

Kung Fu for Business

Moving Forward in Times of Uncertainty



Kung Fu for Business is an innovative and dynamic approach to leadership development aimed at senior teams who want to explore new ways of driving forward their goals.

Experiencing Kung Fu and Meditation in a business context will give you a set of principles to help you overcome:

- major obstacles
- significant change
- feeling stuck



'Nothing is softer or more flexible than water, yet nothing can resist it'

Lao Tzu - Tao Te Ching



We are passionate about helping you and your team:

- Become more aligned
- Experience an increased level of energy and motivation
- Gain fresh perspectives on your strategy
- Develop your strength and courage
- See your responsiveness improve
- Increase your confidence

Where Kung Fu and Meditation Can Make a Difference...

Where Kung Fu and Meditation Can Make a Difference...

There are many parallels between practising Kung Fu and achieving goals in times of uncertainty. The aims of Kung Fu are to **find the most effective route through adversity** and ultimately **to win without doing battle**.

You will experience three core principles of Kung Fu:

- **Keeping the goal in sight**
- **Responding to and overcoming obstacles**
- **Developing resilience in the face of kick back**

You will gain insights about your own strengths and weaknesses in these areas as individuals and a team.

You will then work with these insights and the core principles **to move you and your team forward**.

Meditation is recognised as a process that encourages and develops **concentration, clarity and a calm state of mind**. We introduce you to practices that will help you to **clear your mind of distractions, create a positive state and enhance your learning experience**.



How it works

- 1. We will help you to articulate the issue(s) you would like to address**
- 2. As a team you will experience specific Wing Chun Kung Fu exercises that are aimed to help you to understand your own strength, illustrate the power of keeping your focus on your goal and develop techniques for responding to and overcoming obstacles.**
- 3. Through group work and individual observation and writing you will start to make connections between the way you interact with the world physically and the way you operate individually and as a team.**
- 4. As a team you will then develop a way of using the three principles of goal focus, responsiveness and resilience to move forward.**
- 5. An introduction to meditation will help you develop clarity, focus and a positive approach.**

Some of the individual and team characteristics we will be exploring with you

To know and build strength we will explore:

- Your structure
- What you are made of
- Your processes
- Your alignment

To experience the power of focus we will explore:

- Your intention
- Where you focus your attention
- The impact of positivity

To develop your sensing we will explore:

- Your capacity to connect with others
- Objectivity and information gathering
- Your ability to understand and assess the situation

To increase the fluidity of your responsiveness we will explore:

- How you interact
- How close you get
- How you deal with adversity



Programmes Tailored to your Needs

It is important to us that your team really does move forward and so we want to understand your specific needs and tailor the programme accordingly.

We can provide away days that will re energise and refocus your team.

We can provide longer programmes that will help teams formulate strategy and develop new behaviours.

We can provide follow up sessions and team and individual coaching.

Programmes will be held at a location of your choice. We recommend that programmes are held offsite.

We have professional indemnity and 'Kung Fu...physical insurance-need to put something in here

Next Step

If you are interested we would be very pleased to come and talk to you without obligation.

We will enjoy meeting you and helping you to think through any challenges you think your team may want to address. Our intention is to work only where we can really make a difference.

If you have a team that might benefit from refocusing, re energising or just needs to become 'unstuck' then call us.

Please call Anna on 07894466671 or email anna@kungfuforbusiness.com



What our Clients Say

'Very powerful and productive two days.'

Vandy Massy, CEO MSA Interactive

'...the benefits of Wing Chun Kung Fu hit me in the face (almost literally) straight away and, apart from enjoying it immensely, I felt there were lots of tangible correlations between Wing Chun Kung Fu and personal business excellence. Get out of the boardroom and spend a few hours focused on *your* personal effectiveness with a fresh and dynamic approach. You'll feel a little different to the day before and you'll be a little different the day after.'

Lucy Morrice, Owner Professional European Presentations

'Spending two days away with other chief executives on a programme structured around meditation and kung fu left me with a real clarity of mind. It enabled me to sift through and consolidate my thinking over the past few months. I now have a clear vision of the future and what needs to be done. A really important part of the experience was the fun and camaraderie generated.'

Martin Brown, Managing Director Herbert Group Ltd.

'Much more than mere relaxation, meditation has now reduced my stress levels and..... also cuts away the 'noise' and allows me to concentrate on the things that matter most, both at home and at work. I now meditate daily. My only regret is that it took me 51 years to discover it.'

Clive Thomas MD Anglia Recruitment



Our Vision

To deliver inspirational learning experiences to help leaders and teams develop their core strength, responsiveness and courage.

Our Core Assumptions

Power comes from having the courage to step in closer

Only through understanding yourself and others can you make connections and develop successful relationships

To find the most effective way through adversity you need both strength and fluidity

The ultimate aim is to win without having to battle

Positive focus enhances creativity

Quotes that inspire us...

'As they neared the gates, he saw a large guard dog with huge teeth and red eyes. It was growling ferociously and struggling to get free from the chain that held it....As he got closer, he could see its bluish tongue and spittle spraying from its mouth... Suddenly the chain broke and the dog rushed at them...He turned and ran as fast as he could - straight at the dog. The dog was so surprised that he put his tail between his legs and ran away.'

Pema Chodron - When Things Fall Apart

'So it is said that if you know others and know yourself, you will never lose; if you do not know others but know yourself, you win one and lose one; if you do not know others and do not know yourself, you lose every single battle.'

Sun Tzu - The Art of War

August 2008

Kung Fu for Business

Moving Forward in Times of Uncertainty



Who we are



Anna Coen delivers executive coaching and leadership programmes for large organisations and SMEs. She is particularly focused on helping clients achieve their aspirations and improve their performance through aligning individual development with business strategy. She is currently studying for a Higher Certificate in Counselling at Cambridge University, is learning Wing Chun Kung Fu and has been meditating for many years.

Anna is a qualified Chartered Accountant and MBA and has operated as a director developing and driving forward new initiatives in the areas of professional development, learning and organisational change.
www.acintegration.com



Ross Sargent has practised martial arts since 1995, and since 2001 has been a full time professional instructor. He is a Director of Cambridge Kung Fu Ltd and a qualified instructor of Wing Chun and Escrima Concepts. His purpose is to help individuals and organisations increase their confidence through experiencing Wing Chun Kung Fu.

He graduated with a First Class Honours Degree in Materials Science and Engineering from Imperial College London. In addition to his martial arts training he has had personal training in Yoga, Pilates, NLP, Chi Kung and Body Mind Centering.
www.cambridgekungfu.com



Alan Ashley is a leadership coach and change consultant whose work in FTSE 100 companies, SMEs, and the public and third sectors brings together leading edge technologies, models and tools with ancient wisdom and practices.

He has over a decade's experience of teaching mindfulness and concentration techniques to support personal development and professional effectiveness. His current interests include supporting people in deepening emotional intelligence, and improved decision making through clearer thinking and intuition. He is also in the process of completing a Postgraduate Diploma in Change Agent Skills and Strategies and is an Ordained Buddhist.
www.helpingchange.co.uk