



Call of the Wild

DEVELOPING INDIVIDUALS  
AND ORGANISATIONS

**THE NATURAL CHOICE**  
FOR CORPORATE DEVELOPMENT

[www.callofthewild.co.uk](http://www.callofthewild.co.uk)

# CALL OF THE WILD'S GREEN CLASSROOM

As an organisation based in the western edge of the Brecon Beacons National Park, Call of the Wild has always believed in the potential of using the inspirational landscape of Wales as a vehicle for the development of leadership and management skills.

Over the past 12 years we have evaluated the effect of the use of landscape on the learning outcomes of the clients we work with including Panasonic, Cable and Wireless, John Lewis and many others. The evidence has been that the most beneficial aspect of the experience was the environment. We believe the landscape creates a place and a space for 'deep reflection', in creating a powerful and sustainable learning experience.

Call of the Wild, has further developed this 'green classroom' approach and combined it with a research-led theoretical structure to create ILM (Institute of Leadership and Management) accredited programmes.

We are very happy to arrange a visit to your offices in order to discuss your management and leadership development needs and to explain how our programmes can help achieve your organisational goals. Contact Kevin Gould on 01639700388 or [info@callofthewild.co.uk](mailto:info@callofthewild.co.uk).

As an example of our methodology we are currently working in the National Park with over 200 delegates from a global engineering company to deliver an ILM Leadership programme at levels 5 and 3 using this approach.

This programme has resulted in an evolving set of crafted interventions which places the delegate at the heart of his or her learning.

This approach offers a diverse and rich source of natural experiences and metaphors, which the delegates are encouraged to contextualise within their personal experience of leadership.

The real point is that the imagery and metaphor resulting from immersion in this inspirational landscape has begun to create new ways of thinking and looking at the issues surrounding Leader-

Pen Y Fan, Brecon Beacons National Park



ship. Evaluation has shown that this new learning is more likely to be taken back into the workplace and applied.

The ILM structure has provided a rigorous framework on which to base this environmental approach to development, adding a layer of theory to the more esoteric aspects of this approach.

The use of the 'green classroom' may be supplemented by the use of more traditional classroom learning, coaching, mentoring, master classes and web enabled learning.

## BESPOKE...

Call of the Wild is also able to create bespoke management and leadership interventions which may be delivered at venues and locations appropriate to the needs of your organisation. Around 45% of our clients ask us to work in specific locations – we can offer a free consultation day to discuss your requirements. Contact us on 01639 700388 or [info@callofthewild.co.uk](mailto:info@callofthewild.co.uk)

Call of the Wild

DEVELOPING INDIVIDUALS  
AND ORGANISATIONS

01639 700388



LinkedIn

YouTube

www.callofthewild.co.uk



“ The programme has  
enlightened me  
and inspired me to make  
significant  
changes.”

CLICK HERE  
to view clients'  
**VIDEO**  
testimonials

Brecon Beacons National Park

## DON'T JUST TAKE OUR WORD FOR IT..

“ I am humbled by the amount I was getting out of the programme.

I didn't realise how much I would get out of it, having had significant training and 20+ years experience as a leader. Thank you!

Made me reflect on my personal management style and how to make appropriate changes when back in the workplace.

A very respectful programme.



Institute of Leadership & Management  
Accredited Centre



OUTSTANDING TRAINING ORGANISATION (FINALIST)



INVESTOR IN PEOPLE  
smarta 100 Top Small  
Businesses in the UK  
smarta  
smarta 100 Top 5 Companies  
in the UK for Business Ethics

Western Mail   
businessinwales.co.uk  
Awards

Welsh Small Business  
of the Year Winner



Business Leadership Initiative  
in the Community  
WINNER  
Leading Management and  
Leadership Skills Development  
WINNER



National  
Team Building  
Company of  
the Year Winner