

“Hello and welcome to Coles Training. “

“About 10 years ago I was in Singapore conducting a training assignment. While I was there I visited a great book store on Orchard Road. In the management and leadership section I saw a title: “Shackleton’s Way- Leadership Lessons from the Great Antarctic explorer. I was intrigued as I like an adventure story and saw how it was married up with leadership. So bought it!” and began working on my seminar.

“I got the author of the book to allow me to use aspects and then did my research into this incredible story. I visited the Greenwich Maritime Museum and bought more books plus an original film of Shackleton’s adventures in Antarctic. So my adventure began.”

In 1914, Sir Ernest Shackleton led twenty-seven men, for almost two years, through a harrowing fight for their lives after the wreck of their Antarctic vessel, *Endurance*, left them stranded on an ice floe twelve hundred miles from civilization. However, every man survived and every man ascribed it to Shackleton's superb leadership.

This proven multi-media seminar will be presented throughout the rest of 2010. It has been delivered over the last 9 years to schools, induction groups, senior managers and even an MBA class. It can be adjusted to all levels and needs. I will provide an insight into the extraordinary leadership of the great Antarctic explorer Sir Ernest Shackleton, during the Endurance Expedition to Antarctica in 1914 - 1916. His efforts to keep alive, maintain spirits and ultimately save his 27 men against all odds has brought him the accolade "the greatest leader ever - bar none". Rick says, “his hazardous and terrifying open boat journey of 800 miles in the 22 foot, *James Caird*”, is called the greatest of all time. I think it is a great story and very importantly will highlight Shackleton's timeless leadership skills - which can learned by anyone”.

The new best-selling business book, *Shackleton's Way: Leadership Lessons from the Great Antarctic Explorer*”, is used as a reference point or model for his presentation. One of the book’s authors, New York based Margot Morrell, sent me a video greeting to begin our leadership presentation. I have studied and explored material, the anecdotes, crew diaries, contemporary material, video and historic photos, and the interviews of some of today's leaders, to illustrate Shackleton's tactics.

Shackleton's Way” is a fascinating and practical case study of a leader who triumphed by putting people first and striving for the seemingly impossible. Twenty-eight ordinary-turned-extraordinary men, led by Shackleton's example, survived nearly two years of unimaginable hardship at the end of the Earth. It is an inspirational tale about unleashing strengths in individuals that they never knew they had in order to achieve goals.

The once over-looked explorer is riding a wave of 'Shackleton-mania' in the world and in 2014 will be the 100th anniversary of this expedition. His skills are being studied by educators, corporate executives, investment bankers, dot-com entrepreneurs, an astronaut, and many others. It has been said I was the first in bringing this incredible story of leadership to this region and perhaps the world.

The Seminar

'Shackleton's Way: Leadership Lessons from the Great Antarctic Explorer' is a one to three-day multi-media seminar. Historic film and pictures are included. It is a fascinating and practical case study of a leader who triumphed by putting people first and striving for the seemingly impossible. It is an inspirational look at how to achieve goals by unleashing strengths in individuals that they never knew they had.

The seminar focuses on highly practical applications of leadership skills ensuring that participants benefit immediately. Practical exercises, relevant case studies, lively presentations, film and discussions will be conducted throughout the day.

My course is divided up into sections of the story and includes:

(Using examples from the Shackleton story)

The Path to Leadership
Developing Leadership Skills
Hiring an outstanding crew
Creating a Spirit of camaraderie
Getting the best from each individual
Leading effectively in a crisis / crisis management
Forming team for tough assignments
Overcoming obstacles to reach a goal
Leaving a legacy

Training methods:

Discussion
Mini lectures
exercises
video
slides
handouts
case study

Sir Ernest Shackleton, described as “the greatest leader that ever came on earth, bar none”, has inspired business leaders around the world. Corporate executives, investment bankers, dot-com entrepreneurs and many others worldwide are studying Shackleton's leadership skills and applying them successfully to their businesses.

See my site under Shackleton for more info on objectives, content and other related details.

Who should attend?

Anyone who wishes to:

- Become a better leader
- Improve the effectiveness of their team
- Understand the skills required to keep teams together
- Reach and surpass team goals
- Lead effectively in all situations

Objectives:

At the conclusion of this workshop participants will:

- Understand the skills required to keep work teams together
- Appreciate Shackleton's inspirational strategies for leadership
- Gain overall understanding of how a leader's decision making can affect your team
- Understand the value of communication skills in a leadership position.

Combining the Leadership message with a powerful story has great impact. The bonding of famous peoples' achievements and management styles is the way to develop C21 leaders. Richard uses a variety of methods to tell the story and develop participants' leadership skills. He is strong on participation by all and is famed for often quoting the old Eastern proverb:

‘I hear and I forget,
I see and remember, but
I do and understand.’

Comments from Previous Seminars

‘This was inspirational! The timing, theme and tone of it were perfect.’ GM, Danat Dubai Group.

‘The presentation was indeed very helpful and shed light on some very simple yet not so obvious qualities of leadership.’ F Hussain, University of Bradford, UK.

‘A very different, new approach to thinking about leadership. It clearly widened my horizon and changed my views.’

‘It was the best workshop that I have ever experienced.’

‘Aspects of leadership in terms of group dynamics and reliance were a new experience.’

Rick Coles