www.ifwekite.com

The 'Dune Blanche', Daklha, Morocco

Congratulations! You are here because you are one of those that are curious about what I am willing to share in this FREE guide.

As an executive, you days are filled with crazy schedules, and you have challenges that only other people alike minded could understand. Many projects to manage at a time, business travels, family complaints, distanciation from social gathering with friends, these have unfortunately become your new standards.

Are you dissatisfied with this status quo? And willing to change for a more balanced lifestyle, for you, for your mind and body?

Let's explore together what it takes to get initiated.

I'm Neary and will be your guide for more smiles and will share what our IfWeKite retreats consist of!

If you have any queries related to your professional challenges or kitesurfing retreats, immersions. I will challenge myself to answer you through videos. Stay tuned on my video channel, the link will be shared in my website www.ifwekite.com

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What if we kite?

Introduction

When was the last time you had a blast?

As leaders in our work environment, we have crazy lives, and need to juggle between our family, being a parent, a wife, a husband, between our social life (when we have one), between our professional commitment, between our business travels.

In all of that, when do we have time to really laugh out loud and just let things go?

When did you have time to let go and just breathe?

Our vacation is to spend time with our family.

Our dinner parties with friends are to share updates of our lives and our mainly our successes.

Our coffee breaks are to chitchat with colleagues.

Do you feel it's hard to commit time for ourselves?

When did you have time to talk about our deep emotional problems?

We may not want to share our internal fears, our doubts we have about the future of our job, or conflicts you may have with our colleagues, hierarchy, peers or teams.

We may not have someone trusted enough to share our internal emotions about our professional or personal challenges.

Where to find a safe place to talk, to cry, to shout, or to empty our minds?

1 Riding the Waves of Change - unconventional retreats with IfWeKite

Like many executives, you have reached or are nearing the top of organizational hierarchies, which is a great achievement, but often leads to a significant challenge: isolation. The higher you rise, the fewer peers you can confide in, discuss challenges with, or seek genuine advice from. This professional loneliness could limit personal growth and perspective, making it hard to find innovative solutions or unbiased feedback.

Feeling isolated at the top, or being stuck in a ceiling level, not only limits your ability to share personal and professional challenges but also enhances stress, reduces job satisfaction, and can lead to burnouts.

Imagine an unconventional solution that not only challenges you physically and mentally but also connects you with a like-minded tribe of executives. What if we kite?

Our executive retreats are designed not just for physical activity but as a networking powerhouse where you can meet others who face similar challenges. These retreats offer a chance to step away from the corporate world, gain fresh perspectives, and share experiences in a supportive and psychological safe environment.

By joining us in either our Afterworks or in our IfWeKite retreats, you will discover and be initiated to what is this sport activity but also build a valuable network of peers who understand the highs and lows of leadership. These connections can transform into lifelong professional support and personal friendships.

What if you could imagine yourself with this tribe, that you would connect through If We Kite network, returning together from the retreat reinvigorated, armed with new insights and strategies for leadership, and supported by a network of fellow leaders who are ready to offer advice and support whenever you need it.

Now that we've explored how If We Kite retreats can address the unique challenges faced by executives like you, why not consider it?

This isn't just about learning to ride the waves—it's about mastering the art of leadership in turbulent times.

Are you ready to transform your challenges into opportunities with us at the next If We Kite retreat?

2 Kitesurfing, what is this?

You will need a kite, a board, your smile, and your self-determination.

It’s an ecofriendly sport where the power of the wind is needed. **A certified instructor** is mandatory when you start for the first time.

Have you ever seen kitesurfers in action and thought: "That looks fun, but how could this be for me"? Well, let’s rethink again! What if we told you that kitesurfing is more than just an amazing activity but a secret weapon to improve your personal and professional development?

Next time, look at the kitesurfers a bit closer and you will see laughter on their happy faces. This is what we call the banana smile!

2.1 A masterclass for personal development

If We Kite retreat is not just about riding waves and embracing the wind. It is a masterclass in the art of balancing, adapting, increasing patience, perseverance and simply happiness on the water.

Controlling the power of the wind will also propel you to a new level of confidence, in your personal life but also in your professional life.

As you learn to steer your kite and navigate on the waters, you are training yourself in the essential arts of resilience, quick decision-making, and strategic planning. Each time you conquer a wave, you are not just boosting your adrenaline but also your confidence — both in and out of the boardroom.

2.2 Beach and boardroom? Same same but different

The boardroom and the beach are not so different. Our If We Kite tribe could be your next big breakthrough, professionally and personally. Ready to dive in and see how this thrilling retreat can lift your leadership skills?

2.3 If We kite retreat, is this for me?

Our retreats and immersions will include personal development workshop and networking sessions, as well as initiation to kitesurfing.

We understand that kitesurfing could be daunting for someone who has never tried it before.

Maybe you've already come up with a few reasons why you should stay away from a kite and a board. But are those reasons deeply holding you back, or are they just challenges waiting to be conquered?

Let's explore the **"5 Reasons why you should think about the unconventional If We Kite retreat"** and discover why this immersion might just be the perfect addition to your life and career.

3 Beyond conventional - 5 Reasons to choose If We Kite retreat

3.1 “I'm Too Busy - There's no time for rest neither retreat”

Your calendar is packed like all busy leaders. Between meetings, business travels, vacation with family, adding anything else seems impossible. And sometimes, family trips can be exhausting, between preparation, kids’ activities’ organization, moving places to another to meet friends, family, in-laws... Once you’re back at the office, you feel more exhausted. Sounds familiar?

But think about this. Your relentless schedule leads to stress, and you could be at the edge of potential burnouts without even knowing it, reducing productivity and job satisfaction. The lack of time for physical activity and healthy meals is not helping.

Why not taking a break from this crazy life? Our tribe includes those sharing the same challenges in their busy personal and professional lives.

If We Kite offers a high-intensity, high-reward escape from the “reality” and stress-relieving activities that help time management, by improving mental focus and energy levels. It can be held in a week or more, with alternating intense sessions, where physical fitness meets with mental relaxation. We support lifestyle changing hacking the mind into healthy routines. The purpose would be boosting your overall level of energy.

Imagine returning to work energized and clear-headed, ready to tackle challenges more efficiently than before.

And if not yet ready for the retreat, why not joining our tribe for a drink during our afterworks events?

Sharing my personal experience

Here is one of my experiences after a kitesurfing trip with my tribe in Dakhla, Morrocco. I felt relaxed and reenergized after this break from work. Just right after landing in Paris, I had to pack again to go to Norway for a 3 days' workshop. You can imagine my mood… not really into work….

Especially when I arrived in the office and nothing of the preparatory work I had requested was done. My kick-off meeting was meant for a dozen people and only 3 managers showed up. They have not invited the others as per my request. I would have usually been madding about it. And here, as I felt refreshed from my great kitesurfing sessions, I just didn't bother and told them that the workshop is for them if they really wished for it. It's not my problem if they are not ready after all, I was thinking… The day after, 20 people showed up and the event went better than I expected. As I felt relaxed and calm after my kitesurfing retreat, I felt more engaged with the team and was more productive. It would not have been the same if were here just before the event, I know myself and I would have stressed them and myself for the workshop to be as "perfect" as I would wish.

Retrospectively, I really felt the time I spent in this retreat was worthy. It was like an investment in myself, to empty my brain and head from the fullness and craziness of my daily routine, whether it was personal or professional.

Sometimes, we need to take time to reflect, refresh our mind to better advance and take energy again for a new project or just continue what we need to do, but with a more peaceful and calmer mind.

3.2 “I Lack the Physical Skills - It’s Too Challenging”

Kitesurfing, like other extreme sports, seem intimidating at first glance. Most people believe it requires athletic strength you simply do not necessarily need. You will find out a bit later in this section.

This self-doubt not only keeps you from trying new activities, but it is the same applying to your professional life. Limiting your willingness to take on new challenges is the same for kitesurfing initiation or any new project you’re not grasping.

I wish to reassure you. Kitesurfing can be tailored to any fitness level with the right training. Kitesurfing starts with all levels and will build your fitness progressively. It's about personal growth, not prowess. It also strengthens not just the body, but also the mind, and is a great motivator for overall health improvement.
Let’s take the example of Fred, at the age of 69, started kitesurfing, and in 2021, he was 85 and still on the water. Sir Richard Branson is also a great example of kitesurfer that loves showing his prowess even at his advanced age!

As for myself, I started kitesurfing at the age of 40 and saw many other ladies, and men, starting kitesurfing even if they were not as athletic as me. So, it is really a matter of motivation, not physical strength.

However, I will not deny it. It requires perseverance and discipline, the same way as you do in your business or projects. But the reward is worth the effort. It’s like learning to drive. It is overwhelming at the beginning but once you’re comfortable with all the process, then it becomes automatic. But let me share this: it’s a lot more fun to ride a kitesurf than driving!

It is only after starting the practice that I understood that I did not necessarily need strong arms, but it is helping you to build strong cores. And that’s really what I appreciate in this sport, the build-up of cores without thinking of it. Which is of a significant help when you don’t like sit-ups! And I can assure you that after a week of kitesurfing, you feel more toned and fit, with chocolate pack built-up!

Besides, it’s a family sport as my daughter started her first lessons at the age of 8 but did not pursue it until lately. And I can assure you that she did not have strong arms at that age! She tried again last summer when she was 16 and finally got back onto the board!

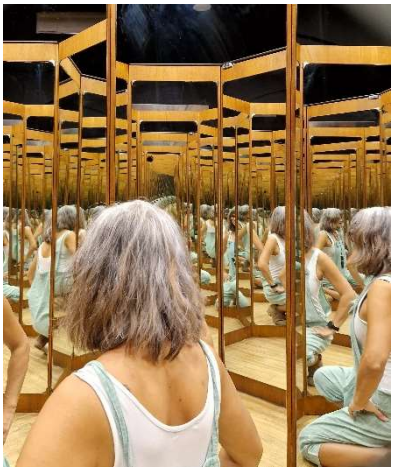
So kitesurfing can be practiced from 8 to 85, do not require strong arms, but will strengthen your whole body, and especially your cores. You just need strong motivation and a **certified instructor** to start with.

3.3 “It’s Too Risky - What If I Get Hurt?”

The perceived risk of injury makes you hesitant. You can’t afford downtime from work or personal activities.

Avoiding this type of risk might seem safe, but what if you continue to work with the crazy rhythms. What are the risks for your mental health? Can you see it coming, when you are at the edge and do as if nothing is happening? You are tired, irascible, sleepless, and don’t see that you’re running like a hamster in his wheel of “Metro-Boulot-Dodo” (Metro- Work- Sleep) like the French say.

Take a new challenge or take the risk of burning out? This is solely up to you.



This situation could also lead to other risks. Mental health issues are growing significantly in our lives nowadays. And once you notice it, it’s too late, and you’re already in the red zone, with issues like anxiety, or sometimes paralysis, in neck, shoulder or back.

It has happened, even to myself… even though I thought it would never happen to me, with all the physical activities I’m doing. I came to understand that my head was filled with too many things, between personal and professional issues. These have impacted my physical health without realizing it. Multiple injuries, from snowboarding, cycling, kitesurfing, running and continuous business travels, in addition to lack of sleep and stress. My body could not hold it anymore. I had cumulated multiple cold, flue, and recently back, shoulder, neck injuries appeared. I thought it was just the fatigue from the winter….

Wish you will not come to this any day. When you are stuck and can no longer move due to the important level of stress that impacts on your physical health. When you are there, in that situation, it is already too late. As the time flies and we are not getting any younger, getting back on our feet will take time and patience again. When we are stuck with sickness, it also prevents our growth, and we will get difficulties to advance in our professional and personal lives.

We need to take care of ourselves, as we tend to forget it from our crazy lives.

So be gentle to yourselves and give a bit of, and maybe more love to yourselves.

We are living a short life, **so live it fully** before one day we wake up and realize that we are retired, sick and alone.

Our retreats are meant to free up our mind from the craziness of our lives, with other people sharing the same challenges.

And for any physical activities that we will be propose in our retreats, it would be practiced with certified instructors, that would adapt the practice to newbies like most of the tribe.

Kitesurfing gears have well evolved and with certified instructors, the practice make it safer than ever. You can even start to learn online with IKO (International Kitesurboarding Organisation) course. So remember this: DO NEVER start Kitesurfing without a CERTIFIED instructor.

If We Kite will teach you in a safe environment with safe gears, adapted with your weight, skill level, and wind and waves conditions.

Learning to manage and mitigate risks on the water can easily be translated into risk management at work. Adapting your resources, learning new skills, evaluate risk exposure, etc...

Gaining confidence in handling uncertain situations in the water can empower you to embrace and navigate business risks in a more controlled way.

3.4 "It's an Expensive Hobby - I Can't Justify the Cost"

Initial costs for kitesurfing gear and training may seem like a luxury rather than a necessity.

We can understand your worries about overspending, especially on something yet proven in your life.

But what if you think about conventional executive training programs, or other leisure activities? How much would you pay for programs that bring you value, as an investment in personal development?

Now, imagine yourself in a dreamed place, like a paradisiac island, preparing your equipment in a sunny beach. The temperature is hot and simply perfect for you. You are with our IfWeKite tribe, laughing and excited about getting into the waters. Once you are on the ocean, you only need to be focusing on the waves, the board, the wind, and steering your kite to wherever you want to go.

Wouldn't this be the best way to free up your mind from the daily burden? And the best way to release your endorphins and just be happy in the moment.

And in between the kitesurfing practice, you would gather with the tribe for delicious gastronomical meals, Bordeaux wines (these are my favorites), and share experiences with others that have the same challenges. Our workshops would support personal and professional development, customized to your needs.

Consider IfWeKite retreats as an investment in your health and leadership skills. Networking opportunities with other business leaders can also lead to professional gains. How much would you pay to subscribe to a networking or entrepreneur club?

The gears will be a sustainable investment. Then comes the wind, the waves and they are free to power you up. Once you are set to ride autonomously, you can ride freely in any windy spot in the world.

The gears: kite, kiteboard, harness, bar, wetsuit, helmet, gears travel bag, would need a budget from approximately 3000 euros, depending on the brand, and if you buy them new or as secondhand gears. This is an investment once you are convinced that kitesurfing will pay off for your mental health, self-confidence, and growth in your career and personal development.

The best is to invest in your own gear if you are willing to practice further after your first lessons. This is like investing in your skis, or snowboard equipment if you are going to the mountains every year.

But unlike other sports like skiing, snowboarding, wakeboarding or waterski, you will not need to pay further for ski-lifts, or a boat. The wind and ocean, sea will welcome you freely in any spots in the world.

If you are willing to have a try, what if we kite together, you will find a tribe with other professionals like you, that will share the same challenges at work and in their personal lives. When you spend an entire kitesurfing retreat or a full immersion with the tribe, you will find a stronger connection than what you can find in a conventional workshop at your workplace. You will find an unconventional bonding between the group while practicing this original activity with the tribe. You will share the pain of discovering a new practice, the discipline, the perseverance with the tribe, in addition to the working sessions on personal and professional development.

The Return in Investment is not just personal well-being; it's about expanding your professional network in environments that foster genuine connections.

How much would you pay for a shrink, sometimes for many years? How much would you pay to get a banana smiling face with an What if we kite tribe and get your D.O.S.E (Dopamine, Oxytocin, Serotonin, Endorphin) everyday?

What if you invest in yourself and get the immediate effect from a kitesurfing retreat?

3.5 "I Don’t See How It Will Help My Career"

At first glance, kitesurfing looks purely recreational. You struggle to see any professional benefits.
However, if you are dismissing it, you miss out on unconventional opportunities to develop skills and network in ways traditional settings cannot offer.

The traits developed through kitesurfing retreats – similar to “What if we kite” could offer — like resilience, strategic thinking, and stress management—are highly transferable to your professional life.

75% of female and 50% male are suffering of Impostor Syndrome.
Our mentoring and workshops are also aimed at focusing on the challenges you are facing in your professional lives and improving self-confidence with proven methods. With our tribe, we train and practice to persevere until we achieve our objectives, similarly we train and practice our kitesurfing skills until we can ride confidently on the board.

Embark on kitesurfing adventure and you will not only enhance your leadership qualities but also meet peers and leaders from various industries, opening doors to new career opportunities.

Conclusion :

Kitesurfing is not just about sports, but an unconventional and transformative experience that enhances leadership qualities and business acumen.
Overcoming these initial hesitations is understanding but could potentially lead to discovering a powerful tool for growth and self-improvement.

Are you ready to challenge your self-limiting believes and misconceptions? You can ask any question through this form, and I will respond through a video format.

Please check also our Smart Leaders tribe (French Community) or ifwekite (Facebook page) to know more about the coming events, networking or kitesurfing retreats/ immersions.

See you soon,

Neary, What if we kite?

See you soon