



FRESHWALKS

PRIVATE



FRESHWALKS PRIVATE CORPORATE EVENTS

CONNECT. RECHARGE. DISCOVER.



TEAM BUILDING



CLIENT
HOSPITALITY



EMPLOYEE
ENGAGEMENT



CREATIVE
& STRATEGY



WHY FRESHWALKS PRIVATE?

TEAM BUILDING

Nothing gets conversations flowing more naturally than taking a team of colleagues into the great outdoors.

People open up, share ideas and concerns and demonstrate levels of empathy that are unlikely to emerge within an office setting or when working remotely.

The shared sense of achievement of reaching a peak or the finishing line together is a powerful device that colleagues will bring back into the day-to-day.

Watch your leaders of the future thrive on Freshwalks.

WHY FRESHWALKS PRIVATE?

CLIENT HOSPITALITY

Perhaps it's the landscapes we walk in or the lack of distraction from technology but Freshwalks events bring people closer together.

Conversations become more focused and get beneath the surface. Thought processes open up and become more expansive. Perceptions shift and new possibilities emerge.

The outcomes? Creative clarity. Emotional connections. Tighter relationships. And insights that create business opportunity.

It's a simple formula based on spending quality time with clients and colleagues, yet it's the antithesis of more conventional corporate hospitality.

WHY FRESHWALKS PRIVATE?

EMPLOYEE ENGAGEMENT

Now, more than ever, progressive business leaders are putting employee engagement and the wellbeing of colleagues at the heart of their business strategy.

Freshwalks events are the perfect way to reward high performance, reset thinking and revitalise busy minds.

And commercially, it stacks up too. A physically fitter and mentally stronger workforce tends to be more productive, takes less time off, and communicates more effectively to overcome challenges.

WHY FRESHWALKS PRIVATE?

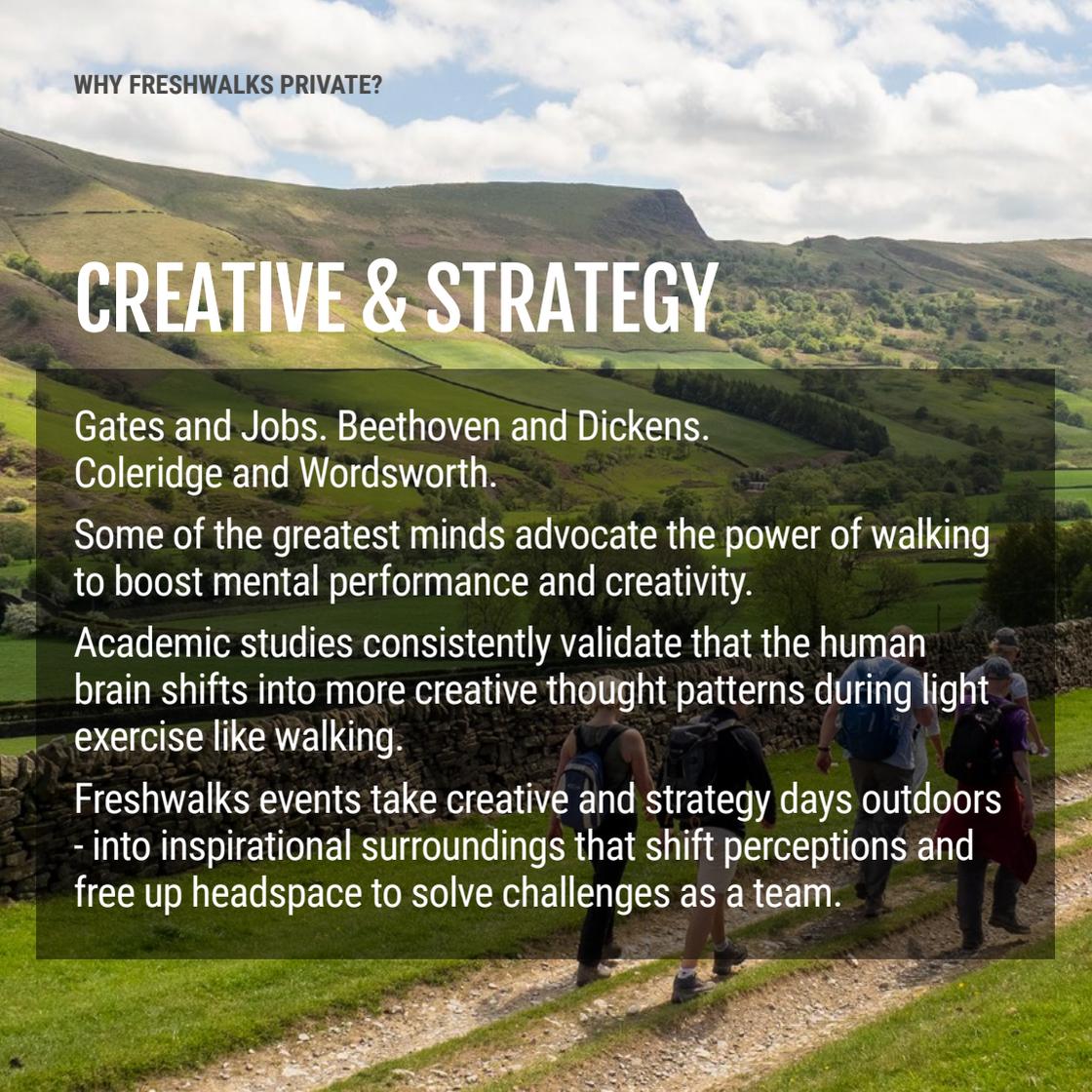
CREATIVE & STRATEGY

Gates and Jobs. Beethoven and Dickens.
Coleridge and Wordsworth.

Some of the greatest minds advocate the power of walking
to boost mental performance and creativity.

Academic studies consistently validate that the human
brain shifts into more creative thought patterns during light
exercise like walking.

Freshwalks events take creative and strategy days outdoors
- into inspirational surroundings that shift perceptions and
free up headspace to solve challenges as a team.





“Go to a match, half the people are into the football, the other half are wondering why they are there. Go to a dinner, you get to talk to two people until you have bored them to death and they wander off to sit with their buddies. Go **freshwalking** and you have a **common purpose**. You get each other up that hill and across that bog and down the other side. On the way, you talk for a while, drift off and find yourself in another conversation or even continue a conversation that you started a couple of months ago.”

FORMATS



CLASSIC



WALKSHOPS



TOURS



FRESHWALKS

PRIVATE



CLASSIC

The original Freshwalks experience; in the countryside, at the coast, in the mountains and on the moorlands. Single day hikes from 5km to 30km across multiple regions.

Our classic Freshwalks format is simple but stunningly effective.

There's a timetable but no agenda. There's a plan but it's always as loose as you want it to be. We go with the flow of a day and react to both nature and people, finding a pace that works for all. In a complex, fast-moving world, it feels good to slow right down and keep things simple.

Being digitally disconnected focuses human attention on one another, leading to higher quality conversations and a quite unique sense of camaraderie. With every step and an ever-changing vista, stresses melt away, reclaiming valuable headspace for clearer, more creative thinking.

We're not just enhancing mental health, on Freshwalks, we're boosting mental performance.

And come peak or pub, the exhilaration and shared sense of achievement breaks down barriers, deepens relationships and - aching limbs aside - creates a purposeful collective sense of euphoria.

Yes, you did it. Together.



FRESHWALKS

PRIVATE



WALKSHOPS

Taking creative problem-solving back outdoors.
Where it all began.

Our walking workshops build upon the successful Classic formula, blending expert facilitation and coaching to add value and more tangible outcomes to your Freshwalks experience.

In these challenging and isolated times, we exploit the Freshwalks spirit of collaboration to nurture and strengthen both individuals and teams through experiential learning techniques.

We've devised a range of modular options to address common business challenges which can be tailored to suit specific objectives, ensuring every learning experience is an enjoyable one.

Our approach uses the route, the environment, the landscape and sometimes even the struggle - as a metaphorical framework for practical exercises designed to stimulate self-reflection, collaboration and creative thinking. The learning activities punctuate rather than dominate the day, so participants have enough time to relax and enjoy the social aspects of a walk.

Walkshops can be structured across either half or full day hikes to suit availability, budget and objectives. Any number of different modules can also be combined together as part of a multi-day plan or a tour - including overnight stops if required.

Below are just two sample Walkshops modules to consider...



TRIG.

**Understand tenacity and resilience.
Build inner belief and growth.
Find your trig point.**

Known as 'trig points', triangulation stations are found atop hills and mountains. Our TRIG Walkshop module provides personal direction and a similar sense of arrival as these traditional waypoints in the landscape. Participants are encouraged to understand more about themselves and how to harness Tenacity, Resilience, Inner belief and Growth. Understanding and self-awareness, followed by action and development.

This Walkshop involves a limited number of interactive exercises incorporating self-reflection, walking buddy discussion, thinking out loud, group sharing and feedback.





CONTOUR.

The shape of a team determines success but first you need to understand and profile the individuals within.

**How do individuals communicate?
What makes them tick?**

Contour derives from the Italian word *contorno* which means 'to draw a line' which is what happens when you trace a contour around the shape of something. On this Walkshop, we'll use this analogy to explore the typical shape and outline of successful teams.

What role do individuals play? How are they empowered?
What is the decision-making structure?



FRESHWALKS

PRIVATE



TOURS

Our tours take switching off, networking and team building to the next level. These multi-day trips help nurture deeper connections amid the inspiring hill country of the Peak District, Lake District and Northern Ireland.



EXPLORE



INSPIRE



SOCIAL



EDUCATE

Freshwalks Tours take the successful elements of our Classic format to breathtaking destinations across the UK and Europe for enhanced social, cultural and educational experiences.

Post-pandemic, they offer the perfect tonic to bring teams back together in a touchstone experience that will reset, revive and inspire. Your shared adventure starts the moment you get comfortable on coach or plane, but the magic really starts to happen once we hit the hills.

For something accessible, the stunning backdrop of the **Lake District** remains a firm local favourite and the charming towns of Ambleside and Keswick provide a superb choice of accommodation, pubs and restaurants. Across the Irish Sea, **Belfast** is a city reinvented with a thriving cultural and dining scene complemented by traditional pubs steeped in history. With the Mourne Mountains only an hour away it's the perfect '**CityHike**' destination and relatively inexpensive to get to.

The beauty of **Freshwalks Tours** is that your imagination can run riot and in collaboration with our travel partners, we have the perfect solution for any budget or ambition. Imagine exploring the rolling hills of Chianti with visits to medieval hilltop villages punctuated by vineyard visits and languid al fresco dinners as the sun sinks over the Tuscan hills.



UK TOUR DESTINATIONS



NORTHERN
IRELAND



PEAK DISTRICT



LAKE DISTRICT



Freshwalks helps you feel and perform better. In life and in business. It does this by enhancing mental performance and wellbeing, improving physical fitness, collaboration with others, knowledge sharing and growing your network.

TEAM.

A man wearing a blue jacket, a beanie, and a backpack stands on a rocky mountain peak. He is smiling and looking towards the camera. The background features a vast landscape with a large lake, rolling green hills, and distant mountains under a dramatic, cloudy sky.

“I founded Freshwalks because I passionately believe in the power of community and the infinite possibility of what might happen when you bring like-minded souls together in the right setting - removing barriers that can hold people back in life.”

Michael Di Paola, Founder

Skiddaw (931m) on Freshwalks Tour in 2020

Throughout a career spanning three decades, **Michael Di Paola** has advised clients on brand, marketing and business development strategy. Today, as founder of Freshwalks, outdoors enthusiast, Michael loves to help and connect people by building communities and creating safe spaces within which they can confidently thrive. Michael still loves to lead from the front and knows how to put first-timers or nervous networkers at immediate ease on a walk. Join him on our mission to inspire the UK's business community to #GetOutdoors.



An experienced outdoor writer and editor, **Mark Sutcliffe** is a former editor of Country Walking and Lakeland Walker magazines and an occasional contributor to some of the UK's leading outdoor magazines – including Countryfile, Landscape and Trail. Mark launched the #walk1000miles campaign and is passionate about bringing the benefits of walking to a wider audience. More recently, he has written extensively about active travel in both urban areas and the rural fringe.

Our Walkshops director, **Martin Murphy** of Rebel Evolutionaries is the author of *From Mercenaries to Missionaries*. Martin developed the 'Elite Team' model with business leaders around the world to embed real-life lessons learnt during his time in the UK special forces. Martin translates his theories to practical examples across the walk and demonstrates how using his model, elite teams can be designed to achieve the maximum level of performance.



John Shinnick has the technical capabilities and expertise that comes with his professional services background, but his focus has increasingly been on commercial negotiation and strategy, getting the very best out of people and teams. To support this, John is an NLP Practitioner and European Mentoring and Coaching Council qualified. Recently reigniting his love of the great outdoors through Freshwalks, John is also a highly skilled, commercial photographer of both people and landscapes.

It's good to walk with **great company.**



bruntwood



Schroders
personalwealth

*clarke
willmott

AMPERSAND

HIRING HUB





Expect a very warm welcome.

Michael Di Paola, Founder

E: Michael@freshwalks.co.uk

T: 07786 960301

 @Freshwalks

CONNECT. RECHARGE. DISCOVER.