

EXECUTIVE SURVIVOR

高管生存训练

Executive Oasis wants to throw you in the jungle

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Trek deep into the Malaysian rainforest, camp overnight in self-made wooden huts, cook your own food over bamboo – and all with no one to rely on but your colleagues. Sound like fun?

To hear it from Executive Oasis International, an incentive travel firm based in Toronto, the answer should be an emphatic “yes.” Of course, the firm rewards venture-some incentive travelers with a stay at the Malaysian capital Kuala Lumpur, where wearied travelers can relax with executive accommodations, traditional Asian spa treatments and sumptuous buffets.

According to Anne Thornley-Brown, president of Executive Oasis, executive retreats are carefully planned from start to finish. The goal is to engage participants in business- and team-building activities, and ultimately to help executives come out of the program with a more proactive and positive attitude.

“The main thing you find right now is that many companies doing team building and consulting either spend their day in the boardroom discussing theoretical knowledge or spend it merely having fun,” said Thornley-Brown. “We combine team-building with recreational activities appropriately, so that business exercises are flavored into which-

ever environment the retreat takes place in.”

Executive confidence at many firms is low, thanks in large part to the lingering effects of the global economic downturn. Thornley-Brown believes that Executive Oasis provides the solution that many of these companies desperately need.

“A company from Sudan asked me to plan something unique for them,” she said. “I decided to organize a desert survival program where they learned some new tools to analyze complex business situations. Coming out of the retreat, these executives were able to go back and use many of these tools to address business issues.”

Since its founding in 1996, Executive Oasis has worked with many firms around the world. Over 2,000 executives in Asia alone have taken part in retreats and workshops organized by the company. In the near future, Thornley-Brown hopes to expand her program and cooperate with companies in China, Japan, and Europe.

“We really stress the fact that we’re giving companies a chance to succeed in a time of turbulence,” she said. “The main thing we would like to do is to educate people a bit more so that they walk away from an incentive program with more than just fun in the sun.” ◆

徒步深入马来西亚雨林，在自制木屋里露营过夜，在竹子上烹调自己的食物——能依靠的只有你和你的同事，没有其他人。听上去像玩笑话？

听听一家总部位于多伦多的奖励旅行社 Executive Oasis International 的说法，他们的回答应该是不容置疑的：“不是笑话。”当然，这家公司回报给参与冒险的奖励游客的是在马来西亚首都吉隆坡停留一站，疲惫不堪的游客能享受到行政级的住宿服务，传统的亚洲水疗和一顿奢华自助餐，从而放松身心。

根据 Executive Oasis 总裁安妮·索恩利-布朗 (Anne Thornley-Brown) 的说法，对高管修炼的地方从头到尾都进行了仔细规划。目的是让参与者加入商业和团队建设活动中，并最终帮助高管们在活动结束后有更加积极和正面的态度。

“现在你发现的主要问题是，许多公司正在或者将要进行团队建设的训练和咨询，但他们或者花时间在会议室里，讨论理论知识，或者只是把这些活动纯粹当成娱乐。”索恩利-布朗说，“我们将团队建设和娱乐活动适当结合，以至于不管训练发生在什么环境里，都加入了商业演练。”

许多企业的高管信心很低，很大程度上是由于全球经济低迷挥之不去的后果所致。索恩利-布朗认为，Executive Oasis 提供了许多这类公司迫切需要的解决方案。

她说：“一家来自苏丹的公司要求我为他们设计一些独特的内容。我决定组织一次沙漠生存项目，让他们在其中学习到一些分析复杂商业环境的新方法。这些高管们从训练回来后，能够使用其中的很多方法去解决商业问题。”

自1996年成立以来，Executive Oasis 已与世界各地的许多企业进行合作。单在亚洲就有逾2000名高管参加了公司组织的选连和研讨会。索恩利-布朗希望，在不久的将来，能够扩大他们的项目，并与中国、日本和欧洲的公司合作。

“我们的确需要重申这样一个事实，即我们给了公司一个在多变的世界中取胜的机会。”她表示，“我们所做的主要事情是让人多受那么一点教育，以至于他们离开奖励旅游项目时，除了获得在阳光下享受到了一些乐趣还能有别的。” ◆