



*Explore leadership-courage and mindfulness!*

**Dare to Lead™ develops brave leaders leading courageous teams and cultures to create great results.**

Dare to Lead™ is a courage-building program based on research by Dr. Brené Brown. Brown holds a PhD in sociology and works as a research professor at the University of Houston. During the last two decades she has published several books about her studies of courage, vulnerability, shame, empathy, and recently courageous leadership.

The most significant findings from her latest research is that courage is a collection of four skill sets that are teachable, observable and measurable.

- 1) Rumbling with vulnerability: About emotional awareness and knowing that courage and vulnerability are intimately connected.
- 2) Living into our values: Knowing and living our personal values.
- 3) BRAVING Trust: How trust is built with others and ourselves.
- 4) Learning to rise: To deal with ourselves and our emotions in difficult situations.

Dare to Lead™ focuses on developing these courage-building skills and provides a toolbox to help leaders move towards a more courageous leadership.

The program enables leaders to cultivate a culture in which brave performance, straight honest conversations and whole hearts are the expectations.

It consists of videos with Brené Brown (especially made for Dare to Lead™) lectures and an interactive mix of group dialogues, coaching and self-reflection.

Dare to Lead™ is about brave leadership and sustainable personal development.

**Mindfulness – attention, clarity and concentration.**

Mindfulness is a simple technique to nurture calmness, clarity and concentration. It is the quality of being present and fully engaged in whatever one does, free from judgement but aware of thoughts and feelings without getting distracted by them. Mindfulness or conscious presence is about drawing the attention to where you want it to be and keeping it there. It is the ability to be in the present in all situations.

Mindfulness can lead to higher levels of patience, acceptance and compassion. It can lead to lower levels of stress, frustration and sadness. Calmness and clarity by remaining focused and aware, help handling challenging circumstances and

difficult situations. Through an increased level of self-consciousness, mindfulness can also be a way to better relationships and communication with people around you.

We will practice mindfulness every day and build your own skills in it so you can apply it in your everyday life and by that be more consciously present, take better decisions, embrace your relationships with more care and maybe, enjoy life even more!

*Johan Bauer-Björklund* has extensive international business experience, in finance and HR as manager and leader at IKEA. He also has a lot of experience in leadership, team development and coaching. Johan is a certified ICF-coach, a NLP-coach and a Transformational Presence coach.

Johan also holds the certification for Brené Brown's work.



*Marie-Luise Ribbnäs* has a lot of experience as manager and leader within sales, marketing and communication at IKEA. Marie-Luise is certified in Co-Active ® Coaching. She is also an ICF-certified PCC-coach and has been active within leadership development and coaching since 2006.

(Read more about Marie-Luise, Johan and Dare to Lead™ on [www.entira.se](http://www.entira.se))



*Staffan Jeppsson* has practiced IKEA leadership, during 30 years, in managerial positions in five countries and was appointed personal assistant to the IKEA founder, Ingvar Kamprad. Staffan is a certified instructor in mindfulness (Mindfulnesscenter AB) and today works with leadership development and company culture. (Read more about Staffan on Linked In)



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We have chosen to offer Dare to Lead™ and Mindfulness in English in the peaceful village of Lendas on south Crete, Greece. In Lendas, where the cult of Asklepios peaked more than 2000 years ago, you will experience a true genuine atmosphere. Today, the village thrives on fishing and the few tourists who find their way to Lendas. In Lendas simplicity is the luxury.

Read more about the village, the family hotels where we will be staying, the restaurants and the magnificent environments on [www.lendasoasen.se](http://www.lendasoasen.se)

Dare to Lead™ takes place May 15<sup>th</sup> -19<sup>th</sup>. We recommend that participants arrive on May 14<sup>th</sup> and depart on May 21<sup>th</sup>. May 20<sup>th</sup> is for digesting and reflections. Morning sessions 09.00-12.00 afternoon sessions 16.30-19.30.

We dare to guarantee an extraordinary experience that will help you shape a sustainable and efficient impression in your human leadership.

Very welcome,  
Marie-Luise, Johan and Staffan

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**Program price.** 19 000 sek excluding VAT from which 4000 sek is registration fee. The price includes the program, seven nights in a single room, transfer from and to the airport, coffee during program days, guided tour in the Asklepiostemple and two dinners; Welcome dinner and last day dinner. Flights are not included.

**Flights.** You book your own flight to Heraklion. From Sweden we recommend direct flights with Vingresor. See momondo.se, skyscanner.se, expedia.se etc. Please don't book flights before program is confirmed.

**Information about the program.** [www.entira.se](http://www.entira.se) [info@entira.se](mailto:info@entira.se) cellphone +46 702 123230, +46 702 208887, +32 487 417707

**Information about Lendas and registration.** To LendasOasen/Ann-Sofie Noryd, host and organizer in Lendas. [info@lendasoasen.se](mailto:info@lendasoasen.se) cellphone +46 763 755070 [www.lendasoasen.se](http://www.lendasoasen.se)

Registration fee is to be payed when you announce your participation. Remaining amount to be paid before April 4<sup>th</sup> 2020. Swedish plusgiro 1125687-2 (LendasOasen).

**IBAN:** SE37 9500 0099 6018 1125 6872 **BIC-kod (SWIFT-NDEASESS)**

*Presenting a valid medical certificate is the only reason for refunding the registration fee and -5% administration fee if cancellation takes place more than 40 days before program starts otherwise LendasOasen applies 'Konsumentverket's allmänna resevillkor 2014'.*

Last day for registration Dec 1<sup>st</sup>, 2019.

Limited number of participants. First come - first served!