

THE
Animarem
EXPERIENCE

COME MAKE YOUR MARK.

DISCOVER YOUR TRUE NATURE.
ENVISION YOUR PERSONAL AND PROFESSIONAL
FUTURE AT THIS EXCLUSIVE WILDERNESS RETREAT.



LIMITED PLACES | NOVEMBER 19-22, 2021

Hosted at the Grootbos 5 star nature reserve, for those committed to achieving their highest potential.



BENEFITS OF THE PROGRAMME

From confusion to clarity

Our daily routines seldom allow the time for self-reflection and personal strategic work, at a point where more people than ever are seeking joy, meaning and authentic expression in their work.

This extended weekend provides the space to combine personal understanding with practical application, set within a luxurious natural ecosystem.

You will emerge with a renewed sense of self, given a clear sense of how your individual attributes can be leveraged to create positive impact and value in the world.

In this new normal, the line between our work and home lives has never been narrower. Why compromise for a life or career half-lived, when you can find a professional expression in which **'what you do is who you are?'**

GUIDING YOU ON YOUR JOURNEY

Your host - Tom Fels

Passionate about the alchemy of business and goodness, Tom Fels is an international sustainable business leadership expert.

Having previously guided many of the world's iconic brands, Tom has combined his experience as a CEO, speaker, consultant and purpose coach, to produce a hosted experience that helps others connect their own purpose and performance.

Highlights of Tom's past and current roles include:

Founder and CEO – Animarem Conscious Business

Former CEO – Singita

B Leader – Global B Corp Movement

Regional Leader (Middle East & Africa) – B Tourism

Global Strategy & Innovation Ambassador –

Transformational Travel Council

Previous conference speaker & media commentator in the fields of sustainable business, brand purpose and regenerative travel



“My passion is to help others find that spark of uniqueness in themselves and in their work that will propel them to new heights.”



WHO SHOULD ATTEND?

People seeking purpose

- Those who have stepped off the corporate ladder to chart their own path
- Early and mid-stage entrepreneurs
- Professionals in transition between roles
- Executives interested in sustainability
- Leaders seeking to align personal and professional intent
- Managers wanting to express more authentically at work
- Anyone needing a reflective reset to recalibrate and restore

Questions you might be asking:

- How can I express my authentic self through my work?
- How can I find more meaning in my career?
- What changes should I be thinking about in my life?
- What should I be doing in the next chapter of my career?
- Where and how can I create the time and space for inspiration?
- What is my uniqueness that the world will value and reward me for?
- How can I make a positive impact in the world by doing what I love?

LET'S TALK DETAILS

Programme Framework

Key Outputs:

A personal strategy that documents with clarity:

- ✓ Your personal purpose and characteristics (the true nature of self),
- ✓ How your personal attributes link to your professional mission, for a compelling roadmap of the future.
- ✓ Personal and career commitments for the coming months.

Themes:

- Current global transformations
- Leadership in a changing world
- Sustainable business (masterclass)
- Values-based reflection
- Living with intention
- Personal coding
- Purpose distillation
- World of work perspectives
- Your leadership lens
- Visions of success
- Creating authentic value
- Impact orientation
- Professional mission
- Filling the gaps
- Future self commitments



ITINERARY SCHEDULE

What will the days hold?

DAY 1 *(half day)*

- Check in
- Welcome workshop - Connection & context
- Sustainability masterclass
- Nature drive

DAY 2 *(full day)*

- Sunrise nature experience
- Morning workshop - Self reflection
- Afternoon workshop - Self coding
- Cave and beach experience

DAY 3 *(full day)*

- Organic farm visit
- Workshop - Professional application
- Afternoon at leisure
- Group celebration

DAY 4 *(half day)*

- Sunrise forest experience
- Morning workshop - Commitments
- Team checkout



THE ULTIMATE SETTING

Grootbos Private Nature Reserve

The five star Grootbos Private Nature Reserve set outside Cape Town is an award winning environment that celebrates the Cape Floral Kingdom, and is home to over 800 species of plants.

Recently certified as carbon-negative, Grootbos is a pioneer in sustainable tourism and this ethos extends to every aspect of the guest experience.

Here, you'll not only feel indulged in conscious luxury, but acquire an appreciation for the interdependence of nature, the elemental factors that shape the ecosystem and the tiny creatures that enable it to thrive.

EXPERIENCE ENDORSEMENTS

What people say...



“This course made me take a look my career journey and how it is aligning to me being my authentic self. It brought so much clarity that I needed to boost my head space into the next chapter.”

- PROCESS CONSULTANT

“This beautiful experience helped me unearth my true nature & in doing so helped me get clear on how I plan to lead my life, both personally and professionally.”

- DIGITAL CONSULTANT

“Each day of the retreat came with a new surprise - whether it was the quality of the food, the richness of the ecosystem, the stunning beauty of the landscape, a new nugget of self-awareness, experience gained from other participants, or just a good laugh at the dinner table.”

- SOCIAL ENTREPRENEUR (US)

“We should all take time for ourselves and reflect on our lives. I couldn't recommend this weekend more strongly.”

- INSURANCE ENTREPRENEUR

Will you join us?

THIS EXCLUSIVE EXPERIENCE HAPPENS ONLY TWICE A YEAR
SECURE YOUR SPOT NOW

THE
Animarem
EXPERIENCE

What's included?

- 3 nights luxury accommodation at Garden Lodge, Grootbos 5* Private Nature Reserve (sharing basis).
- 5+ facilitated personal reflection and strategic workshop sessions, hosted by Tom Fels.
- Guided nature experiences & activities daily.
- All meals and drinks at the Lodge (excluding alcohol).

Seasonal rate R14,500 per person
for South African residents.

For further details visit www.animarem.com/animarem-experience
For bookings and enquiries, email transform@animarem.com

