



Testimonials

Name: Nick Evans
Position:
Then: CEO, Mappin & Webb
Now: Chairman, Rapha
Programme: Mt Blanc, 2004



Why did you do your challenge?

As I look back to 2004 I see that because it's there opened up an opportunity to me that could very well have passed me by. I was harbouring a nagging ambition to climb Mt Blanc and had put it off for many years.

Work was extremely demanding, I needed an outlet. I needed to keep myself positive, healthy and more emotionally balanced. I was finding that I was becoming increasingly overtaken by pressures at work. My schedule was so busy with work and the needs of a growing family that I found I had less and less time for me.

I had an acquaintance at Because It's There who ran programmes for executives like myself and after a brief discussion we decided to attempt Mt Blanc.

I figured it would be more fun to do with a few mates so I got three along who had done a hiking and fishing journey with in Norway a couple of years before.

What were your objectives?

- to get physically fit;
- to get at least some level of confidence in the mountains, to learn the ropes;
- to stretch my comfort zone in exposed situations – I wanted to learn more about how I would react and to get a handle on that;
- to maintain a sense of perspective and balance in the face of stressful negotiations;
- to stay positive and buoyant during one of the toughest periods of my life.

What did you achieve through the process?

I learnt a lot more than I thought.

- Balance is essential to keep going day-in, day-out;
- Break things down and they don't look so frightening;
- Exercise and eating properly has a massive impact on my productivity.

Did your programme have a positive impact on your work?

Definitely. It made me more alert, more focused and gave me more energy. Can I put a numeric sum or identify anything specific? No.

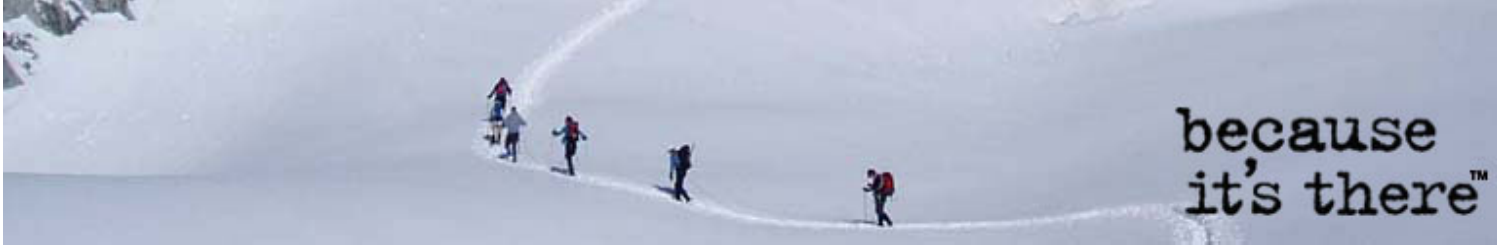
I was going through some really difficult, challenging all consuming stuff at work. Not only were the business issues complex but I was also having some really difficult political relationships to manage.

On reflection I gained a lot of perspective, and support in doing so, on my work situation. I was able to detach from it and ultimately to manage myself to greater effect.

How has your programme had a lasting impact?

I do regular exercise (which I didn't do before). I see the benefits of eating properly and I am a better observer of my mind and emotions.

At a more purposeful, spiritual level, Mt Blanc has given me confidence in times of doubt. The experience has given me something to refer back to every time the going gets tough.



The good news is that I just have to remember peoples faces on the summit it makes me smile. My euphoria was genuine and deep – for me it was a really special life moment – you had to be there to understand the little cocoon we were in up there on that perfect day on top of that big white mountain.

I carry the memory of the summit minutes with me always and I tap into it when I need to. It was the crowning moment on a much more significant journey of preparation and change.

Not surprisingly I've been back to the mountains many times since to build on this foundation experience and I always keep my eyes and ears tuned for the next challenge to keep me focused.

