



# PEAK

## INFORMATION PACK

# INTRODUCTION



# HISTORICAL SIGNIFICANCE OF THE SWISS ALPS

The Swiss Alps have long been a sanctuary for generations of thinkers, offering a retreat for deep thinking, reflection and creativity. The majestic landscapes have inspired countless individuals to achieve their greatest work.

Friedrich Nietzsche found profound philosophical clarity in Sils Maria, where he explored the depths of human existence.

Albert Einstein's retreats to the Swiss Alps allowed him to relax and think deeply, contributing to his theories of relativity that revolutionized modern physics.

Richard Wagner composed some of his greatest works, drawing inspiration from the alpine scenery, while residing in Luzern.

At Peak, we aim to reinvent this old practice by providing modern, immersive retreats in the Swiss Alps, fostering creativity, strategic thinking, and innovation in the tranquil and inspiring environment that has guided some of history's greatest minds.



# OUR VISION

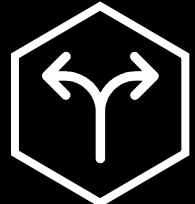
We are dedicated to helping leadership overcome their toughest challenges, seize their greatest opportunities, and make critical decisions with confidence through executive retreats in the Swiss Alps.

Reviving the practise of these retreats used by renowned thinkers to create the perfect mental states to enhance creativity, trigger non linear ideation and unlock innovative thinking while providing all the necessary insights and facts to make informed decisions.

We look to depart from outsourced thinking of traditional consulting and rather focus on uplifting and supporting you to develop comprehensive solutions with us tailored to your needs.



# WHY CHOOSE PEAK



## Empowered decision making

We reject the typical consulting approach of complete outsourced thinking. Instead, we focus on empowering you with everything you need to make key decisions



## Cost conscious consulting

Benefit from our use of in-house and specifically sourced expertise, ensuring value without unnecessary premium costs of typical consulting



## Focused tailored retreats

Experience an isolated, curated, and in-person retreat designed to solve the key issue at hand. Every retreat is customized to meet your unique business needs and preferences maximizing the impact



# WHAT MAKES US UNIQUE



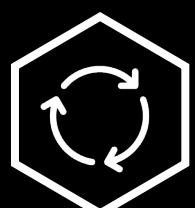
## Thinking space

We focus on placing you in the optimal environment with the right time and cognitive capacity to enable non-linear thinking and free up mental capacity needed to make big decisions



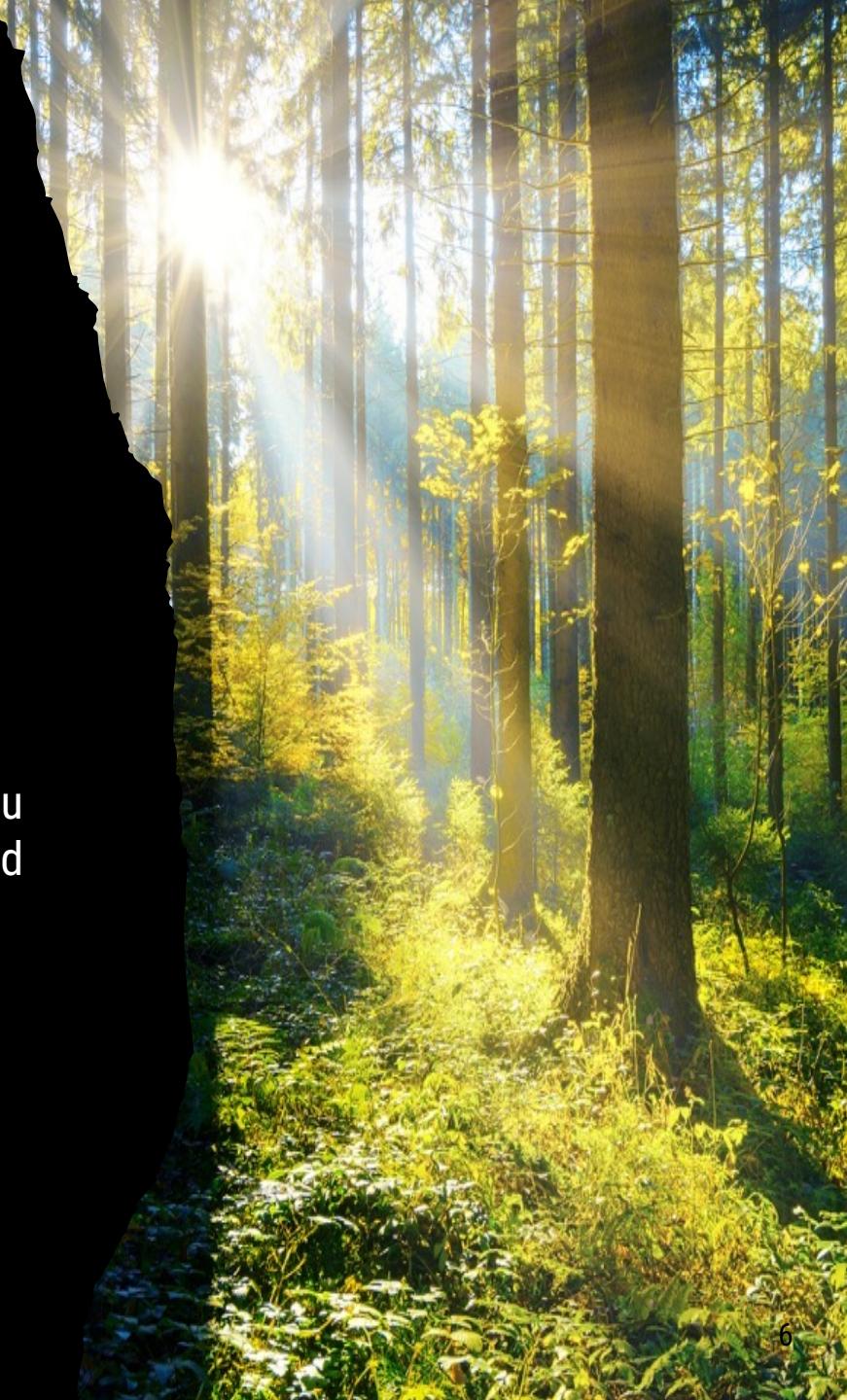
## Decision support

We deliver precise and actionable insights & research while finding you the appropriate experts to provide all required facts to enable informed decisions



## Holistic approach

The distinctive blend of guided thinking, creative processes, and analytical elements in our retreats fosters a truly comprehensive approach to consulting



# THINKING SPACE



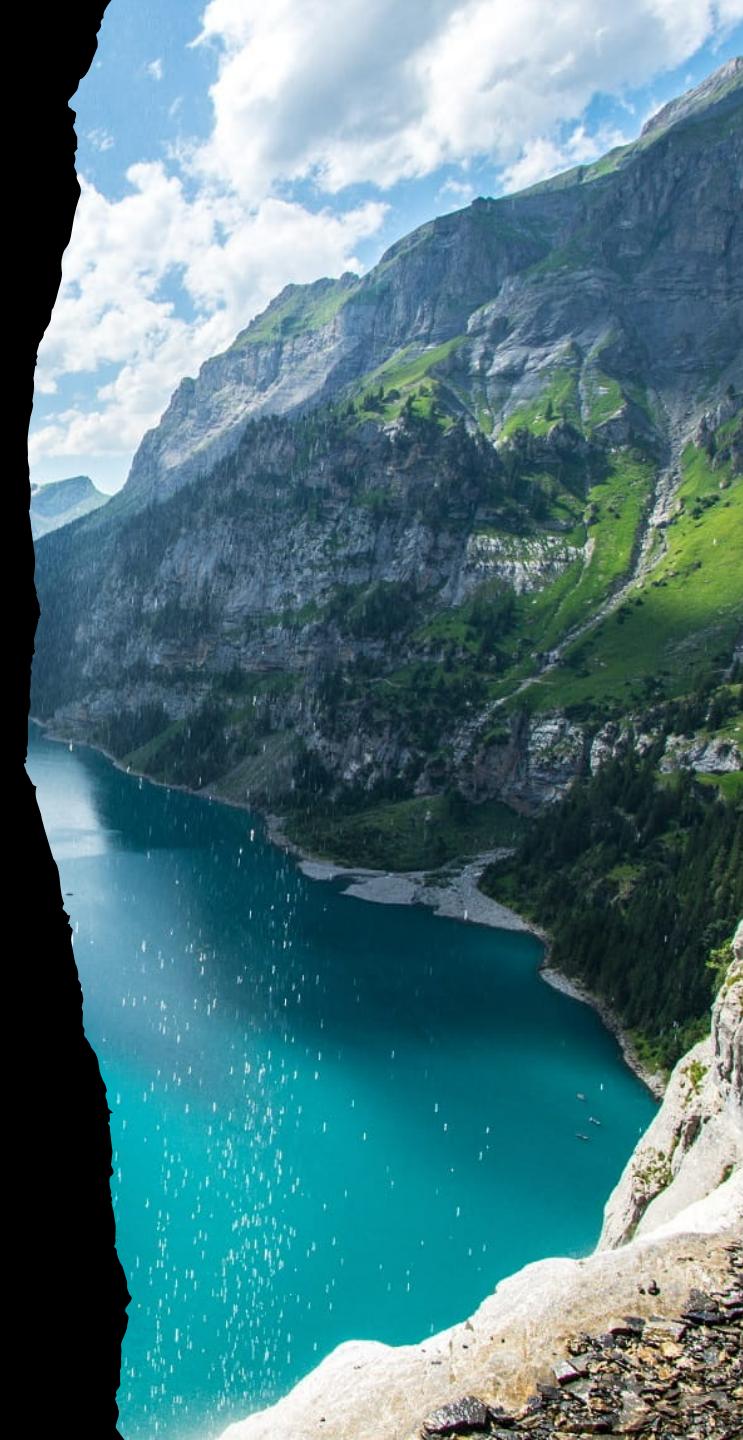
# FOCUS ON THE MENTAL STATE

The quality of our thinking and problem-solving is significantly influenced by our mental state and environment.

Traditional office settings, often filled with interruptions, stress, and constant demands, are not conducive to achieving the right mental state needed for deep reflection and innovative thinking.

This ideal mental state is characterized by clarity of thought, relaxed focus, creativity, and non-linear thinking, free from stress. Achieving this mental state is crucial for utilizing full cognitive capabilities and bandwidth.

Peak's approach aims to create an environment that consistently fosters and enhances this ideal mental state, promoting the highest level of thinking. This helps to eliminate hasty decisions and impulsive reactions typical of traditional office decision-making processes.



# BEST ENVIRONMENT FOR THINKING



## Location

Set in the Swiss Alps, the location is selected based on your preferences from a range of nature or luxury-inspired settings, tailored to the desired mood of the retreat



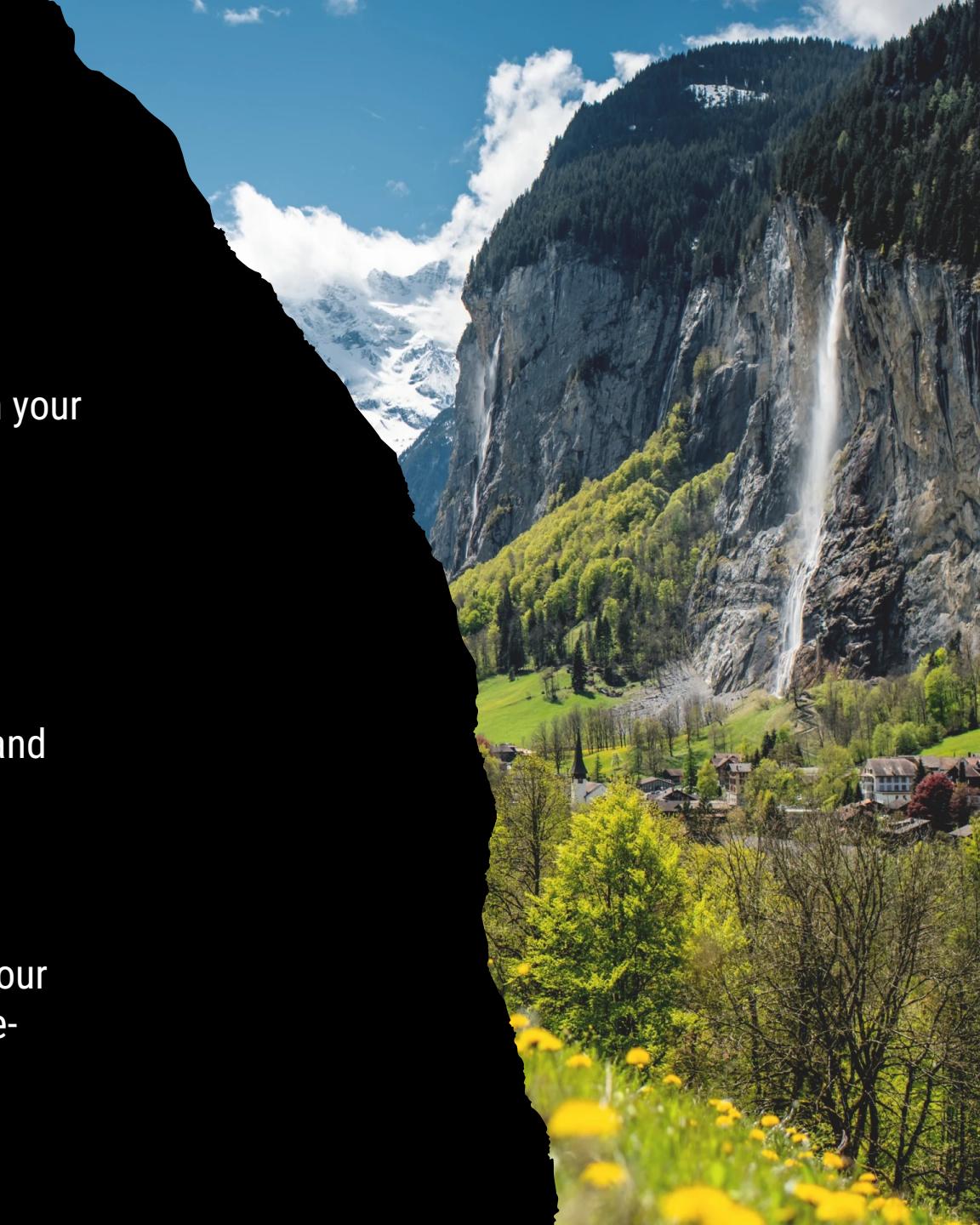
## Isolation

The offsite is designed to ensure isolation, minimizing external disturbances which helps maintain the focus and stress-free environment for effective decision-making



## Adventure

Every retreat includes a range of activities tailored to your preferences to help attendees relax, reinvigorate and re-energize their minds and bodies

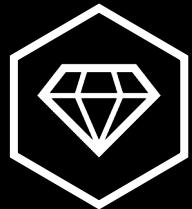


# LOCATIONS



## Nature

Explore picturesque Alpine towns renowned for their tranquil, inspiring, and secluded ambiance. Envision charming chalets and high-end hotels nestled amidst breathtaking natural landscapes. These quaint alpine retreats prioritize serene settings and nature-based activities.



## Luxury

Indulge in the timeless allure of historical luxury Swiss towns, where every corner is adorned with majestic architecture and centuries-old landmarks, each telling a story of grandeur and prestige. Immerse yourself in the rich cultural heritage while enjoying the finest amenities and hospitality.

Find our list of luxury and nature locations here : [Google Earth](#)



# ISOLATION

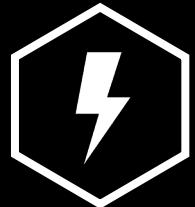
Shielding oneself from everyday distractions and problems is often overlooked by many leaders in companies. When leaders are overwhelmed by the operational stresses and major issues, their cognitive abilities are compromised.

This diminishes their capacity to think critically and creatively, leading to a tendency to opt for short-term or conventional solutions rather than dedicating the necessary attention and focus required for comprehensive problem-solving. Consequently, this approach can result in unresolved mid to long-term issues due to inadequately developed solutions.

By deliberately stepping away from familiar surroundings and shielding oneself from daily stresses, one can optimize their cognitive capabilities and bandwidth. This optimal state allows leaders to fully engage with and effectively address the challenges they face in a thoughtful and strategic manner.

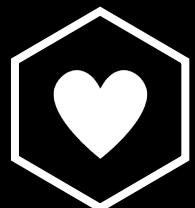


# ADVENTURE



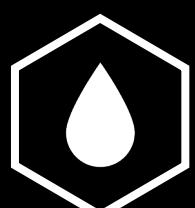
## Excite

Experience the thrill of winter with exhilarating alpine sports like skiing and snowboarding, or embrace the summer months with activities such as golfing, mountain biking, paragliding, and more. The choice is yours to invigorate both body and mind amidst the stunning Swiss scenery



## Peace

Embrace tranquillity through calming activities such as hiking, sightseeing, e-biking tours, cloud watching, and more. Let the majestic Alpine views rejuvenate and refresh your mind



## Relax

Indulge in serenity and clarity of mind with bespoke spa experiences boasting exquisite views of the Alps. Let the tranquil surroundings inspire your thoughts and soothe your body, as you unwind amidst the breathtaking scenery



# DECISION SUPPORT



# PROVIDING THE RIGHT SUPPORT



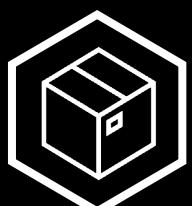
## Expertise

Access new insights and innovative perspectives from top industry experts. We source the best minds both in-house and externally to tailor their expertise to your specific requirements



## Data driven insights

Take advantage of our bespoke analytics services to deeply analyze your data, uncover critical insights, and identify key trends that are essential for making informed decisions



## Mediation

Our guided thinking, creative frameworks, and mediated sessions focus discussions and ideas directly on the problem space, ensuring comprehensive and fully developed solutions



# FINDING THE RIGHT EXPERTISE



## In-house expertise

We boast a comprehensive global network of experts specializing in key industries and technologies. These unbiased experts provide valuable insights to guide your decision-making

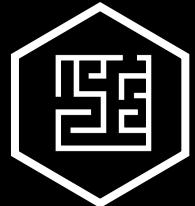


## External expertise

If your needs are more niche and nuanced, we will search for and find the right experts to address them. These external experts will be thoroughly vetted before being presented for your approval



# DATA DRIVEN INSIGHTS



## Behavioural analytics

Gain deep insights into the diverse behavioural patterns of customers, products, and divisions. Uncover key insights and identify profitable trigger points to leverage for maximum impact.



## Prevenue, profit & cost analytics

Understand the key drivers of revenue, profit, and costs at both the top and bottom levels. Utilize these insights to make data-driven strategic and tactical decisions

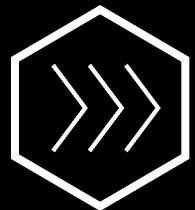


## Custom advanced analytics

We employ a broad array of advanced techniques to interpret and deeply analyze your unique datasets. This enables us to uncover critical insights and address key issues effectively

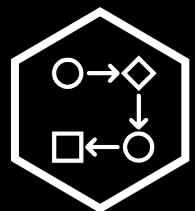


# MEDIATION



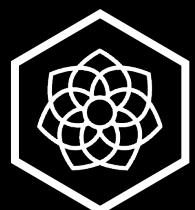
## Innovation process

We offer a robust and adaptable methodology that guides you through every stage of the thinking process. From conceptualization, brainstorming to final solution development, we help you discover truly innovative solutions



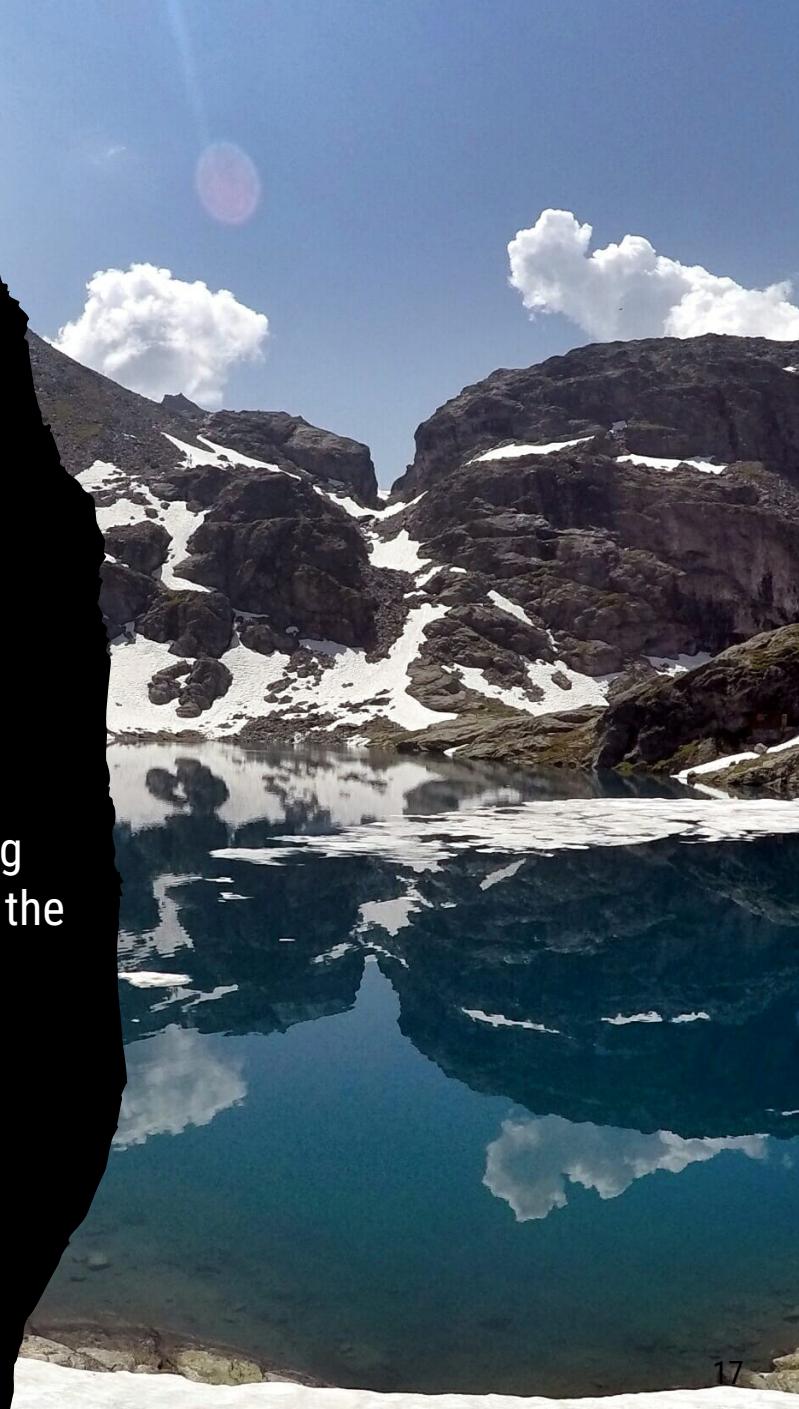
## Guided thinking

We journey with you from start to finish by providing guidance, maintaining focus on the core issues and infuses creativity into the process, ensuring the best thinking from you & your team



## Creative solutioning

We pride ourselves on helping clients uncover non-linear approaches to viewing their business challenges. Our methods foster innovative thinking, allowing you to see your business from new and unique angles



# THE PROCESS



# THE PROCESS



WORKING TOGETHER TO IDENTIFY  
THE TOPIC WHILE WE ORGANIZE THE  
SUPPORT AND RETREAT

ENGAGE IN A MULTI-DAY JOURNEY TO  
BRAINSTORM, INNOVATE, AND DEVELOP  
SOLUTIONS FOR YOUR TOPIC

THE RESULTS OF THE RETREAT  
ARE SUMMARIZED, COMPILED  
AND DELIVERED

# PRE-RETREAT



## Selection of the topic

We will explore your different challenges, problems, or decisions that require the retreat's focus



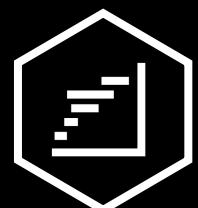
## Data & research preparation

Once the main topic is selected, we will prepare data requests and analyze the data to generate insights. External research will be conducted as needed, with outputs aligned and updated throughout the process



## Expert search and vetting

We will identify and vet the right experts from within our network or externally, ensuring their expertise matches your needs before seeking your approval



## Retreat planning

We will handle all logistics & planning, including flights, transportation, location, activities, and the daily schedule. Everything will be proposed and booked once approved by you



# RETREAT



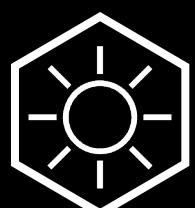
## Landing & pickup

As soon as you land in Switzerland, you will be in our care. Arrival and transport to the offsite location will occur the day before the retreat occurs



## Experience

The full retreat will be curated by our team and include a dynamic itinerary based on the progress, direction and energy of you and the team. Set times for personal and business connection are built in



## Send off & post retreat planning

We will facilitate your transit and departure. If you want to spend time after the retreat exploring Switzerland, we offer leisure and travel advice and if needed bookings and planning



# POST-RETREAT



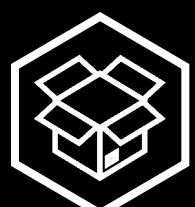
## Summarization of retreat

We will compile the entire output of the retreat into a comprehensive report, detailing key decisions, recommendations, and next steps. All insights and decision support will be included



## Implementation recommendation

We can assist in referring or vetting implementation partners for your recommendations. Our commitment is to help make the decisions from the retreat a reality



## Handover

Any analytics, insights, or research artifacts like code or dashboards will be handed over and integrated into your organization by your team members



# PRICING & CONTACT



# PRICING

## Pre-retreat costs

- Research hours
- Analytics hours

Approximate split  
of total cost

~60%

## Retreat costs

- In person mediation & curation hours
- Retreat components (flights, transit, hotel, F&B, activities)
- Retreat planning (15% of the cost of the retreat components)
- Expert hours
- Expert planning (15% of the cost of the retreat components + hours)

~35%

## Post-retreat costs

- Summarization report hours
- Post retreat planning (15% of the cost of the retreat components)

~5%

**Estimated quotes will be given after the initial consultation phase**

\* This covers flights, transport, activities



# REACH OUT

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