

## FOR IMMEDIATE RELEASE

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### **YOL Announces Groundbreaking Leadership Development Initiatives** *New global programs combine mindfulness, volunteer engagement, cutting edge leadership and executive development programming*

**SAN FRANCISCO, February 3, 2016** – YOL, a leading experiential services company that combines wellness with volunteer engagement, today announced the launch of new leadership and executive development intensives. The offerings further extend YOL’s platform of corporate programs designed to engage, nourish and ignite innovative leaders and teams across the globe.

“Companies are increasingly frustrated from returns in leadership development so we decided to reinvent it,” said David Cherner, CEO of YOL. “Our new intensives get groups out into nature, provide unparalleled opportunities to do meaningful and collaborative service work with worthwhile organizations, and offer top notch mindfulness, yoga and stress reduction training as part of the development program.” He added, “The results are quicker access to ‘flow’ state and deeply memorable shared learning experiences, the impact of which lasts far beyond the duration of our programs.”

‘Flow’ is defined as an optimal state of consciousness where we feel our best and perform our best. Also known as ‘the zone,’ flow is the mental state of operation during which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity.

“Today’s corporate environment demands leadership teams that are connected and able to adapt to a variety of situations,” said Karen Hershenson, Leader of the clay street project at Procter & Gamble. “YOL’s platform provides a combination of practical skills and meaningful experiences that translate back into everyday leadership,” she added. “The YOL experience connects teams to themselves, each other and meaningful purpose, which results in greater cohesion and creative expression.”

Designed for both high performing teams and executives, YOL’s leadership and executive development intensives are taught by world class faculty and mindfulness instructors. Programs can be customized for a particular business objective and easily integrated within an existing learning and development program. Current offerings include:

- Pre-Strategic Planning
- Teaming
- Cohesive Collaboration
- Influence Management
- Executive Presence

- Adaptive Learning EQ

Rusty Rueff, former CEO of SNOCAP and EVP Electronic Arts, and Board Director of Glassdoor, 1-Page and Workboard, said, “When teams find ‘flow’ then magic happens. Everything aligns; teamwork, communication, efforts all with a certain ease and mindfulness. Corporately, we can’t afford to guess when and how we find that flow, if ever. YOL brings your team there in a way that is repeatable and sustaining. YOL is the most direct route to ‘flow’ you will find.”

Learn more about YOL’s corporate programs at [yoltrips.com](http://yoltrips.com).

**About YOL**

Based in Mill Valley, CA, YOL offers transformative reboot experiences for high performing teams and individuals that combine wellness, community service engagement, and leadership and executive development. In addition, YOL works with an inspiring group of community organizations and NGOs in Northern California, Baja (MX), Jamaica, Guatemala, and other locales across the globe. Learn more at [yoltrips.com](http://yoltrips.com).