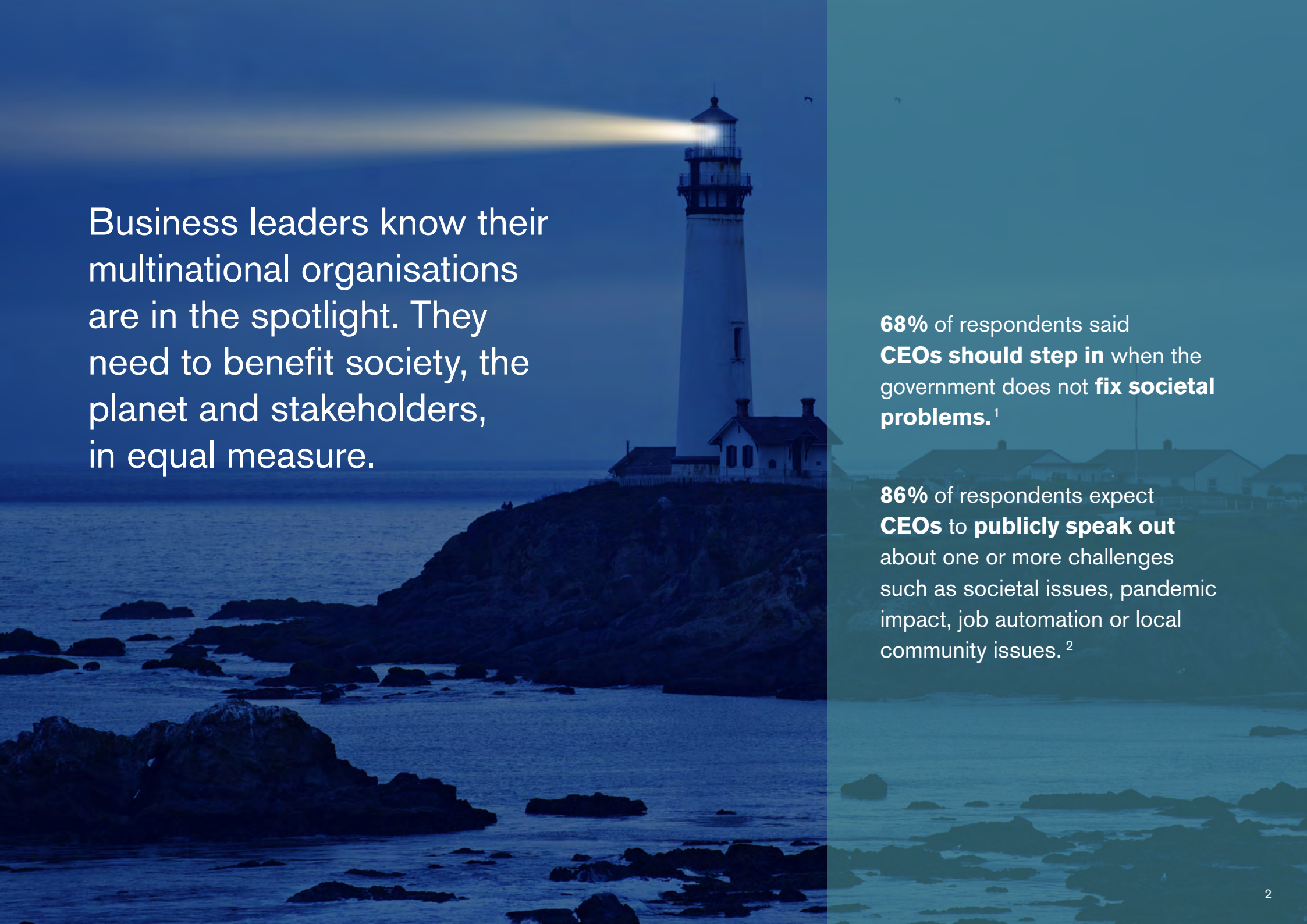




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DECELERATE
INTEGRATE
ACTIVATE



Business leaders know their multinational organisations are in the spotlight. They need to benefit society, the planet and stakeholders, in equal measure.

68% of respondents said **CEOs should step in** when the government does not **fix societal problems**.¹

86% of respondents expect **CEOs to publicly speak out** about one or more challenges such as societal issues, pandemic impact, job automation or local community issues.²

What's more, to attract and retain the next generation of top talent, leaders must offer careers with purpose, cultivating a culture that enables employees to fix today's huge social and environmental challenges.

76% of **millennials** and **74%** of **Gen-Z** said the pandemic has made them **more sympathetic** toward the needs of others and that they intend to take actions to have a positive impact on their communities; **climate change** and **protecting the environment** remains their top concern.³



The good news is, such challenges might be business opportunities in disguise.

If organisations become more responsible it's a win-win; they can not only add value to the business by engaging and inspiring their people, but also make innovation and growth happen.

Technology plays a key role [in innovation], less as the headline act and more as a facilitator for people's ingenuity. ⁴

The UN Business Commission thinks sustainable business models could open up economic opportunities worth up to **\$12 trillion** to worldwide economies. ⁵





It's not an impossible dream.

The pandemic has catalysed a surge in entrepreneurship, shifting the focus from technology and devices to human ingenuity.

In the UK, **50% more businesses** were created in June 2020 compared with the same month in 2019.⁶

Almost 80% of investors under 50 said Covid-19 had made them want to **make a bigger difference** in the world—compared with just half of the over 50s.⁷

But there's a catch. Too many corporate organisations are burning out their internal innovators, with people finding themselves in a downward spiral.

Creativity is being stifled by overwork and a lack of time and energy.

And recent disruptions have exposed the lack of resilience in businesses, including the role that mental health and well-being play in securing their future.

23% of Gallup survey respondents feel **burnout** often or always; **63%** sometimes.⁸

60% of survey respondents said high workload was **blocking** their **ability to innovate**.⁹

Mental ill health is responsible for **72 million** working **days lost** and costs £34.9 billion each year.¹⁰

What if we reimagine our world?

- Tap into the potential of your employees' inner Elon Musks
- Empower today's workforces to become tomorrow's changemakers
- Commit to nurture breakthrough innovation
- Fully align purpose with profit.

Gen-Zers demand more meaningful work and will **take 32% less pay** for the trade-off.¹¹

Disruptive leaders are as good at synthesis as they are at analysis—they can **pull back** and see the whole picture and find connections between unlikely sources to **generate creative insights**.¹²

To be creative,
engaged and ready
to reimagine business
and its role in society,
we need to bring our
whole selves to work.

And the fastest way
to drive change could
start with slowing
down.



Craigberoch is all about deceleration.

From a relentless focus on what we must do in the short term, to reflecting on what we aspire to be in the long term, Craigberoch provides the soil that enables people and their ideas to flourish.

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Our mission...

“To awaken dormant changemakers and inspire transformations in themselves and the organisations in which they work.”

Craigberoch is isolated
without being remote.

Craigberoch
Isle of Bute

Situated on the stunning
Isle of Bute on the west coast of
Scotland, it's less than 90 minutes
from Glasgow Airport and only
half a day from London.



Craigberoch brings together companies, industries and sectors, operating at the nexus of business, the arts, the environment and well-being.

We fuel inspiration, moving the dial from linear to non-linear thinking.

We draw on the creativity and inspiration of the arts.

We encourage well-being and promote self-care.

We connect with nature to nurture change.

We create resilient business teams ready to innovate.



We create the ultimate environment for unique and revelatory experiences that release the untapped potential of your high-performing employees.

We help them to develop the agility and resilience to cope with business uncertainty and awaken their inner intrapreneur.



And for those companies leading the charge, there's tangible benefits for the business.

- Realise breakthrough innovation
- Improve employee well-being
- Drive business performance
- Impact communities with cross-industry/sector networking.



“Your inner game is your sense of purpose and service. Your outer game is your passion for high performance, business acumen, and results orientation. And the more you invest in your inner game, the more you get limitless resources to fuel your growth, limitless ideas and limitless flexibility to do things differently.” ¹³

Alan Jope

CEO
Unilever



A 4% improvement in well-being is equivalent to a 1% increase in profit. ¹⁴

Here's how we help
you get there.

Our services are flexible
and tailored to individual
company needs.

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DECELERATOR LAB

craigberoch
ON BUTE

craigberoch
Live!

craigberoch
2B



Decelerate

slowing people down to break
familiar habits and patterns and
open the door to creative thinking.

Integrate

fusing decelerator learnings
through coaching, inner evaluation
and collaboration with like-minded
individuals.

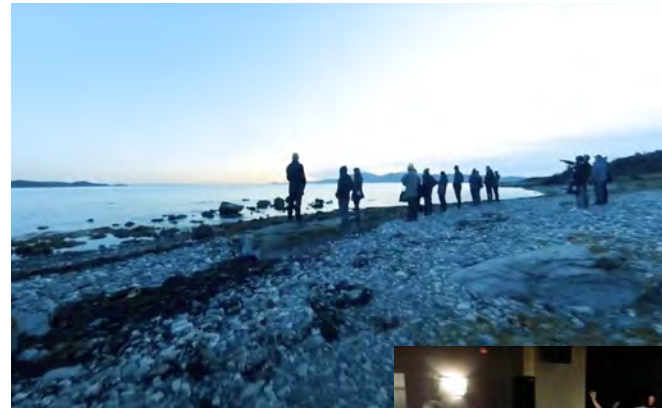
Activate

bringing these new ideas and
innovations into the workplace,
directly and via strategic partners
within the intrapreneurship
movement.

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DECELERATOR LAB

- Choose from three- or five-day immersive experiences on the Isle of Bute
- Accessing world-class expertise from business, the arts, improv theatre and social change
- Individual and small group coaching to create the connection and psychological safety needed to create systemic change
- Break down barriers between organisations and sectors to catalyse non-linear thinking.



craigberoch ON BUTE

- “Co-being” residencies combine co-working and co-living experiences
- A flexible alternative to the binary choice between office versus working from home
- Self-directed programmes offer residents a range of experiences to augment and enhance the working week
- A perfect environment for creativity, collaboration and well-being.



craigberoch Live!

- Bringing the best of the Craigberoch Decelerator Lab experience to a far wider corporate community
- Combination of virtual and hybrid experiences
- A low carbon and flexible alternative to physical events.



craigberoch 2B

- Bringing the magic of the Isle of Bute to your desk or office environment
- Bespoke programmes leveraging the global expertise of the Craigberoch cast
- Delivered virtually or in-person (in line with current safety advice)
- Programmes range from two hours to several days.



Our integrated approach makes us different.

We inspire:



We draw on activities such as improvisation, art and music.



We coach and inspire with a unique cast of trained professionals and seasoned intrapreneurs.



We recognise that breakthrough innovation stems from exposure to insights from other industries, sectors or local communities.



We explore play as a means to enable change—studies¹⁵ show play helps people to be resilient in the face of different environments.

Through a network of strategic alliances within the intrapreneurship movement, we can provide the platforms for individuals and their ideas to grow.



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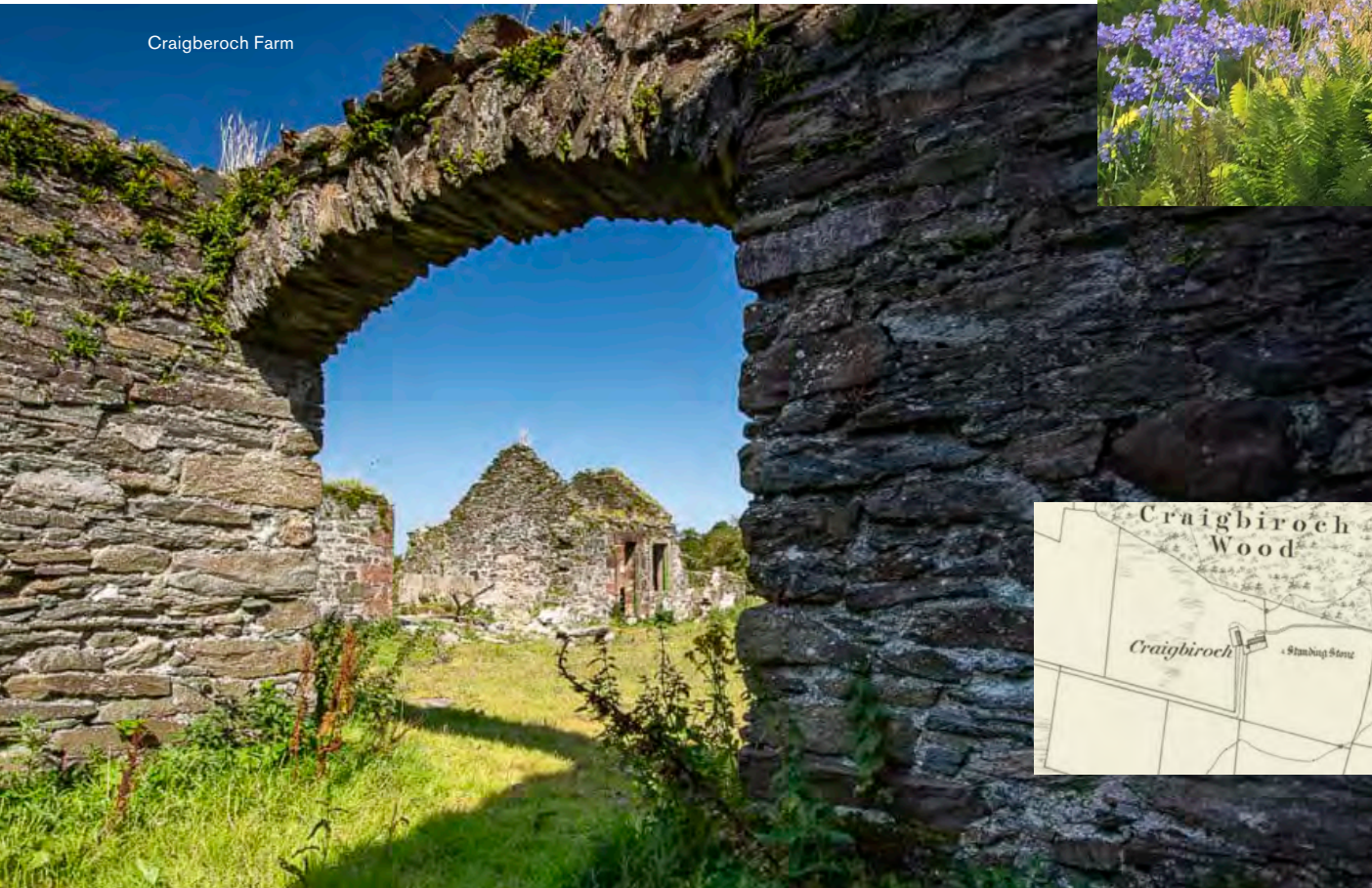
Interested?

We're offering a number of strategic partnerships which give privileged access to all of these services and more.



By getting involved you help to regenerate rural Scotland, the perfect deceleration landscape, and benefit the local community through the value of corporate mindsets.

Craigberoch Farm



The Blackwood Centre
at Mount Stuart

“Individuals will expect to flex more easily between work and leisure time, even in non-traditional work settings.”¹⁶



Artist's impression of
proposed development


Craigberoch is the passion project of Gib Bulloch.

Gib's career includes creating the pioneering corporate social enterprise, Accenture Development Partnerships.

Following the launch of his book *The Intrapreneur: Confessions of a corporate insurgent*, he purchased a remote farmhouse on the Isle of Bute and set up the Craigberoch Business Decelerator.



"A native of the Isle of Bute, I have strong connections with the local community. I have seen for myself how engaged, happy people contribute more to business—to drive profit, growth and improvements for society."



Creating the Craigberoch Business Decelerator has been part of an emergent journey that aligns with today's business zeitgeist. And the tide has turned. Rural Scotland now has a comparative advantage for those seeking to work remotely and is ideally placed to reinvent the future of work.

According to Gina Eckhardt, Professor of Marketing at King's Business School, King's College in London, more than 300,000 people from 161 countries completed the Camino de Santiago pilgrimage in Spain in 2017 not for religious reasons but **to find a way to slow down.**¹⁷

53% of visitors to Scotland in 2020 were motivated by a desire to **“get away from it all and have a change of environment.”**¹⁸



**What participants say about
the decelerator experience.**

*“This is a beginning of
a new journey for me.”*

*“A sacred space for the unknown to
emerge for the collective good.”*

**“YOU LEFT MY
SOUL DANCING!”**

*“TAKING TIME TO REFLECT
ON YOURSELF CLEARS YOUR
MIND TO THEN CHANNEL
FOCUS ON FUTURE GOALS
MORE EFFECTIVELY.”*

*“Deceleration works and can really accelerate
an individual growth journey.”*

*“Inspirational and emotional.
I have connected with myself on
a new level.”*

*“Great people, new thinking,
unusual experiences.”*

**Here's some of the feedback
we've had from running
successful B2B workshops.**

Deloitte.

“Craigberoch catches you by surprise, encouraging you to think differently. It's opened my eyes to being more purposeful in my decision making.”

Nicola Weir

Director of WorldClimate UK/NSE
Deloitte LLP



“The Craigberoch team has helped us master the new normal by showing us new perspectives. Using techniques from the world of improvisation and art, they helped us to disconnect from a state of permanent connectivity and focus on being in the moment. We were able to decelerate and feel energized at the same time—all in just 90 minutes.”

Yasmin Erol

International Strategic Planning and Transformation Officer
International Telecommunication Union
United Nations



“Thanks so much for your session, it was inspiring, out-of-the-box, engaging and heart-warming to attend.”

Leonie Fremgen

Head of Education & Experience
SAP Innovation Team

Meet the team



We have an evolving “cast” of trainers and performers, drawn from the worlds of art, music, improv theatre, outdoor/nature and the well-being community, together with more traditional coaches who have expertise in areas such as neuroscience and in the latest thinking on management or leadership development.

Are you ready
to join us?

**Engage and inspire your
workforce so you can innovate
as a means to build a more
sustainable and equitable
future—one that's good for your
people and your company.**

info@craigberoch.org
www.craigberoch.org

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Take advantage of a
business opportunity to realise
the art of the possible.

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