

Built for  
**HARD**



**3 Stories**

**2 Reflections**

**1 Philosophy**



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Kreek

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RESILIENT HIGH PERFORMANCE  
PRIVATE LEADERSHIP JOURNALING

V:DA

Leading with Grace	Managing with GRIT	Feeling Energy as you Go
What were your biggest achievements, wins, gains in the past year?		
What were your biggest challenges, frustrations, disappointments in the past year?		
What did you learn? Now, what will you do?		

## WHERE QUITTING HAPPENS

**Days 1-2 This is awesome!**

**Days 3-8** I hate this. I'm an idiot.

**Days 9-24** I'm OK with this. I can do it.

**Days 25-35** **Wow! This feels really normal.**

**Days 36+ Thriving.**

**Days 355+ New change is here to stay.**

**I CAN WIN  
THE HARD**  
recommit

recommit

**I CAN SURVIVE  
THE HARD**  
respond

respond

### Lasting change



between 4  
and 355  
days

reflect

## THE HARD IS TOO MUCH

**Now, reflect: What does this story teach you about how you best engage with change?**

**How might you bring this insight to the way your team is approaching change today?**





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# H\*RD HAPPENS

*Your career will be imperfect and cause you pain  
Status anxiety and internal competition are real  
We are regularly asked to do more with less*



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# HARD IS HERE

*You are built for it*

***I crafted tools and values to help you  
endure, achieve more and make your  
hard work feel more meaningful.***



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**I CAN WIN  
THE HARD**

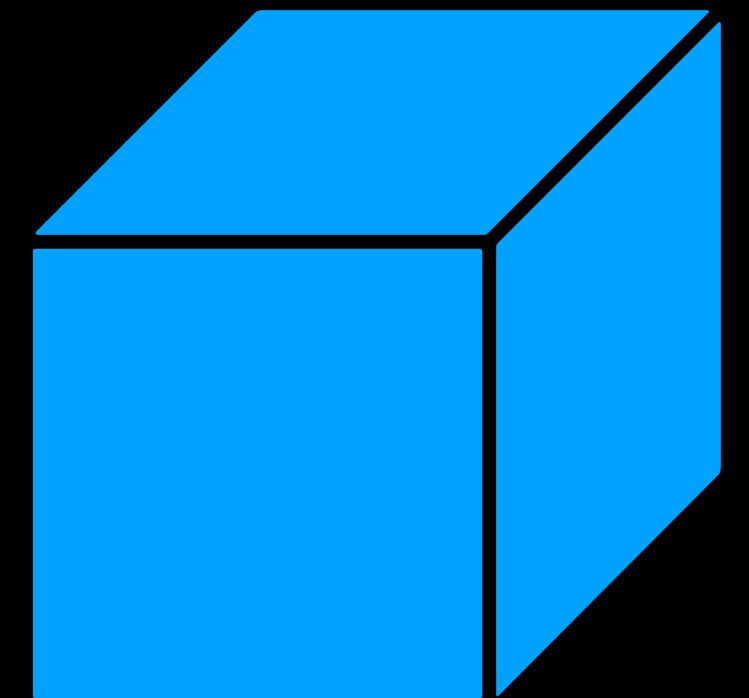
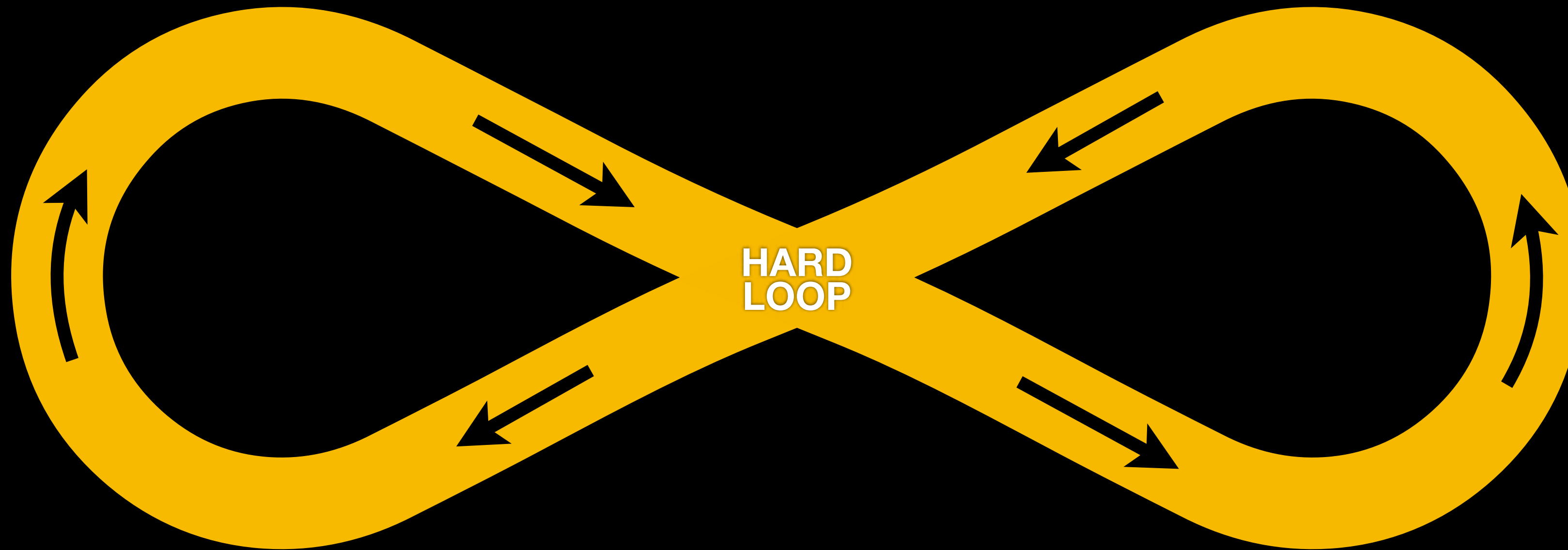
recommit

**I CAN SURVIVE  
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respond



Where change  
is energizing



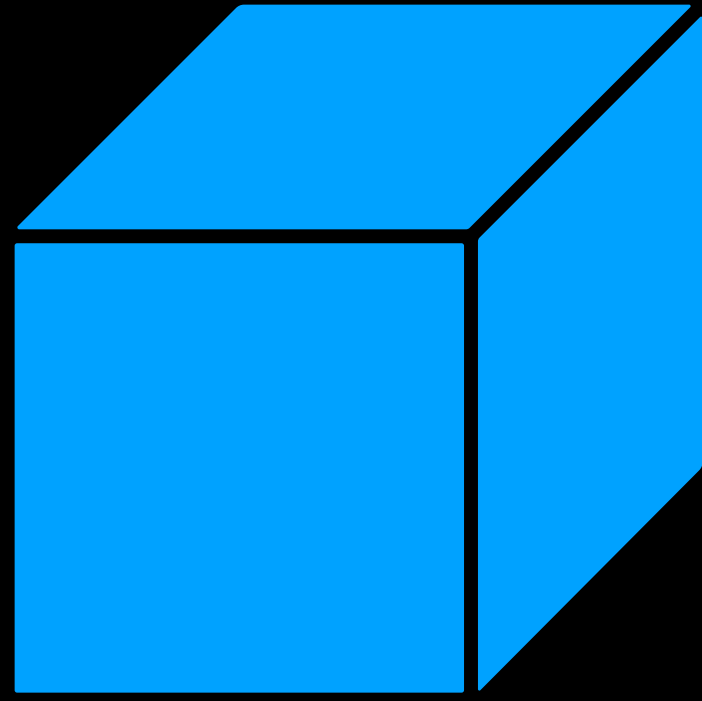
Where change  
is numbing

reimagine

**I CAN DO  
THE HARD**

reflect

**THE HARD IS  
TOO MUCH**



When we are supported and feel  
validated through the numbing parts  
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We find the energy and  
excitement to drive change more  
effectively

# The Paradox of Hard



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# The Paradox of Hard

*Working out can make you  
feel weak, when its actually  
making you stronger.*

## The Paradox of Hard

*Learning new things can  
make you feel stupid, when  
its actually making you  
smarter*

## The Paradox of Hard

*Eating well can make you  
feel like you are missing out,  
when it actually creates more  
room for what truly matters  
to you*



## The Paradox of Hard

*Journaling can make you feel like you are broken and lacking, when its actually making you feel more connected and grateful.*



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## The Paradox of Hard

*Speaking your opinion for the first time will make you feel like an outcast, when its actually a sign that you belong*

## The Paradox of Hard

*Engaging in change will feel  
uncertain when its actually  
making your future more  
predictable*

**LOCAL  
NATIONAL  
GLOBAL  
HARD**

Tariffs

New Technology

Markets

Staffing Shortages

Generational  
Differences

Economy

Pandemics

Elections

Changing Workforce

Artificial  
Intelligence

**YOUR  
INDUSTRY'S  
HARD**

**YOUR  
COMPANY'S  
HARD**

**YOUR  
HARD**



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# YOUR COMPANY'S HARD

## From Founder-Fuelled to Future-Focused

- Moving from founder-led culture to one that's **strategy-led, team-powered, and long game focused**.
- This shift isn't just operational—it's **emotional**. You're building a company that's meant to last generations, not just quarters.

## Culture Clash Meets Culture Craft

- The old culture was personal, scrappy, loud, and familiar. The new one is quieter—but **clearer, more accountable, and purpose-built**.
- What used to be driven by dominant personalities now needs to be powered by **shared vision and deliberate systems**.

## 350 People. 17 Leaders. Two Stories. One Future.

- Your leadership team is a split crew: half seasoned long-timers, half newer talent. That mix brings creative tension—and opportunity.
- Some miss the fire of the old days. Others crave the structure of the new. The trick? **Build a culture that honours both drive and direction**.

## What's Emerging: Quiet Accountability

- The shift is real: where once there was yelling without consequence, now there is **rigour, drive, and kindness**.
- You're trading charisma for character. Noise for clarity. That's not easy—but it's essential.



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# The Athlete's Journey Philosophical Reset



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London, ON  
Canada's most  
average town





**“You are an Olympian. You just don’t know it, yet.”**





**What is the biggest, long-term career impact you can imagine?**

**How will your time here help get you there?**

**Can you think in a bigger time frame?  
Can you embrace the 50 year vision of  
NVD?**



“Concerning all acts of initiative and creation there is one elementary truth — that the moment one definitely commits oneself then divine providence moves too. All sorts of things occur to help one that would never otherwise have occurred and which no man could have dreamed would have come their way.”

**- W.H. Murray**  
Scottish Mountaineer





**Years: 12**

**Training Sessions: 7,200**

**Hours on the water: 13,000**

**Practice Strokes: 2,200,000**

**Olympic Final: 1**

**Strokes in Race: 220**

**Time to win: 5:23.89**



# WHAT'S YOUR NEXT GOLD MEDAL MOMENT?



“You can’t just show up and expect to be successful.

It takes at least 60 hours of work a week to build anything worthwhile.”

**- David Patchell-Evans**

Owner, Founder Goodlife Fitness, 24 hour Fitness  
Largest Fitness Club in the world with a single owner.



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6 Days a week  
50 Weeks a year





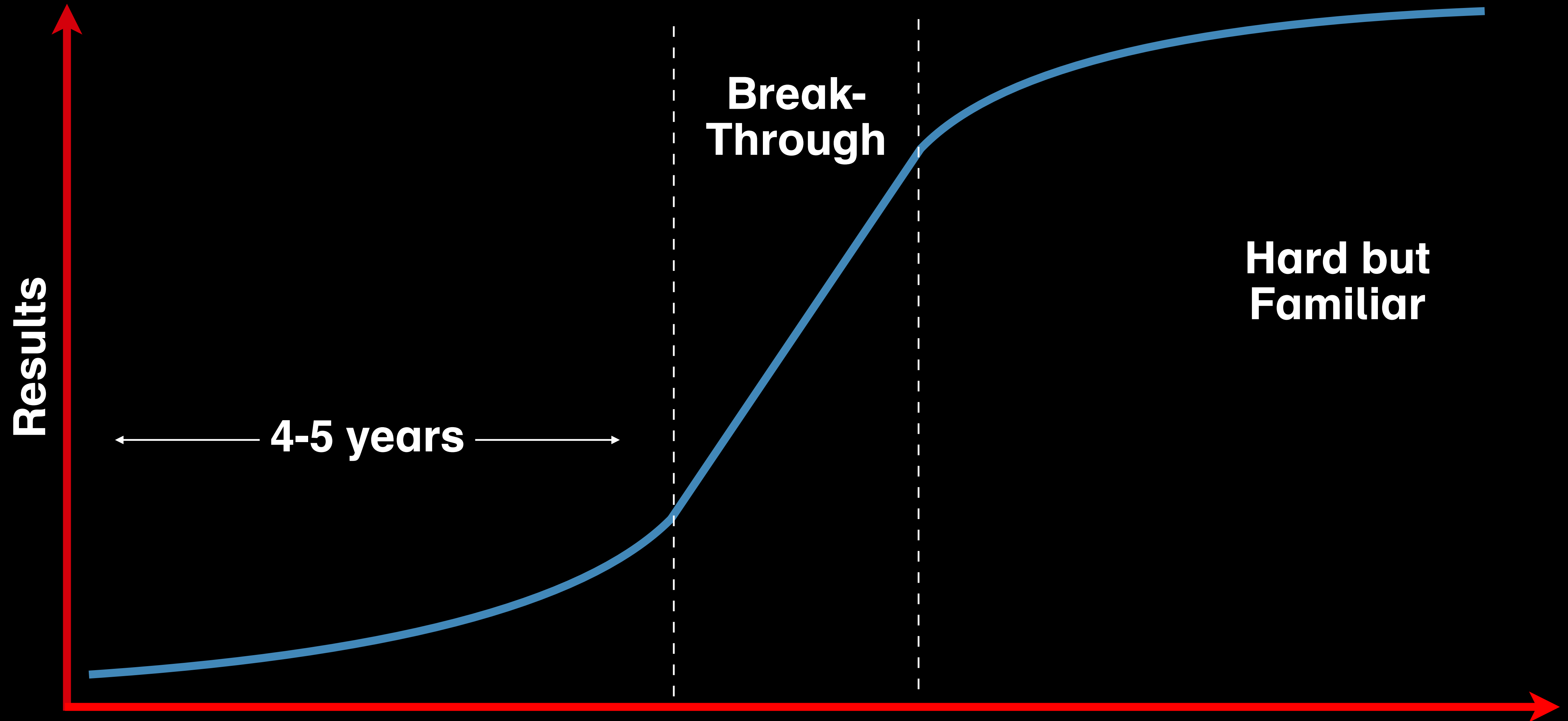
**“It is not the work,  
but the ability to  
discover yourself  
through the work.”**

**- Joseph Conrad**  
Author: Heart of Darkness



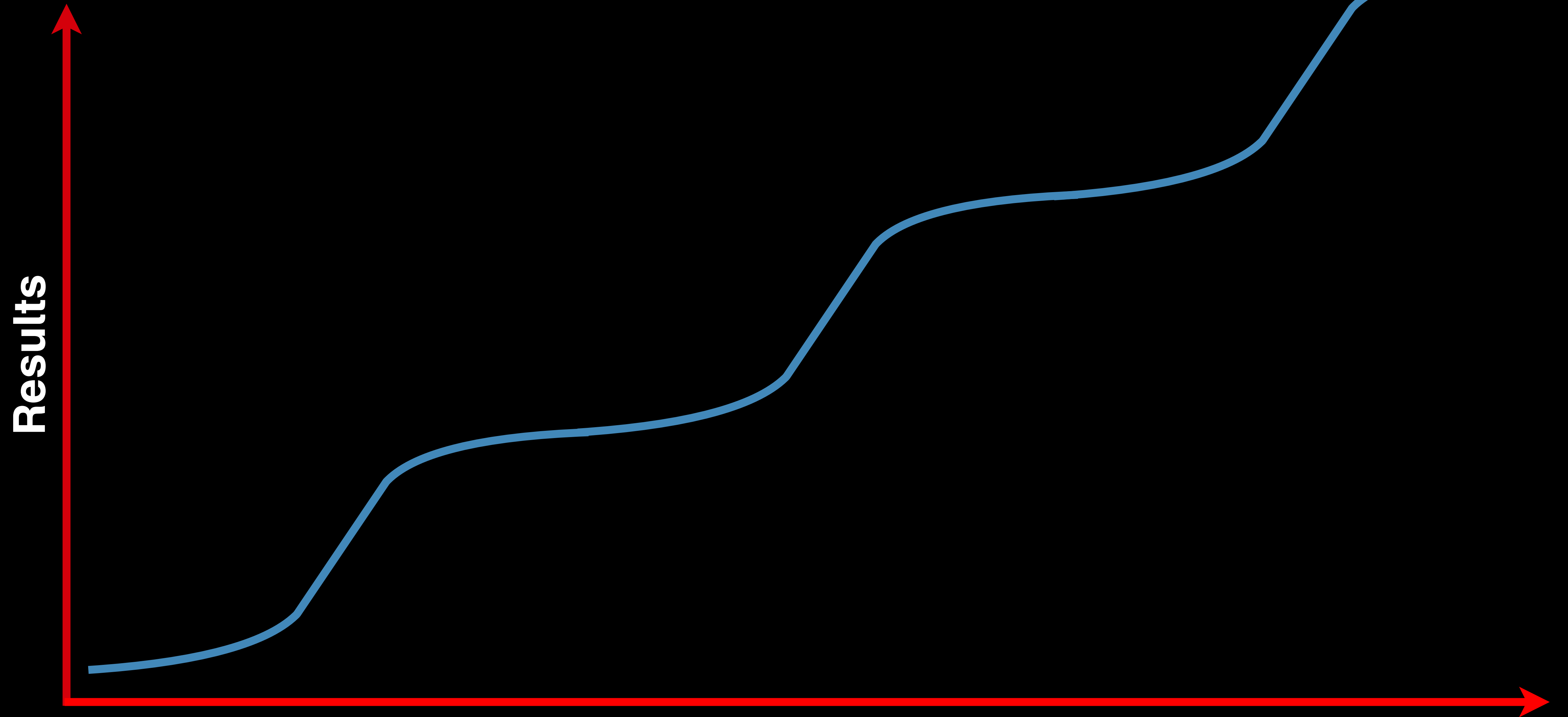
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# Breakthrough Theory





# Breakthrough Theory



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Effort over Time

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**1 Choked Olympic Final**  
**2 Herniated Discs**  
**100 Lost Training Days**  
**1,000 Failures in Training**  
**2,000,000 Imperfect Strokes**

**Olympic Final: 1**  
**Strokes in Race: 220**  
**Time to win: 5:23.89**



Success is not final.

*Failure is not fatal.*

Its the **courage to**  
**continue** that counts



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# WHAT'S YOUR NEXT GOLD MEDAL FAILURE?







**COLLAPSE** The fifth-place finish of the favored men's-eight team was difficult to explain



**Treat those  
two imposters  
just the same...**









**“This too shall pass...”**



# Let it go



# Grow



# Learn



# Reflect



Goal completion is a  
**Launching Pad**  
for more.



# Can you let go of past wins and losses quickly?



# And launch more values- aligned goals?



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“The moment one definitely commits oneself, then Providence moves, too. All sorts of things will occur to help... Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it.”

**- W.H. Murray**  
Scottish Mountaineer



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“Do not judge me by my  
successes, judge me by how  
many times I fell down and  
**got back up** again.”

- **Nelson Mandela**  
Former President South Africa







**1 Choked Olympic Final**  
**2 Herniated Discs**  
**100 Lost Training Days**  
**1,000 Failures in Training**  
**2,000,000 Imperfect Strokes**

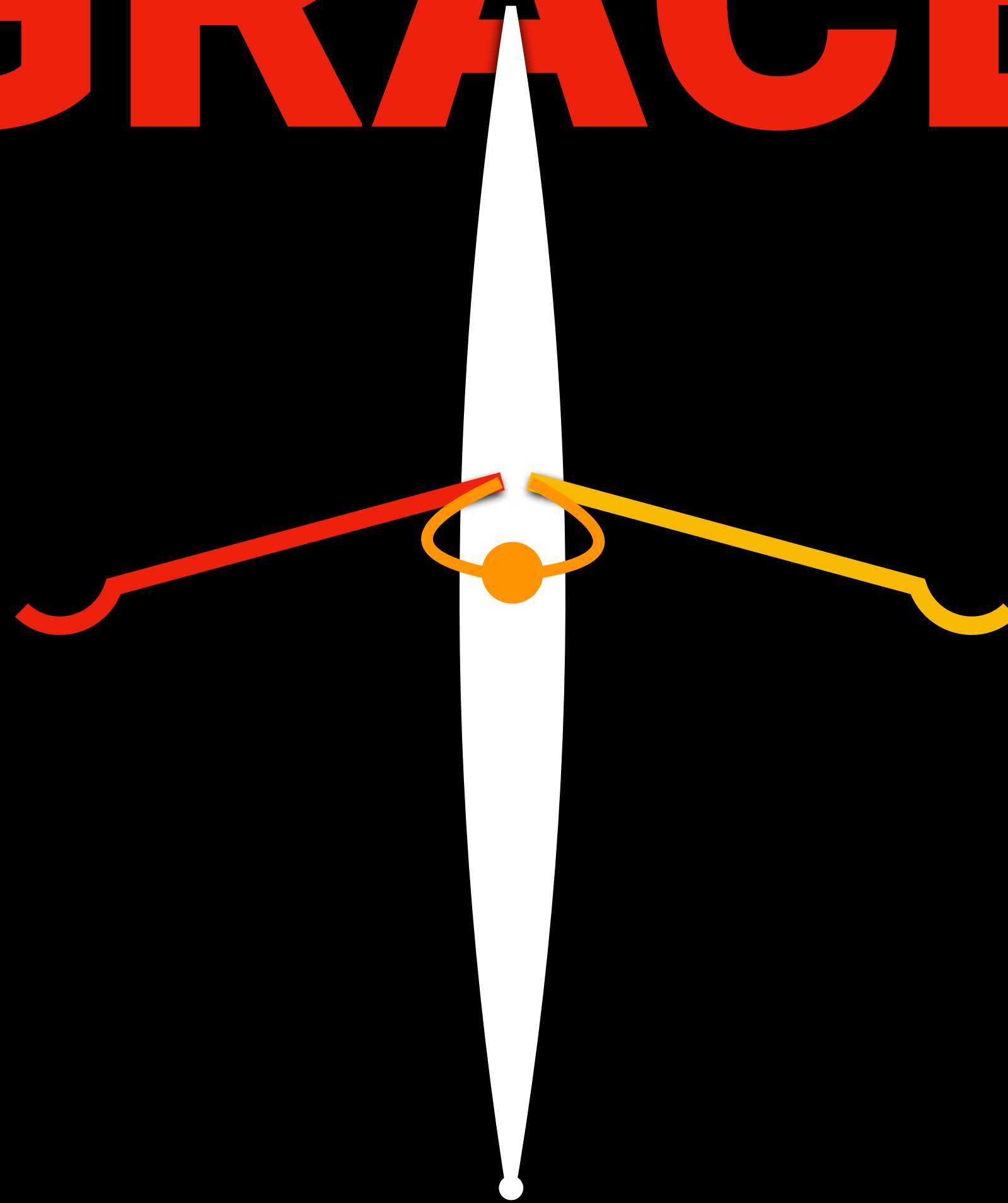
**Olympic Race: 1st**  
**Strokes in Race: 220**  
**Time to Win: 5:23.89**

**How Did You Find Energy?**



# GRACE

Your left oar  
achieves  
speed with  
**INFLUENTIAL  
VISION**



Your ability to  
envision the  
future, connect to  
**WHAT MATTERS,**  
and inspire others  
to join your  
mission.

End Goal

*OVER-SKILLED  
LEADERSHIP*

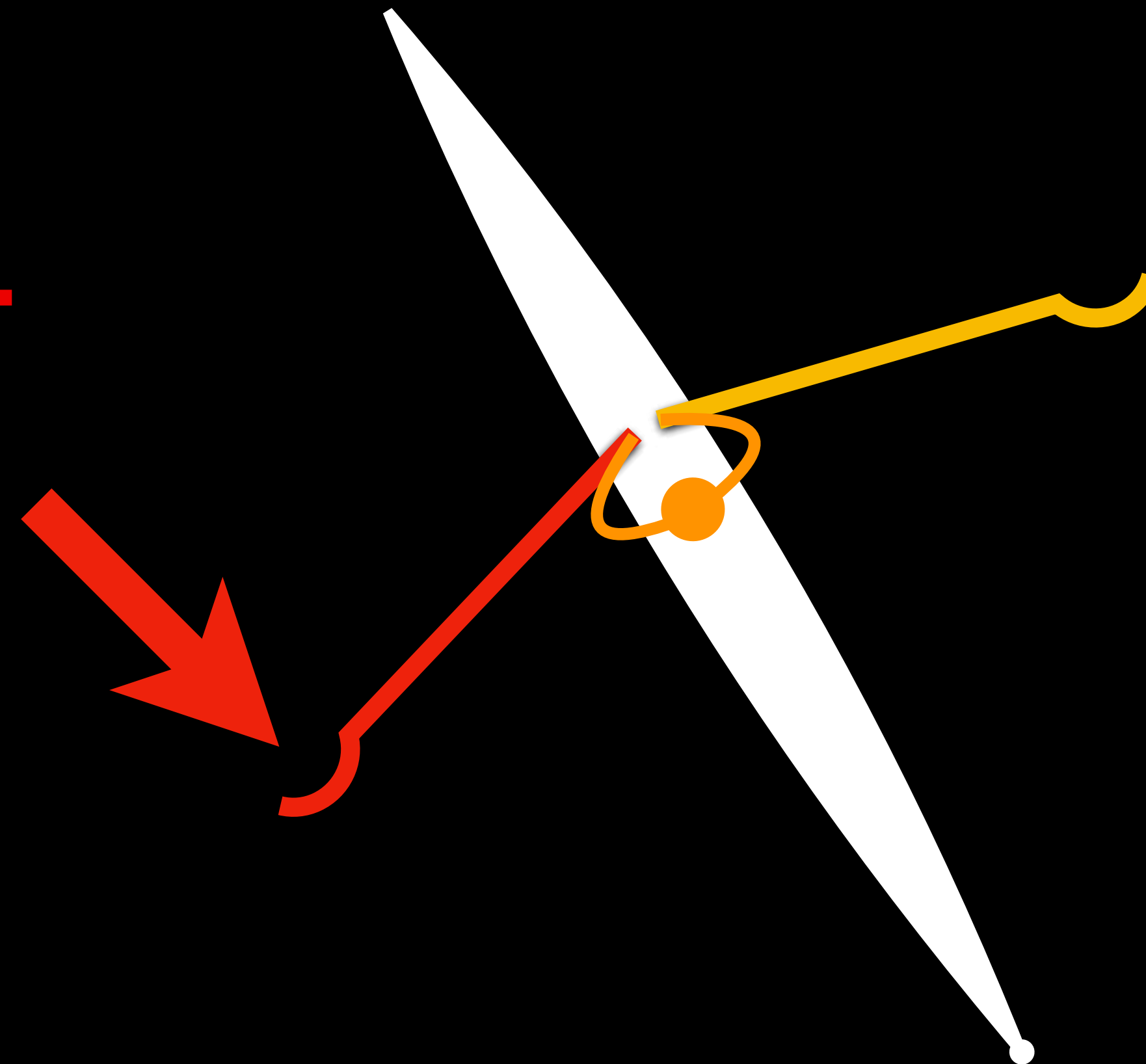
**INFLUENTIAL  
VISION**

*Inspiring yet  
unclear next  
steps*

*Urgency  
without a plan*

*Feels  
disorganized*

*Team culture  
suffers*



You also   
miss the  
mark by not  
being  
**SPECIFIC  
ENOUGH** on  
next  
actions,  
milestones  
and  
timelines.

**End Goal**



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# GRIT



Your ability to drive **task achievement, execution,** and **RESULTS** effectively for you and the people you lead.

*Your right oar achieves speed with*  
**MEASURABLE RESULTS**

End Goal

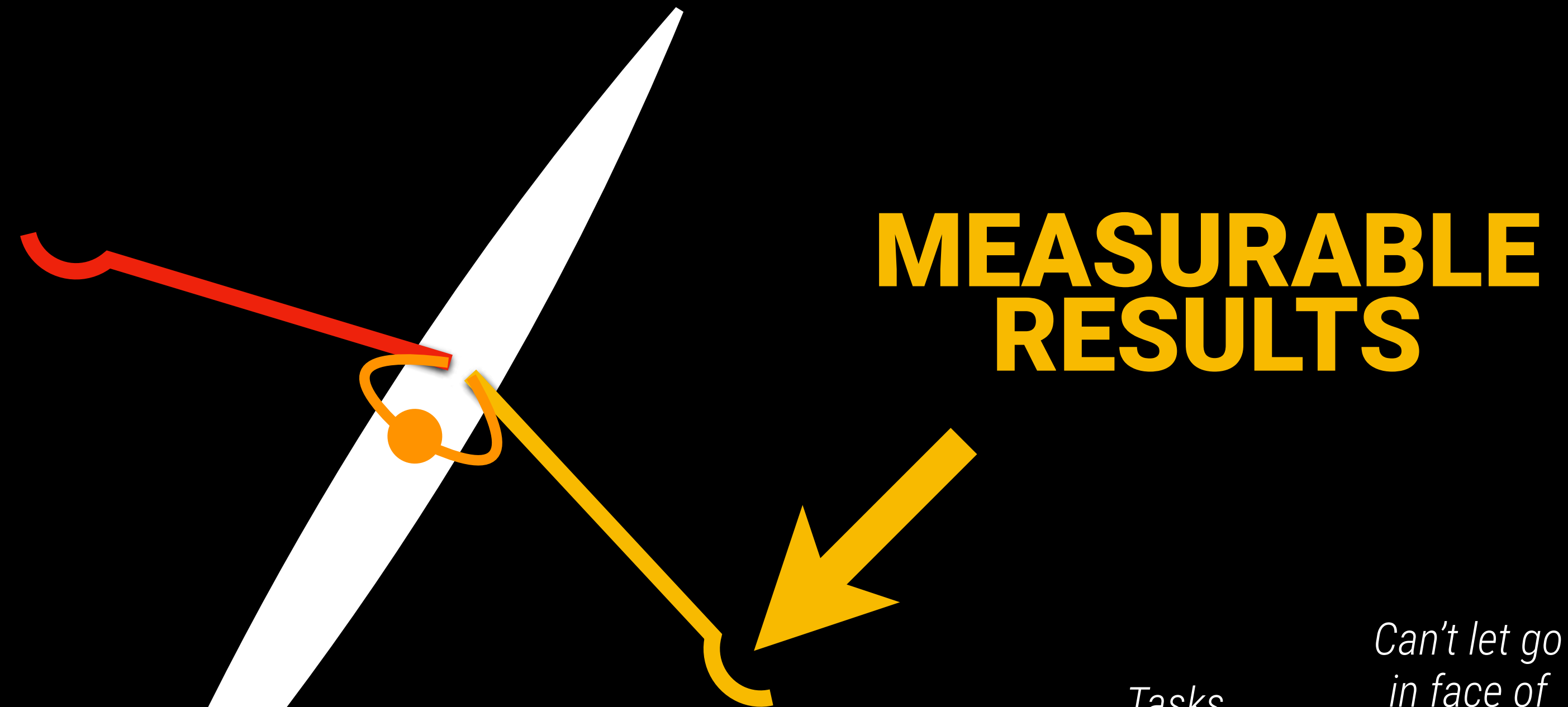


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**OVER-SKILLED  
MANAGEMENT**

We miss the mark if we become **BLINDED** by measurable results, and **OVERFLEX** our positions of authority.



*Tasks prioritized over people*

*Can't let go in face of change*

*Team culture suffers*

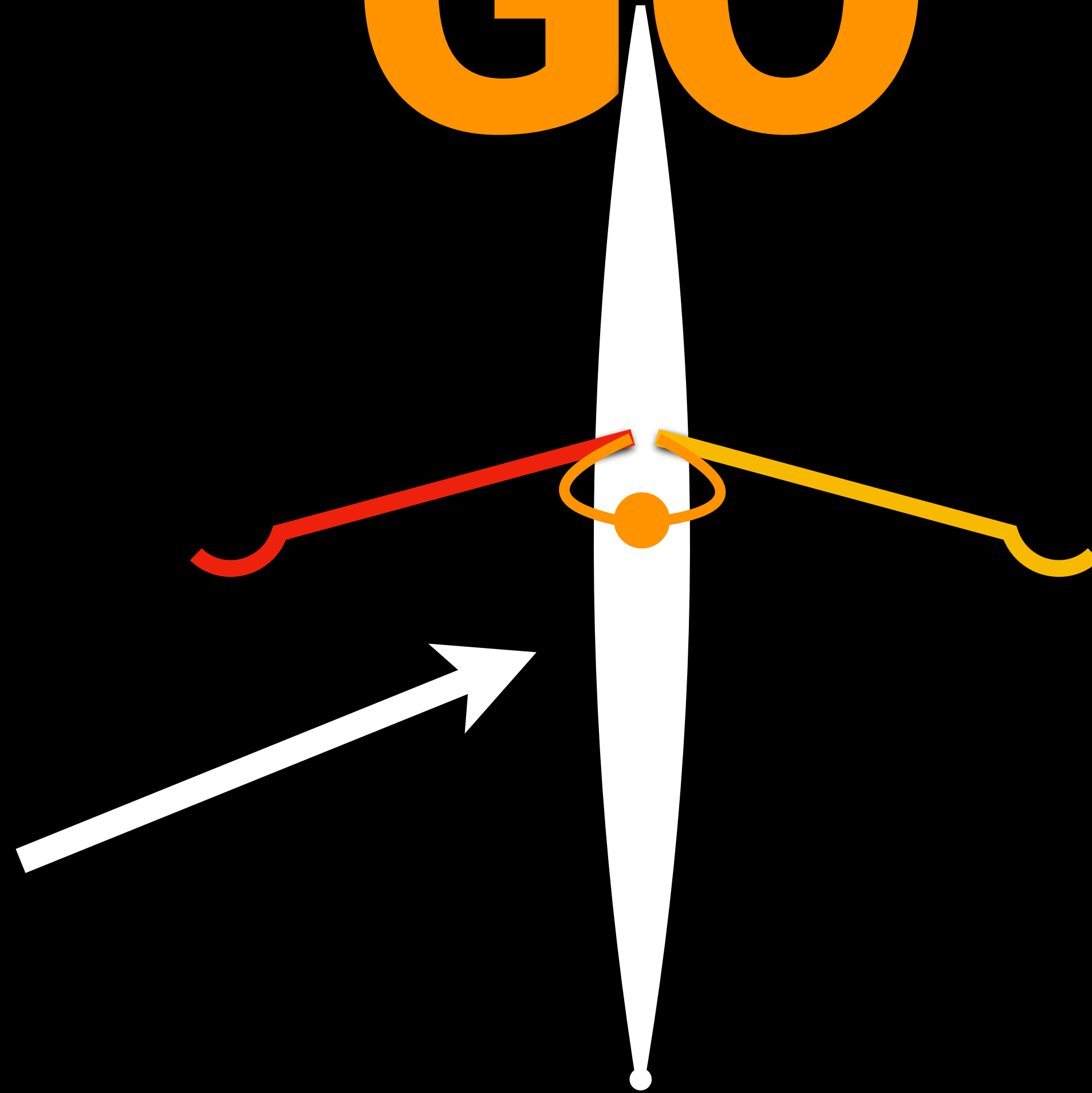
*Followers feel demotivated, uninspired*

**End Goal**



# GO

Health  
**ENERGIZES**  
*the body that  
moves the  
boat.*



Your ability to  
optimize  
**physiological** and  
**psychological**  
energy for  
performance.

## End Goal

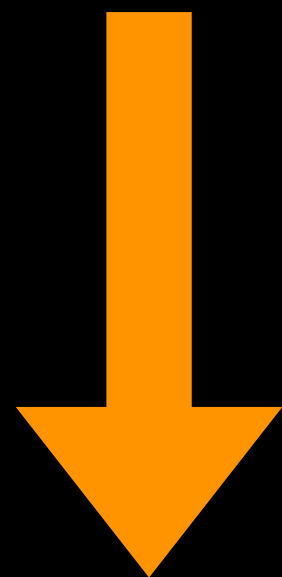


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# SUBOPTIMAL HEALTH

## LOW ENERGY



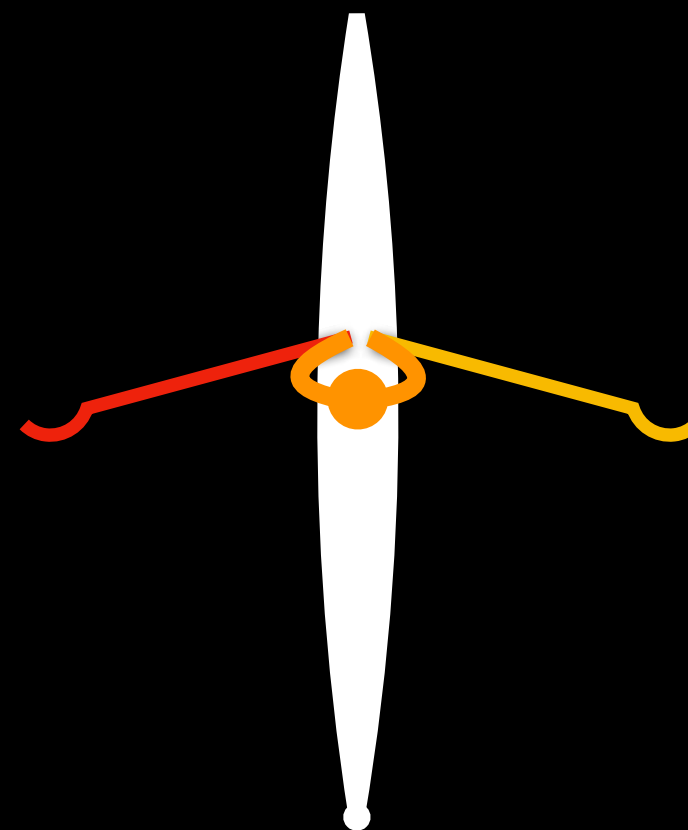
*Feeling tired,  
weak and  
listless*

*Depression,  
anxiety, mental  
health*

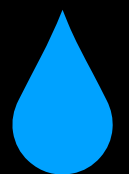
*Team culture  
suffers*

*Inability to  
deliver results  
and influence  
others*

*Lack presence  
and gravitas*



## End Goal

You lack drive   
to achieve  
what matters  
most, show  
up poorly or  
miss your  
timing  
window and  
arrive too  
late.



Leading with Grace	Managing with GRIT	Feeling Energy as you Go
What were your biggest achievements, wins, gains in the past year?		
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What did you learn? Now, what will you do?		

# The Adventurer's Journey

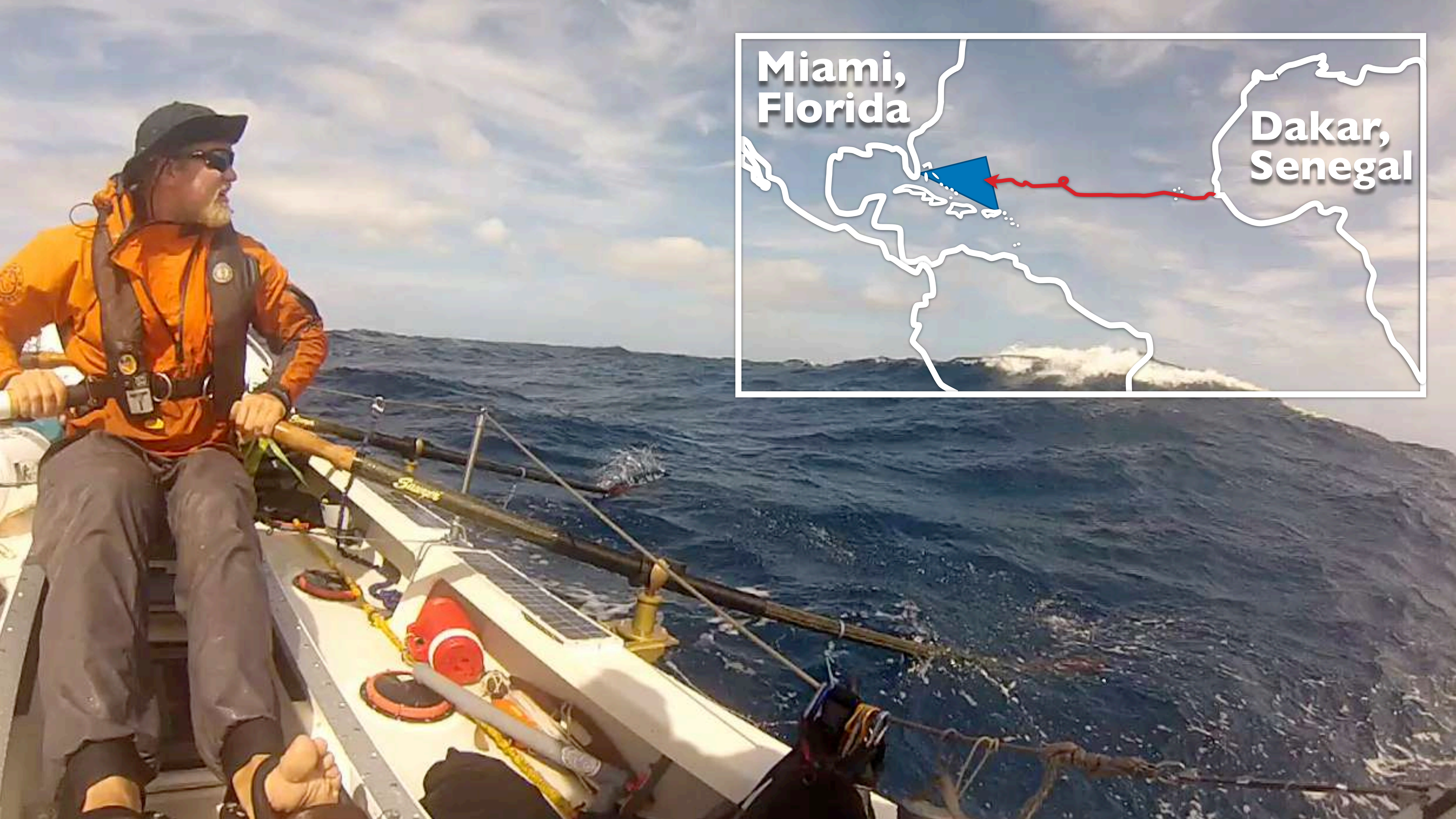
# Philosophical Reset



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**Miami,  
Florida**

**Dakar,  
Senegal**





CanadianWildlifeFederation.ca

Kōkātāt

LIFESTYLE  
MARKETS

EMERALD  
HARBOR  
MARINE

PANTASOFTIC  
TOUGHBOOK





# ICEF

## Solar & Wind Power

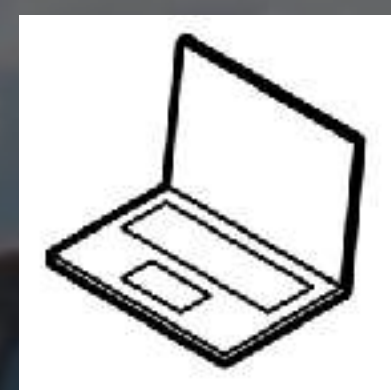
- Land Communication (Satellite dish, phone, yellowbrick)
- Ship-to-ship Communication (AIS, Radar, VHF, Lights)
- Water Makers + Backup
- Scientific Equipment (CTD Probe, Surface water, Air)
- Navigation (GPS, Compass)

## Rowboat

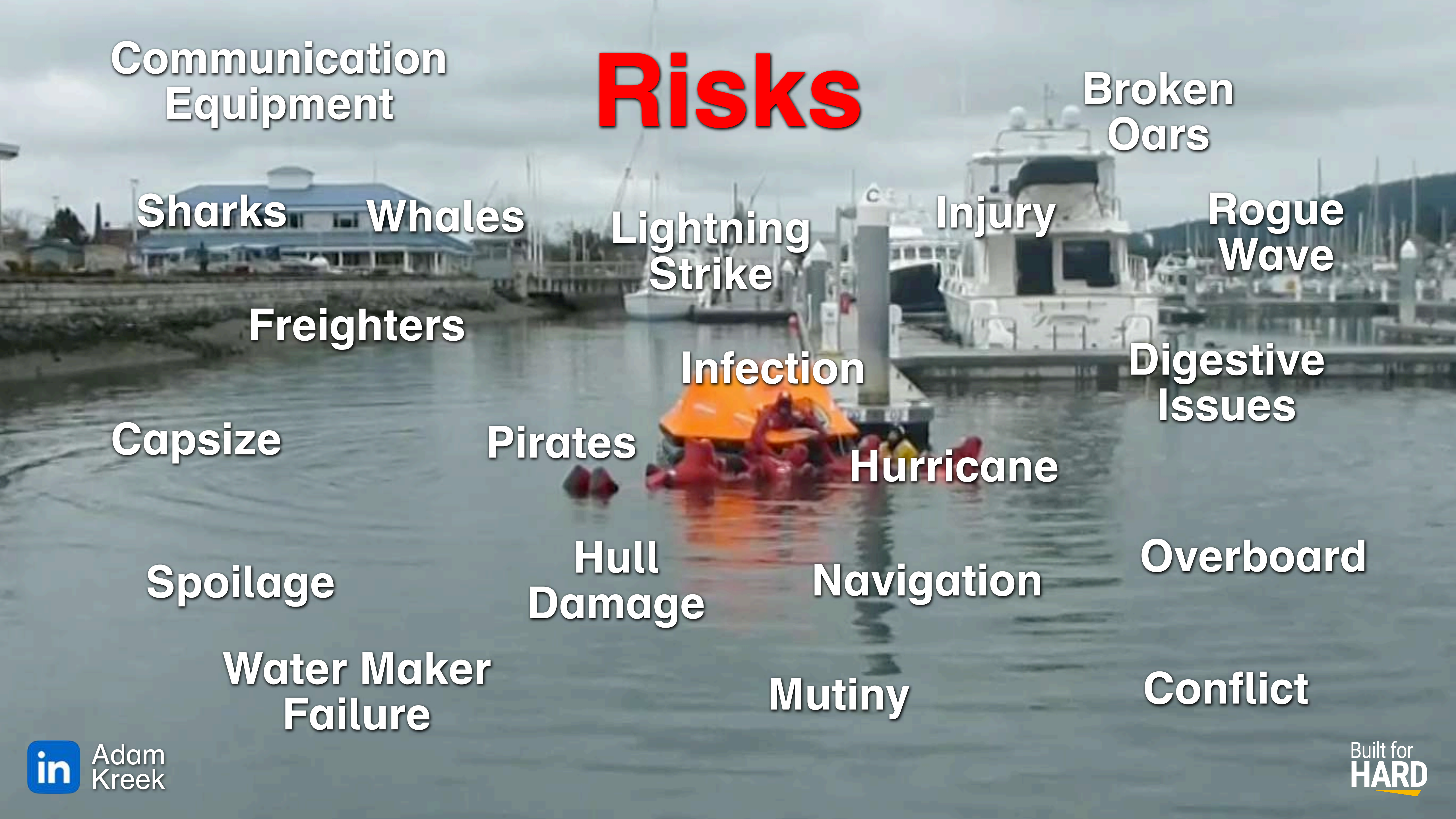
- 'Unbreakable Oars'
- Backup Oars
- Custom Riggers
- Watermakers
- Silent sliding seats

## Safety

- Jackets + Lines
- Life Raft
- Sea Anchor
- Spare everything
- Boat design







# Risks

Communication  
Equipment

Broken  
Oars

Sharks      Whales

Lightning  
Strike

Injury

Rogue  
Wave

Freighters

Infection

Digestive  
Issues

Capsize

Pirates

Hurricane

Spoilage

Hull  
Damage

Navigation

Overboard

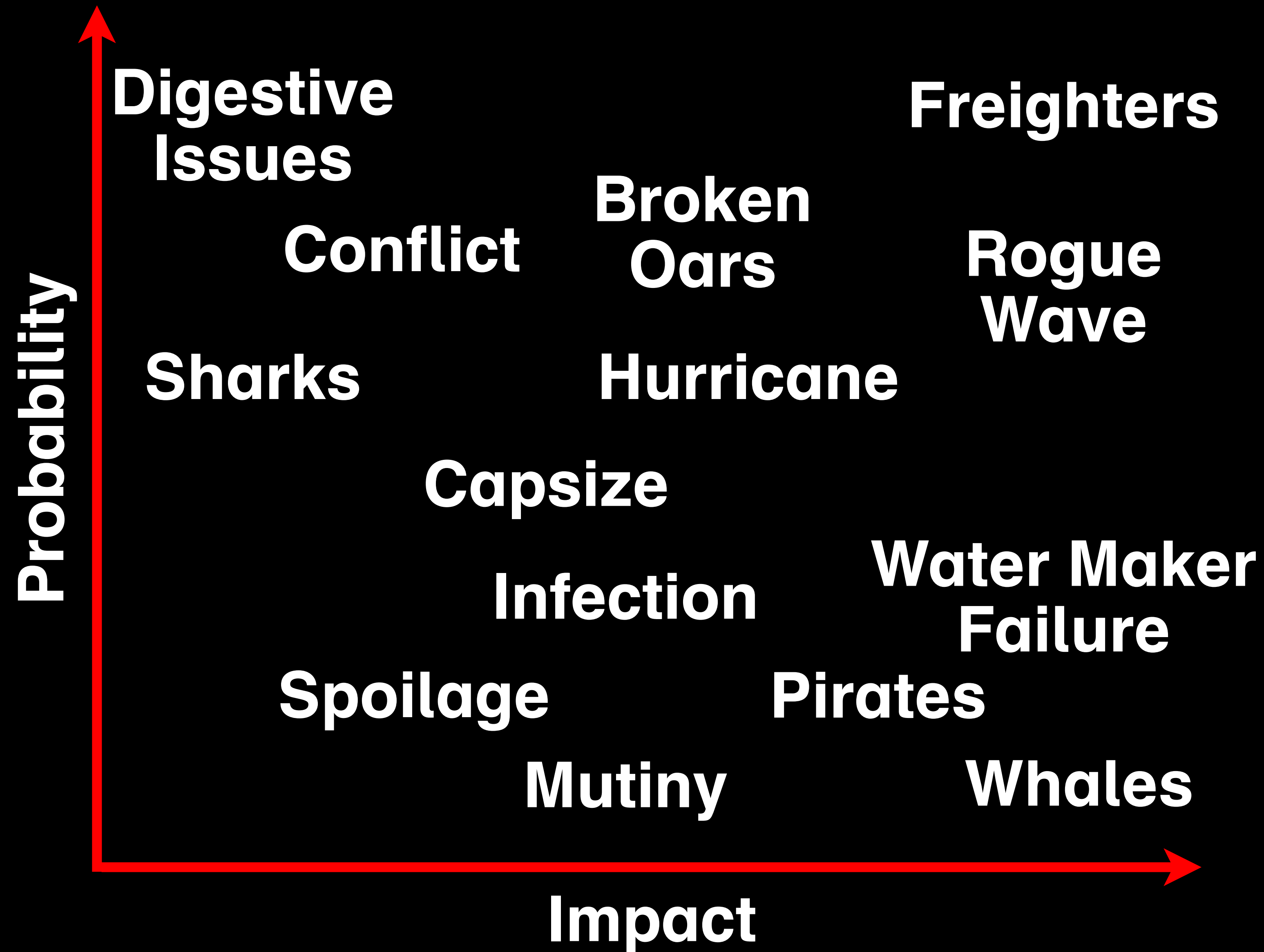
Water Maker  
Failure

Mutiny

Conflict



# Chart Brainstormed Risks



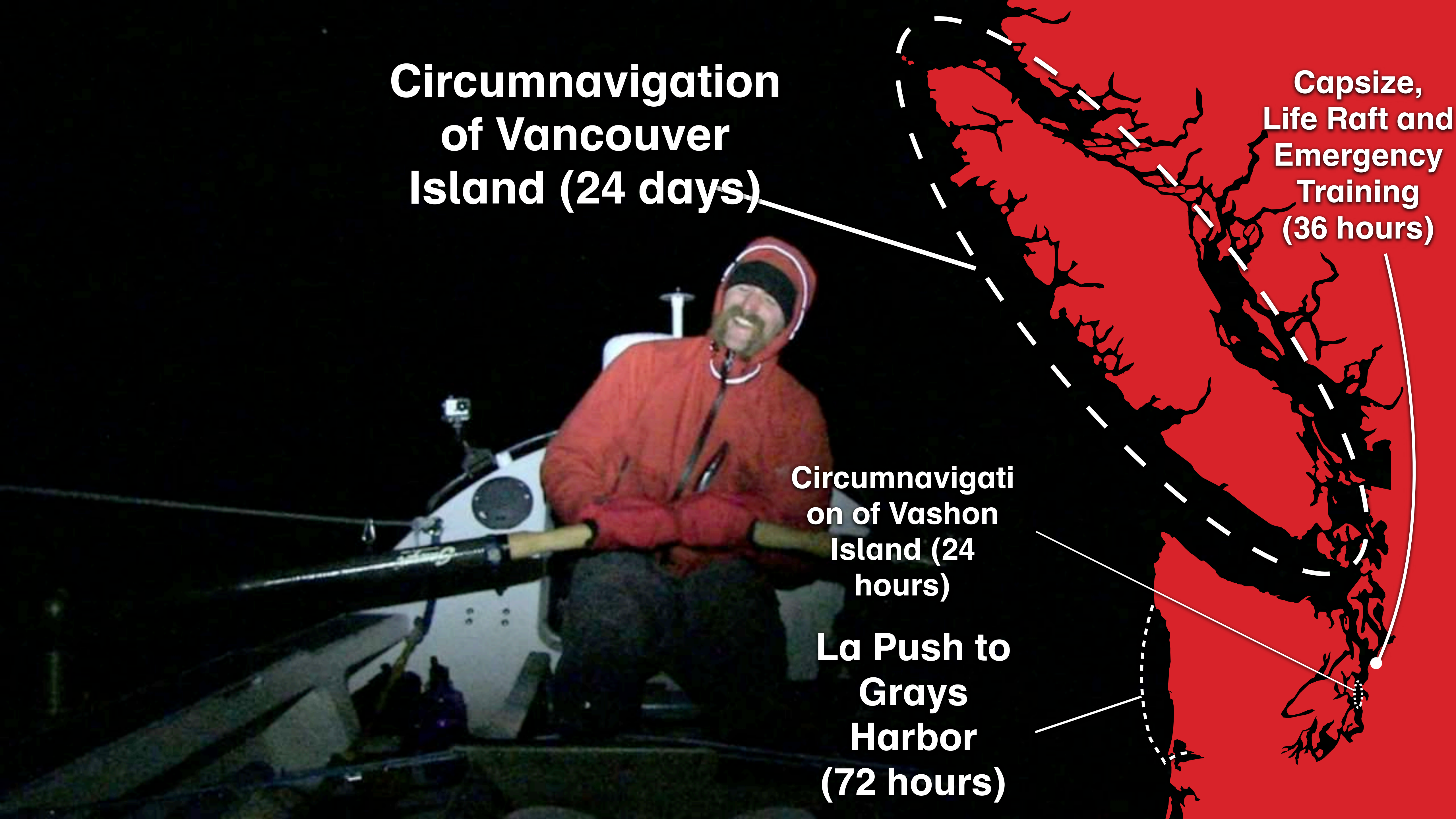


**Circumnavigation  
of Vancouver  
Island (24 days)**

**Capsize,  
Life Raft and  
Emergency  
Training  
(36 hours)**

**Circumnavigati  
on of Vashon  
Island (24  
hours)**

**La Push to  
Grays  
Harbor  
(72 hours)**





**“A journey of 4  
thousand miles  
begins with a  
single *stroke*”**

***Kreek*fucius**

Philosopher, Teacher, Rower  
(1980 - Present)





Adjusting to change:

# Physiology of Adaptation

WHERE QUITTING  
HAPPENS

WHERE WE  
FALL OFF  
AND GET  
BACK ON



Days 1-2 **This is awesome!**

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**I CAN WIN  
THE HARD**

recommit

**I CAN SURVIVE  
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respond

Lasting change  
takes time



reimagine

**I CAN DO  
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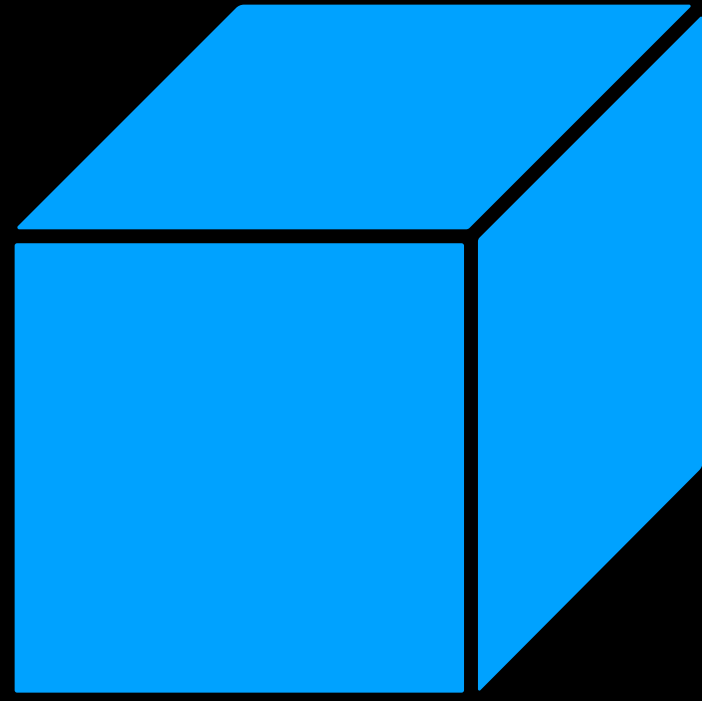
**Fear and doubt** are  
the **taxes** you pay  
to experience the  
**incredible.**



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When we are supported and feel  
validated through the numbing parts  
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We find the energy and  
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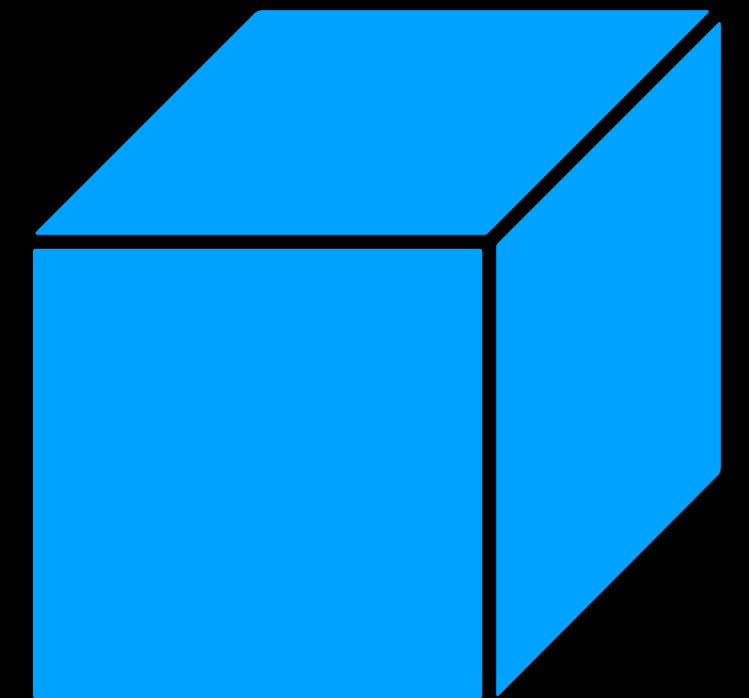
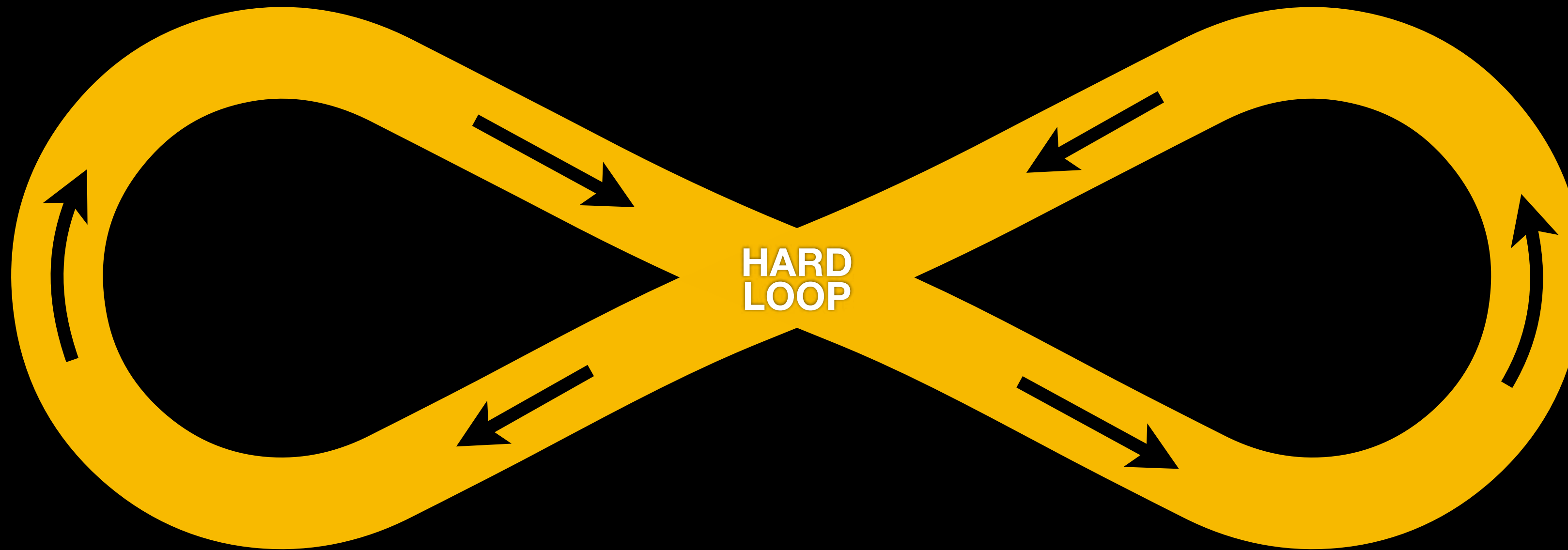
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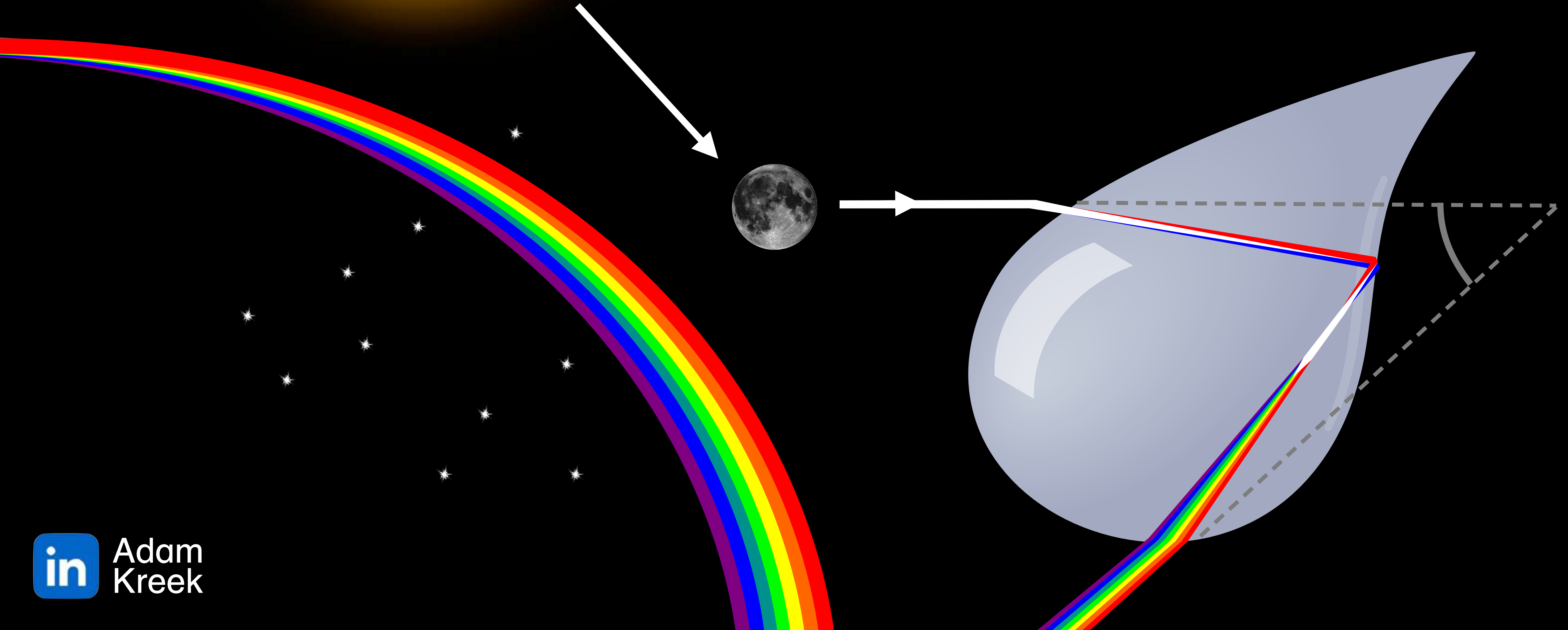






# Celestial Phenomenon

## How Does a Moonbow Work?



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“There is always light. If only we're brave enough to see it.

If only we're brave enough to be it.”

- Amanda Gorman

American Poet



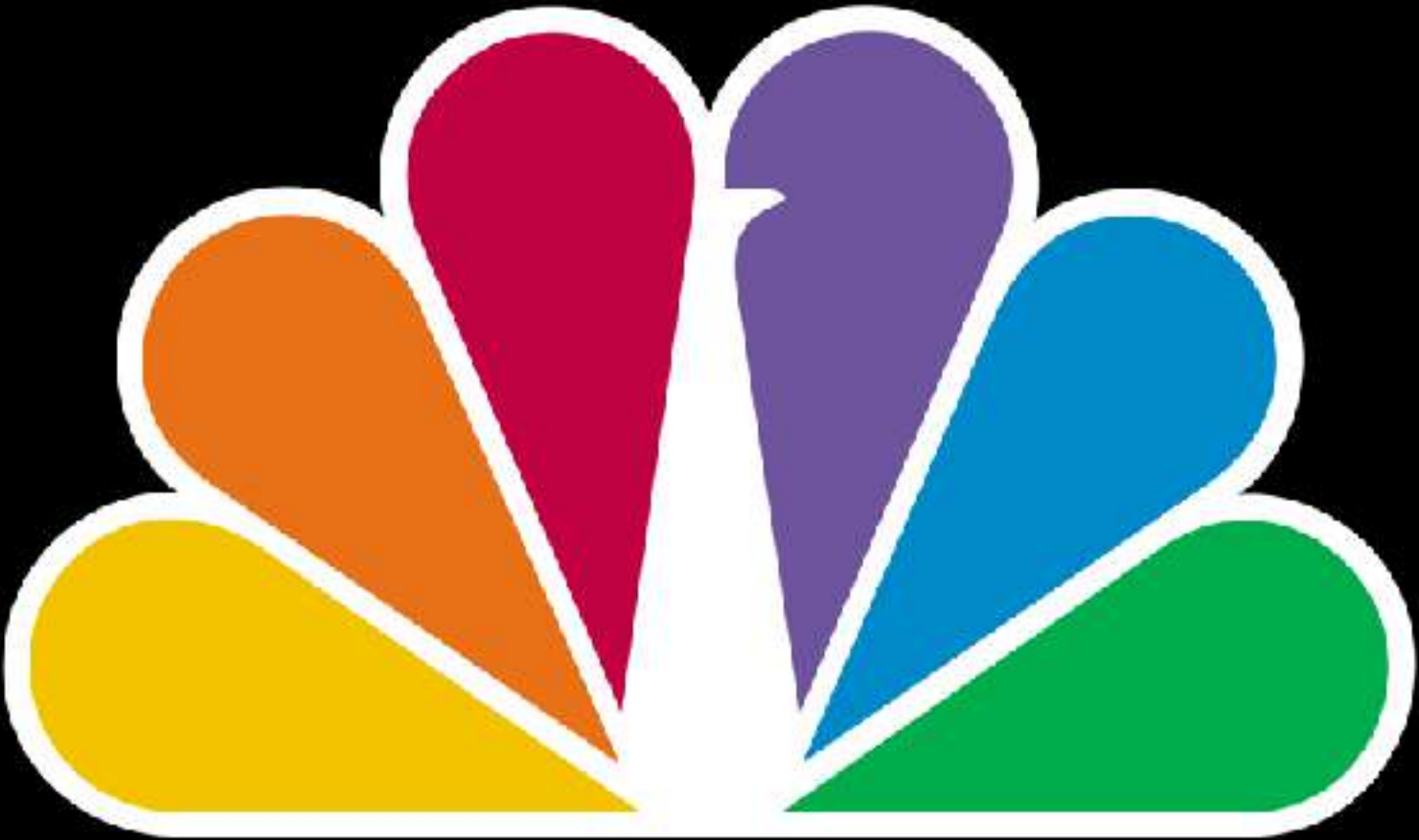
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‘CAPSIZED’



NBC DATELINE

ROI x 3  
marketing





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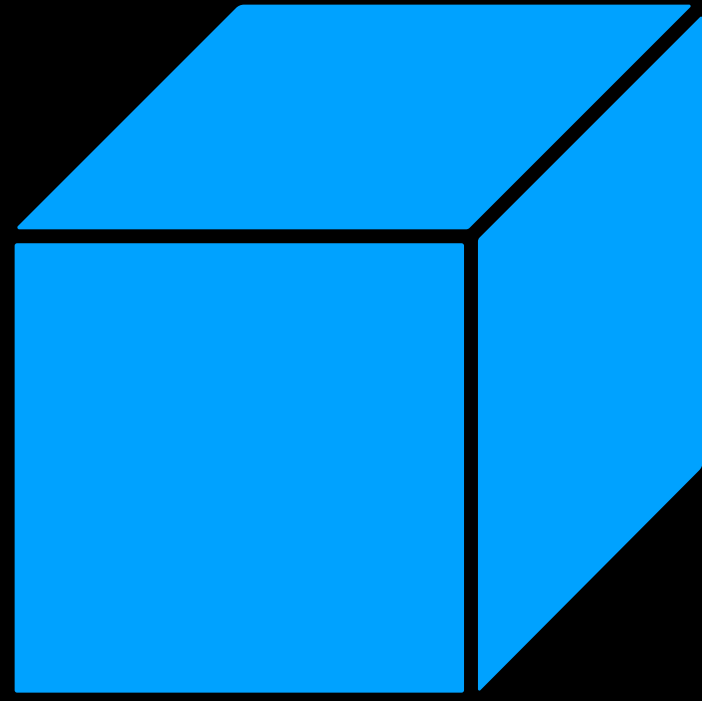
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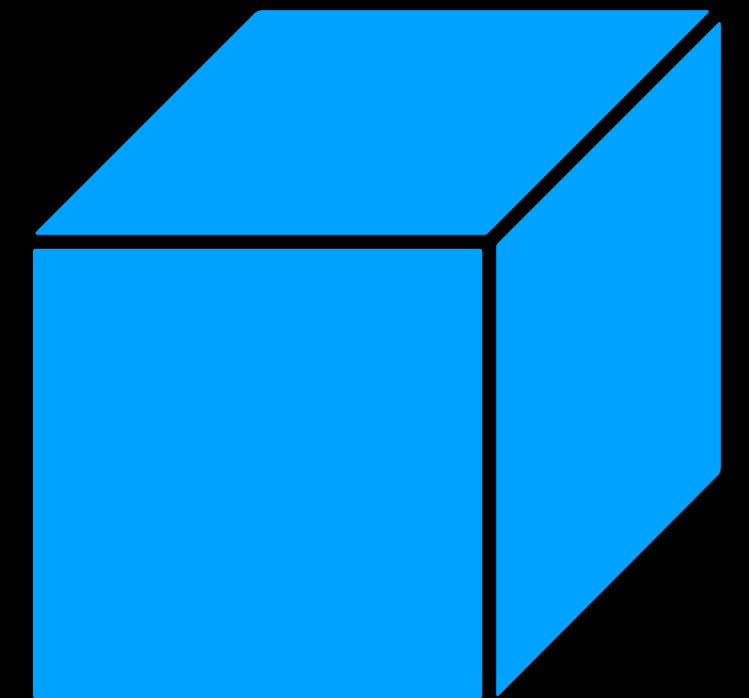
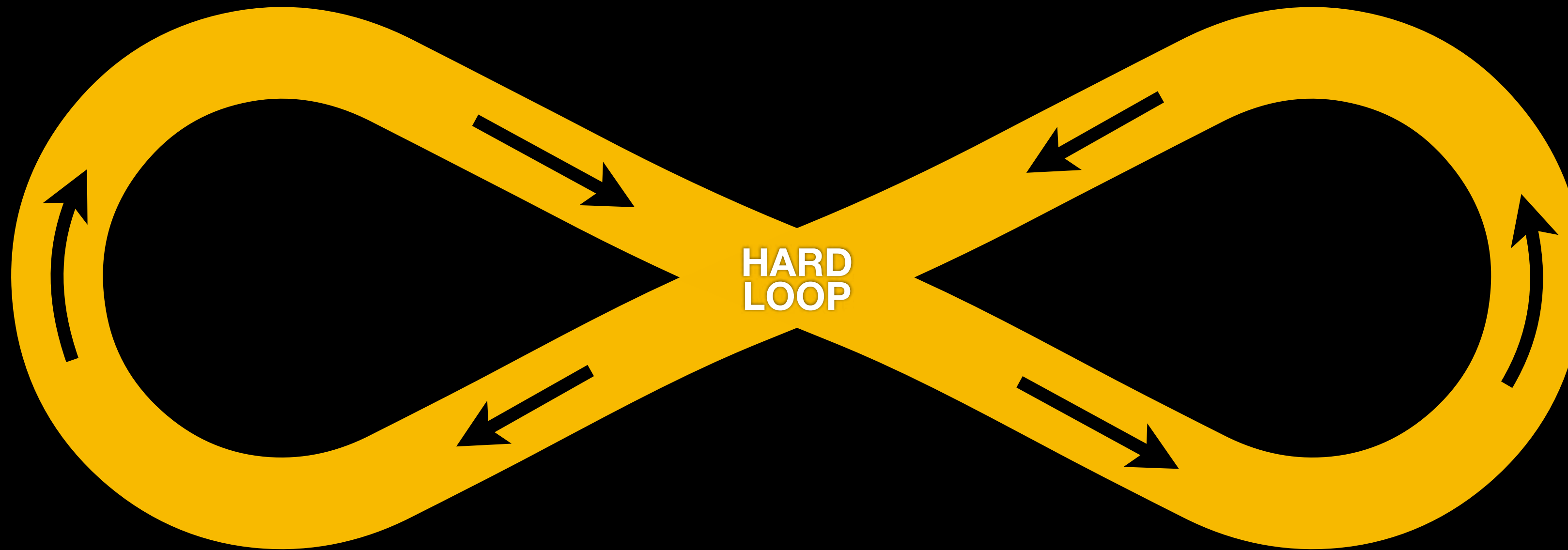
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*Train your **HARD**:*

**Are you aware of the time  
and effort it will take to  
change? And ready for  
the challenge?**



*Train your **HARD**:*

**What gets you most  
excited about the change  
you are creating in your  
business?**



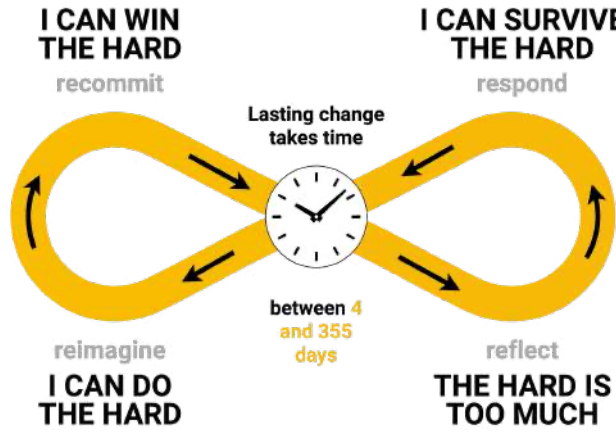
RESILIENT HIGH PERFORMANCE

SHARING PAST LEARNINGS WITH OTHERS

V:DA

Adjusting to change:

Physiology of Adaptation



Write a story about a time when a big change in your life or work was surprisingly energizing—when you felt alive, focused, or in flow. What made this change feel good? What choices or conditions helped it go well?

Grid area for writing the story.

Now, reflect: What does this story teach you about how you best engage with change?  
How might you bring this insight to the way your team is approaching change today?

Grid area for reflection.