

ROW

FORTIUS
IGNITING LEADERSHIP

The Fortius rowing program hit the mark for our 60 incoming MBA students to coalesce as a class. The one-day rowing program challenged them mentally and physically, emphasizing a sense of self-awareness that forced them to think critically about their leadership brand and how their actions impact others.

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Pull together.

The first time you sit in a boat, it clicks; every individual movement, no matter how small, connects to the whole. The only way to improve as a team is to concentrate on your performance, and the only way to improve your performance is to dissolve into the crew. For professionals and students who spend most of their time in boardrooms and classrooms, rowing provides a transformative experience that redefines the meaning of teamwork in an entirely new context.

FOR NEW TEAMS

Start strong.

The new team on-boarding experience is designed for groups that have recently been formed or introduced into a new environment (think: a new department, an incoming class of students, a fresh batch of recruits). Rowing gives these groups a low-pressure way to interact and create alignment among the team, allowing them to start strong out of the gate.

Execute programs for up to 150 participants

Host your event anywhere in the world

Incorporate leadership themes that apply specifically to your organization

FOR ESTABLISHED TEAMS

Row together to grow together.

Teams need to constantly strive to reach new levels of performance. Rowing is a catalytic experience that helps established teams understand their strengths and gaps and encourages discussions around performance that can be difficult to have in a business setting. Crews commit to change and create a development plan to help them reach new levels of performance.

Define your team identity

Establish goals for your session on the water and devise a strategy to achieve them

Understand what truly may be getting in the way of your team's performance in an environment void of barriers that are prevalent in an office setting

Incorporate discoveries into your team's development plan

FOR LEADERSHIP TEAMS

Align. Execute. Achieve.

The leadership team experience brings senior and executive leaders together for a multiday offsite—a meaningful and effective way to build cohesion and alignment. Our full-service package, complete with team dinners and engaging speakers, makes rowing and its application of our high-performance framework, the Fortius Power 5, the focal point, while leaving enough time for fun among the group.

Theme your entire offsite around the virtues of rowing (e.g., Pulling Together)

Optional guest speakers, including Olympic champion coaches and athletes

Host your event anywhere in the world

Execute programs for up to 150 participants

FOR ALL TEAMS

The Olympic Champion Experience.

No matter which team-based rowing program is right for your organization, bolster it with this inspiring add-on. Fortius' partnership will connect you with the coach and athletes of the US Women's Olympic Rowing Team, allowing the people in your organization to interact with one of the most successful sports team of the modern era. From 2006 through 2018, Coach Tom Terhaar has led the US Women's Eight to gold at three consecutive Olympics and nine World Championships.

Meet and learn from Olympic champion rowers and coaches

Hear how Coach Terhaar transformed the team from underperformers to undefeated for 11 years running

Engage in dialogue and learn the parallels of performance in sports and business

Consider how your organization can leverage the US Rowing Team's proven team-building methods

Whether you're bringing together a new group for the first time, developing an established team, or strengthening a group of senior leaders, Fortius' rowing programs bring teams together.

**FOR MORE DETAILS, GET IN TOUCH WITH US—
INFO@FORTIUSIGNITES.COM.**

Tom Murray

Fortius is led by Tom Murray, a two-time Olympian who put his rowing experience to work in the corporate world at a top US bank. Now, he shares that acumen with business schools and Fortune 500 companies through these experiential rowing programs, as well as one-on-one executive coaching and organizational assessments.



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