

explore – **expand** - exceed



# LEADERSHIP AT THE EDGE

Collective leadership  
shines a light ...





**Julie Brown** | founding partner & managing director | **polar circles & polar experience**

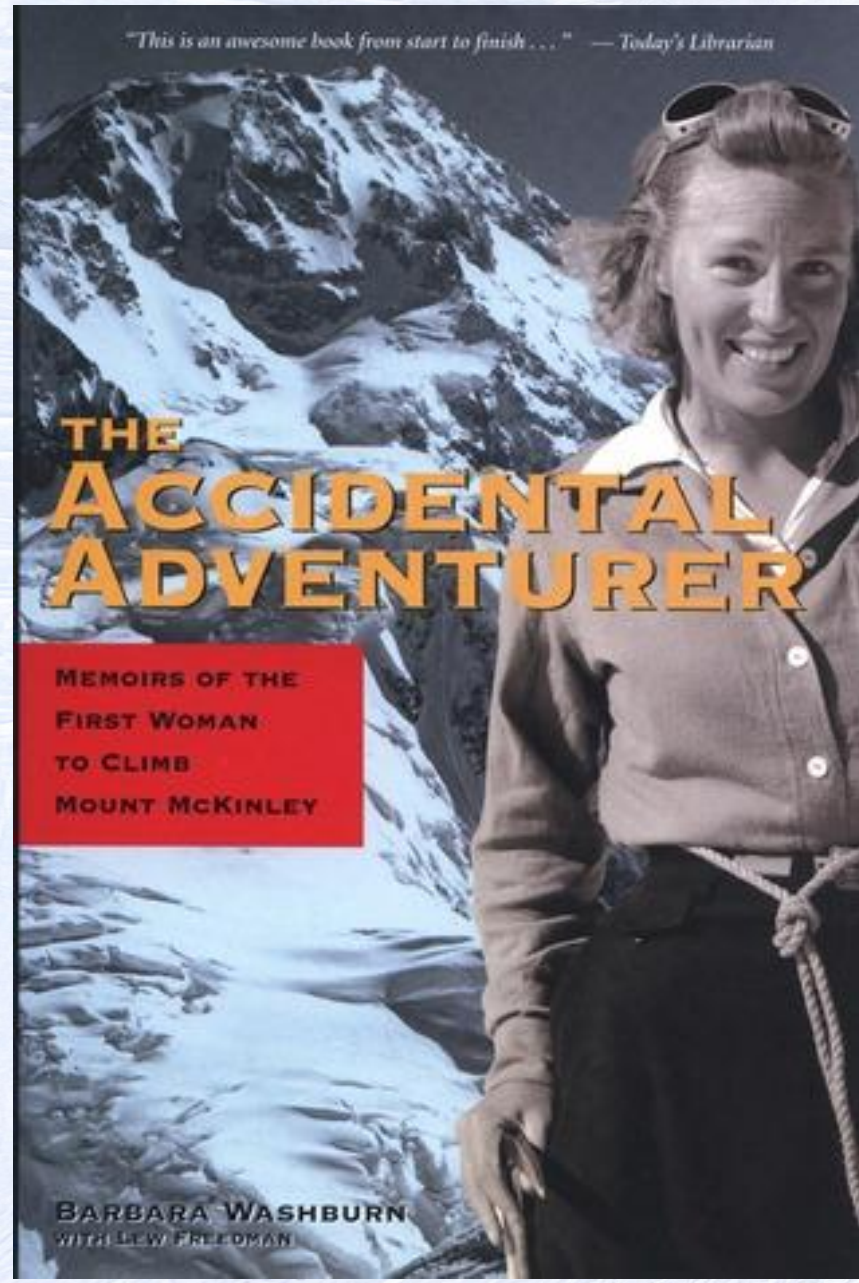
Project Management – Communications – Corporate Programs – Keynote Speaker - Author

*"This is an awesome book from start to finish . . ." — Today's Librarian*

# THE ACCIDENTAL ADVENTURER

MEMOIRS OF THE  
FIRST WOMAN  
TO CLIMB  
MOUNT MCKINLEY

BARBARA WASHBURN  
WITH LEW FREEDMAN



JULIE  
BROWN

DISCOVER YOUR PIVOT



How strong  
leaders can adapt  
to any situation

# DISCOVER YOUR PIVOT

JULIE BROWN

PELCKMANS

# Today's Journey

01

## Resilience

Replace overwhelmed perception with focused progression.

02

## Calculated Risks

Communicate transparently & effectively, especially in extreme situations.

03

## Radical Ownership

Dare to be accountable. Show up. Leadership requires discipline & authenticity.

04

## Engagement & Legacy

What energy are you leaving behind after each encounter?



## Dixie Dansercoer

12 July 1962 - 07 June 2021

*I do in life as I do on the ice.*

*Step by step, you create more chances to  
bring the expedition to a successful ending.*





26

## 26 YEARS OF KEEPING EACH OTHER WARM WITH A PASSION FOR ADVENTURE

- 1995 **Trans-Greenland Expedition**  
West to East crossing of the Greenland ice cap. Manhaul & ski-kite, 715 km, 27 days.
- 1997-1989 **South Through The Pole**  
First integral North to South crossing of Antarctica. Manhaul & ski-kite, 3924 km, 99 days.
- 1999-2000 **Antarctica 2000**  
Ascent Mt Vinson + Discovery trek Ellsworth Mountains. Manhaul & ski-kite, 254 km, 37 days.
- 2002 **The Ultimate Arctic Crossing**  
Attempt to cross the Arctic Ocean Siberia – North Pole – Canada. Manhaul, 680 km, 68 days.
- 2005 **Bering Strait Odyssey**  
Attempt for a double crossing of the Bering Strait Wales Alaksa – Uelen Siberia. Manhaul, 8 days.
- 2007 **Arctic Arc**  
First integral crossing of the Arctic Ocean Siberia – North Pole – Greenland. Manhaul, 2013 km, 106 days.
- 2007-2008 **In The Wake Of The Belgica**  
Re-enactment of the 1897 Belgica expedition. Mixed adventure sports, 60 days.
- 2011-2012 **Antarctic ICE**  
First circular trajectory round East Antarctica. Ski-kite, 5009 km, 74 days.
- 2014 **Greenland ICE**  
First circumnavigation of the Greenland ice cap. Ski-kite, 4044 km, 55 days.



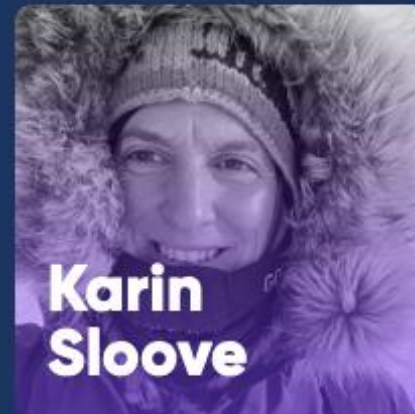
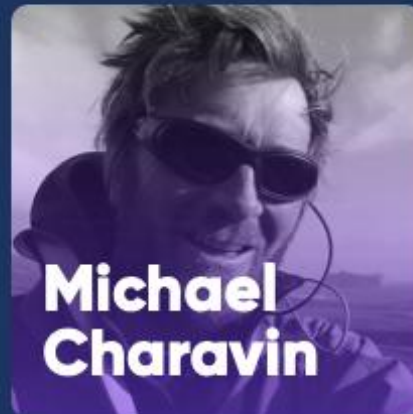
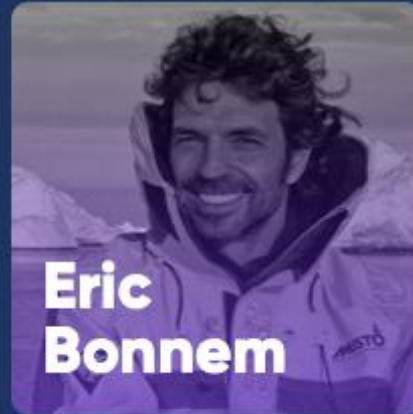
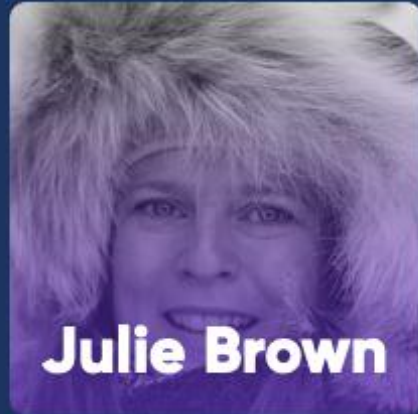
Thanks!

Dixie Dansercoer



# Meet our group of polar experts.

A multi-disciplinary team committed to safety and success.







# DE EXPEDITIE

GROENLAND

Acht bekende avonturiers wagen zich 12 dagen lang aan een loodzware expeditie door het ijskoude Groenland.

**GOPLAY**





# EXPEDITION — CHECKLIST —

PREPARE MINDFULLY. STAY FOCUSED. EXPLORE SAFELY.

Each of these daily items occur in the knowledge that a base physical health and mental wellness are prioritised and maintained at all times.

## 1 ASSESS MY INTERNAL CONDITIONS



- Did I sleep well and enough? Have I awakened rested?
- Hydrate – start my day with a glass of water
- Nourish – eat something unprocessed and easy to digest
- Breathe – bring fresh air deeply into my lungs & oxygen to my brain
- Focus – review my priorities that I established the night before

## 2 ASSESS MY EXTERNAL CONDITIONS



- What is the weather outside? How will it affect my mobility and performance?
- What is the light quality surrounding me? Do I need to supplement brighter light to increase energy and performance?
- What is the air quality in my midst? Am I regularly taking deep breaths?
- What tools do I need for today's performance? Batteries loaded? Updates completed?
- What mode of transportation will I need today? E-car charged or gas filled in tank? Public transportation tickets or passes in order?
- What is the traffic situation? Do I need to leave earlier than expected?

## 3 ASSESS MY TEAMMATES



- Are they rested & refreshed?
- Have they completed time-sensitive tasks for our common projects?
- Do they need my assistance in any way to complete our common goals?
- How is their motivation?

## 4 WHAT IS MY SHORT-TERM GOAL FOR TODAY?



## 5 HAS THE PATH TO MY LONG-TERM GOAL SHIFTED?



- Am I navigating new unexpected territory to eventually reach my goal?

## 6 WHO NEEDS COMMUNICATION FROM ME TODAY?



- Updates?
- Clarification?
- Proposals?

## 7 REVIEW AND CELEBRATE TODAY'S SUCCESSES.



## 8 MAKE MY NEW CHECKLIST FOR TOMORROW AT THE END OF THIS DAY.



 Polar Experience



PREPARE  
Your Mind



PROTECT  
Your Body



PLAN  
Your Path



PURSUE  
Your Purpose



collaboration vs competition

teamwork in extreme situations









Are you ready for the storm?  
change management = **reality management**



pressure  
effective communication

audacity  
confidence not arrogance





trust in your skills







staying asleep  
is not an option

**EXPLORE  
EXPAND**

*EVERY SECOND COUNTS*

**EXCEED**



**EXPLORE  
EXPAND**

*EVERY SECOND COUNTS*

**EXCEED**



# Q & A



*Better to illuminate than merely to shine.* Thomas Aquinas