



## Single company retreats

*In second stage it's critical not only for CEOs to hone their leadership skills, but also to help employees become leaders. With that in mind, we offer special retreats for individual companies. In contrast to peer-group retreats, this is an opportunity to dive deeper into your company's pressing issues and groom key staff members to assume more responsibility. You'll engage in critical conversations in a relaxed and confidential setting — and our staff is able to focus all of their attention on your team.*

### Who can attend

Any second-stage entrepreneur who has attended at least one retreat program in the past can bring their staff to Big Rock Valley for a single company retreat.

### What you'll learn

Content is delivered in a variety of methods, including readings, videos, discussions and experiential activities. We have a wide variety of modules to select from and our staff will work with you before the retreat to develop an agenda. A few options include:

- Different types of leadership styles
- Understanding personality in the workplace
- Managing conflict
- Successful decision-making
- Thinking like a futurist
- Orchestrating change
- Resolving communication problems
- Responding to industry forces
- The art of productive meetings
- Crafting an effective vision and values statement

### For more info

Fees are determined by the number of participants and include facilitation, lodging and meals, so it's one-stop shopping. All you have to do is get here. For more information, contact Rita Phillips ([rita@lowe.org](mailto:rita@lowe.org)).

### Participant feedback

"The company retreat was exactly what we needed. We spent a lot of time talking about the competition, our strengths and weaknesses, and how to hone our competitive edge. When we left, we felt much more confident about our abilities and our approach to the market."

"Being offsite definitely helped, not only getting away from the day-to-day churn, but also taking advantage of the unique setting at Big Rock Valley."

"I think the event was also important in showing employees that their opinions are truly valued. Since we've come back, people seem to be more vocal about strategic issues and providing more input into marketing and who we should be going after. This is important, as leadership needs to come from more than one person."

— Jeff McWherter, owner of Gravity Works, a digital agency based in Lansing, Michigan

"The retreat was fertile ground for better connecting people with each other — and our company's mission and brand. It has strengthened existing relationships and improved our ability to work together, especially in times when we might be challenged or stressed."

"Learning about different types of leadership styles and doing the Locus of Control exercise was especially beneficial. It demonstrated that everyone is wired differently and leadership is not one-size-fits-all. We now use this exercise when considering new franchisees to help evaluate their potential success."

— Eric Ersher, founder and managing partner of Zoup! in Southfield, Michigan