 hours, and 3 minutes. Latitude 35's efforts were recognized and enshrined in the 2018 Guinness Book of World Records.

Jason Caldwell's journey of leadership through the seemingly impossible has given him stories that he has been sharing with businesses and academic institutions around the world. His book on leadership titled Navigating the Impossible has also been used to supplement his stories and lessons learned from the various teams he's had the privilege of being part of. Jason continues to enter and lead Latitude 35 teams in seemingly impossible adventures around the world, while sharing his lessons learned along the way. He currently lives with his wife Amelia and son Tristan in Danville, California.



ENDORSEMENTS FOR FOUNDER JASON CALDWELL & LAT 35

Jason Caldwell offers practical, powerful and poignant insights about building high performance teams, and just as importantly, about how to bring out the best in yourself. His own story of team triumph is one of the most moving and resonant that I've heard. I've seen his impact on leaders of all levels, from around the world, and it is simply profound. He offers one of the most meaningful, memorable and worthwhile messages available on leadership development.

-Paul Ingram

Kravis Professor of Business, Columbia Business School

Jason is a wonderful storyteller and brings you along on his journeys; what he has learned, how he reflects on that and what it means for his ability to be successful: as a team. A great storyteller that inspires his audiences with his lessons learned. Wow!

-Pepijn Rijvers

SVP, Chief Marketing Officer & Head of Accommodation

Booking.com

Some leadership authorities build their understanding of leadership from academia, some from observation of high performing individuals and organizations, and some from mastering the ability to undertake and overcome insurmountable challenges. Jason Caldwell is the epitome of the latter.

Jason inspires because he has mastered the brutally tough physical, emotional, and intellectual capabilities required to motivate and effectuate peak performance.

Having worked with Jason for over a decade, I have witnessed his consummate ability to take what he has learned as a world-class performer, and teach others how to accomplish goals they believed to be unobtainable.

-John F. Cady, PhD

Professor and Executive Director for Executive Development

Kelley School of Business

Indiana University

Jason's character comes out to all who know his work. His drive to achieve his goals, perseverance through extreme adversity, determination to win and a unique ability to turn failure into a powerful motivational force, set him apart from 99 percent of the people I've met. No doubt one of the most inspirational adventurers and leaders of today.

-Chris Koch

CEO, Carlisle Companies Incorporated

ENDORSEMENTS CONTINUED

I know Jason from my involvement with Muhammad Bin Rashid Center for Leadership Development “MBRCLD”, the center established by H.H. Sheikh Muhammad Bin Rashid Al Maktoum, UAE’s Vice President and Prime Minister, Ruler of Dubai, for the purpose of grooming young leaders to sustain the high speed of growth of the UAE.

Jason has unique knowledge and hands-on experience in building record setting teams. He has learned, through resilience and making it from defeat to being on the top of the podium, what is required to have the most impactful team structure and how to lead such a team to victory.

-Farhan Al Bastaki

CEO of The Sharaf Group and Author of “Emotional Intelligence in the Life of Muhammad

Jason Caldwell drove and delivered a truly memorable event for my team and I. He was a compelling, insightful and fully engaging presenter and I know that the thought provoking and inspiring experience that he gave us all has certainly influenced our on-going behavior in a really positive way.

-Melanie Gallop

President Calvin Klein/Tommy Hilfiger Europe

Underwear/Swimwear/Sport

Jason’s ability to meaningfully connect the leadership lessons he has lived in the course of incredible adventures results in powerful learning. He sets the stage for teamwork in the TCU Neeley MBA program beautifully, impelling each student to understand their “why” and to be purposeful in showing up as a leader in everyday situations.

-Anne Ronney

Executive Director – Graduate Programs

Texas Christian University | Neeley School of Business

Jason Caldwell has a God given prowess to unlock confidence and self belief in those who need it most. His ability to distill the meaningful from the meaningless, quietly and confidently leading high performance teams to do better, believe more and ultimately win is a gift that demands attention.

-Ian Hogg

CEO FremantleMedia Asia Pacific



ENDORSEMENTS CONTINUED

Our senior leadership team worked with Jason and his team in New York in Summer 2014 and 2016. Jason inspired us to reach for our potential. He is a great storyteller, kind, humble and hugely inspiring. He taught us to row in 2014 and to sail on the Hudson in 2016. Both leadership sessions are the best we have done as a senior team and are still referenced to this day. We connected better as a team, built a great team spirit and culture and delivered outstanding results as a result of the work we did with Jason.

-Martin Buckley
VP/GM Nike Global Soccer

Capturing experience and distilling it into concrete thoughts and actions is the essential fuel of high performing leaders and teams. Jason has an immense talent that allows him to translate the world he lives in as an adventurer to the issues that face people and organizations. Amazingly, I am as impressed by his intellect and leadership expertise as I am by his physical accomplishments.

-JB Kurish, Senior Associate Dean and Professor in the Practice of Finance
Emory Executive Education | Goizueta Business School | Emory University

Jason brings life experiences that 99.9% of us will never experience. With it he brings a unique perspective on leadership and personal standards. Our organization has benefitted greatly from the gift of his adventures and I am very grateful for his contribution. I highly recommend him as a speaker.

-Garry Spence
Senior Vice President
Lincoln Financial Group

I was completely inspired by [Jason's] story and in awe of your adventures. To accomplish what you have physically and mentally is amazing, but then you bring your stories to life and create spaces where people can learn about leadership. All I can say is thank you!

-Pat Van Bakel
President & CEO Crawford and Co.

CONTACT US

WE HOPE THIS PACKET HAS GIVEN YOU FURTHER CONTEXT INTO HOW WE APPROACH THE PROCESS OF TEACHING LEADERSHIP FOR HIGH-PERFORMING TEAMS. WE HOPE THIS ENCOURAGES YOU TO SEEK OUR SERVICES AND WE LOOK FORWARD TO WORKING WITH YOU.

SINCERELY,



JASON CALDWELL
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