



What's Next?

A week-long leadership retreat for personal and business success
September 29 - October 5, 2013 at Miraval Resort in Tucson, Arizona

Who should attend

Executive Leadership, Senior Management and Entrepreneurs who wish to take their personal and business success to the next level or those contemplating a business plan

What you will take away

Leadership tools for yourself and your business that help you leap beyond incrementalism:

- + Clarifying your purpose increases your impact and influence
- + Building a mission-driven culture that attracts and retains the best team
- + Positioning yourself or your business to enhance performance and profits
- + Sharpening your personal or business brand and, in the process, reposition the competition
- + Integrating your purpose and strategy into execution (or a business plan)

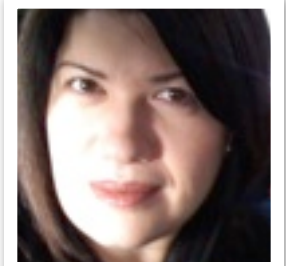
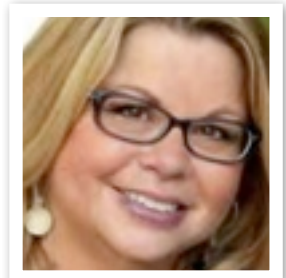
You will leave with a personal purpose statement, brand positioning/promise/values, execution plan to integrate positioning in all aspects of your business and defined success metrics for your business success and life/work balance.

Investment

All-inclusive Miraval Resort in Tucson, Arizona includes 5 nights luxury accommodations (enjoy a 6th bonus night if reserved before April 30th), transfers to/from airport, breakfast/lunch/dinner daily, 4 group sessions with Executive Coach/Speaker/Author Victoria Trabosh and Business Strategist/Entrepreneur Pat Johnson, private coaching and strategy sessions, full access to Resort amenities and facilities, unlimited movement classes/lectures/activities, \$500 spa/resort credit, closing ceremony activity. \$9,625 per person, single occupancy || \$9,125 per person double occupancy. Add-on additional days for \$595/day (based on availability).

Registration

Deposit due by April 30th. Balance due by July 31st. Online reservation [here](#).



Learn more about Victoria Trabosh (above) at victoriatrabosh.com and Pat Johnson (below) at ammonista.com. For more information or to reserve your place, contact vicky@victoriatrabosh.com.

Retreat Schedule

In addition to Miraval's all-inclusive schedule of healthy meals, fitness classes, yoga, meditation, hiking, biking, outdoor adventures, golf, tennis, health & wellness workshops and activities. Trip includes \$500 in resort credit for spa and optional activities.

Breakfast 6:30-9am
Lunch 11:30-2pm
Dinner 5:30-10pm

Sunday, September 29th

1:00pm Arrival and Check-in

Miraval shuttle pick-up from airport upon arrival.

6:00pm Welcome Reception + Dinner

Monday, September 30th

9:00am - 1:00pm "PURPOSE" with Vicky Trabosh

True alignment happens when we understand how our inner beliefs affect what we can accomplish externally. We will uncover or refine our highest purpose; for through intention, integrity and purpose, we can create success consciously. We will also learn to benchmark how we fill our lives and the secret to getting back on purpose quickly.

1:00pm Lunch and leisure time

Tuesday, October 1st

9:00am - 1:00pm "POSITIONING" with Pat Johnson

Learn how to create an authentic, compelling and relevant brand that can elevate you or your company to the next level of growth. Through a series of strategic planning exercises, you'll uncover your unique value proposition and sharpen your brand promise to increase your relevance in the marketplace.

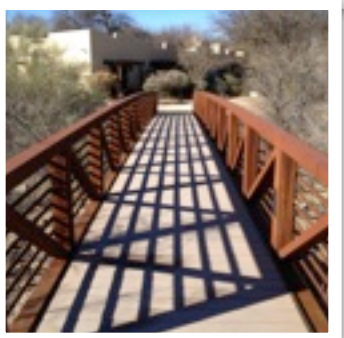
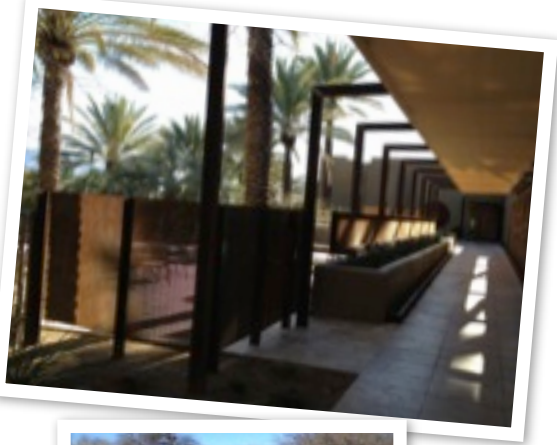
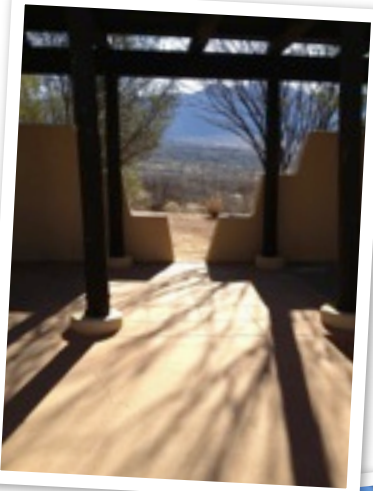
1:00pm Lunch and leisure time

Wednesday, October 2nd

9:00am - 1:00pm "VISION + GROWTH PLAN" with Pat Johnson

We will create a Vision Pyramid that serves as a touchstone for your positioning, values and ultimately, strategic plan for yourself or your business. This tool insures brand integrity - that what we promise is what we deliver. We will explore ways to operationalize our vision and establish the priorities that can accelerate our growth.

1:00pm Lunch and leisure time



[Limited spaces available. Click [here](#) to reserve your place online.]

Thursday, October 3rd

9:00am - 1:00pm “LEADERSHIP, CULTURE & COMMUNICATION” with Vicky Trabosh

We will identify your leadership strengths in the context of understanding the irrefutable laws of leadership. Leadership can be taught - and you will learn how to lead with your strengths, accomplish your vision and keep the flame (and discipline) of your purpose, brand and plan alive.

1:00pm Lunch

2:00pm EQUINE EXPERIENCE with Wyatt Webb

Join Wyatt as you participate in what could be the most important journey you’ve ever chosen. It is in fact a journey that will take you inside yourself. The horse provides assistance as an energetic mirror so that you may identify patterns of learned behavior that either enhance or detract from the quality of life that you experience from one moment to the next. No thought pattern in your head is a life sentence. Acclaimed equine facilitator Wyatt Webb will guide your participation in this group and you will leave truly knowing it is not about the horse...it’s about you.

Friday, October 4th

Leisure Day

Sign up for Miraval activities such as hiking, biking, trail rides, golf, outdoor challenges, wellness classes or enjoy the property’s spa amenities, pools, fitness center, climbing wall and tennis courts.

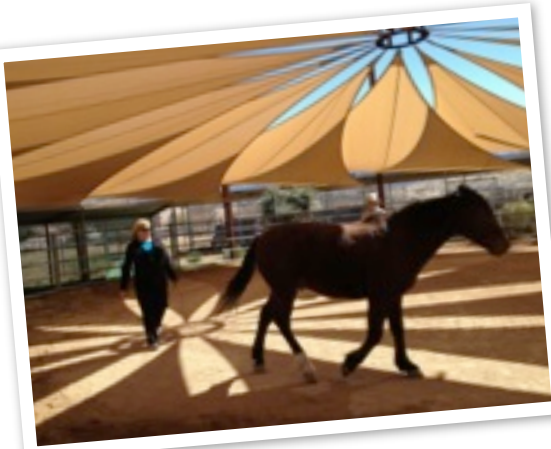
5:00-7:00pm CLOSING CEREMONY with Tony Redhouse, Native American Practitioner

7:00-9:30pm FAREWELL DINNER

Saturday, October 5th

11:00am Check-out

Miraval shuttle to airport.

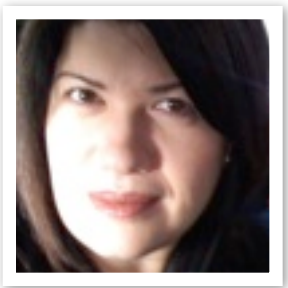




With over 35 years of experience in effectively leading a range of companies and teams, combined with specialized training and certification as a leadership coach, [Victoria Trabosh](#) leveraged her career and life experience over the past decade as an executive coach, international speaker, author and columnist.

Working with senior company executives and business owner clients who are committed to reaching an even higher level of success is her most satisfying and fulfilling work.

“Vicky is more than a coach; she is my trusted advisor... a catalyst, change agent and friend,” according to a long-time CEO client. Victoria brings to coaching an unquenchable desire to see people become their personal best, a background broad in experiences, and a focus and energy enabling people to reach their greatest goals and dreams. victoriatrabosh.com



[Pat Johnson](#) has spent the last 25 years working with some of the best brands in the business, as founder and CEO of the nationally-acclaimed creative ad agency NORTH.

Never satisfied with simply shaping a brand’s message, Pat is often willing to ask the uncomfortable questions in an effort to deconstruct and reinvent the way a brand delivers on its promise. Her consulting company, Ammonista, conspires with senior leadership to excavate the most meaning out of their brand and most importantly, build the delivery system (products and customer experience) to realize it in an authentic, sustainable and profitable way. For two decades, her entrepreneurial instincts drove innovation for her clients until she took the leap to work with start-ups (including her own) and build meaningful brands from the inside out.

Pat currently works with global companies and entrepreneurs to sharpen their brand strategies and eliminate the gaps between their realities and aspirations. Her purest sense of purpose is to help fellow visionaries realize the essence and potential of their ideas. ammonista.com

An Invitation to Greatness

You’re here because:

The incremental doesn’t work for you anymore.

You want to play bigger (in all ways), but don’t know how.

You want to know the meaning of life, the relevance of your work and the secret to world peace, in that order.

You got comfortable being comfortable and want to make yourself uncomfortable and learn anew.

You want to be excited about your work, again.

You’re convinced your presence on this planet includes something more.

You want to lead others with your genius (starting with your soul).

You want the second half of your life to be dripping with meaning, purpose and consequently, impact.

Someone invited you.

You invited you. To finally, with confidence, step into your greatness.