

The Problem Weekend Intensive

Preparation Guide & Packlist



We're thrilled to have you join us for the Problem Weekend Intensive!

Get ready for a weekend of exploration, experimentation, and embracing the lessons that nature has to offer. Our goal is for you to walk away with tangible solutions to your business's most pressing problem.

This document will help you prepare for our weekend together. Please read it carefully so that you know what to expect.

Location:

Riverside Badlands Campground

- 302029 Range Rd 213, Kneehill County, AB T0M 0L0
- Drive time from Calgary: approx 2 hrs.

*Note: If you are interested in carpooling, please let us know and we will help arrange this.

Dates:

Friday Sept 6th-Sun September 8th, 2024

*You can arrive Friday anytime between 3pm and 6pm. We encourage you to arrive by 5pm at the latest, and we will get started formally around 6pm. Check-out on Sunday is 12pm.



Why?

Our intention for the Problem Weekend Intensive is to create a space where business owners can break free from conventional thinking and find actionable solutions to their toughest challenges in a short period of time. This experience is designed to push you beyond the usual barriers, providing the stimulus needed to spark radical innovation and new approaches to scaling your business.

How?

By immersing ourselves in nature and embracing a rustic environment, we strip away distractions and foster a raw, focused atmosphere that encourages deep reflection and breakthrough ideas. Wicked innovation often requires wicked conditions. We believe that by stepping into the wilderness, outside of our regular patterns, we open the door to new ways of thinking. In these untamed surroundings, we can tap into inspiration, creative insights and outside the box perspectives that are often inaccessible in more familiar settings, paving the way for transformative impact, profits, and growth.



Your Problem

We ask that you come into our weekend together with one clear problem to workshop.

The problem you bring should be significant enough to create a meaningful impact on your business growth, yet focused enough to allow for tangible progress within the weekend's timeframe. It's about striking a delicate balance: the challenge should be bold and potentially game-changing, but also realistic enough to advance over a few days.

We encourage you to embrace this seemingly contradictory framing, avoiding issues so small that they could be tackled on any given weekend, while also steering clear of problems too large to address meaningfully. The right problem, if resolved, will unlock new opportunities or remove critical barriers, positioning you to take your business to the next level.

As you reflect on this problem, start to consider that the issue you identify might only be part of the picture. For example, perhaps your perceived problem is that you struggle with marketing your business, so can't find new clients.

But what are the problems behind your problem? What are the root issues keeping you stuck?

- Do you have a hard time relinquishing control so you micromanage all marketing efforts and refuse to delegate?
- Are you resistant to change or innovation, clinging to outdated marketing methods because of a fear of risk or failure?
- Do you struggle with perfectionism, delaying marketing efforts because you're waiting for the perfect campaign or message?
- Are you procrastinating because you feel unqualified or insecure about your ability to effectively promote your business?
- Do you struggle with prioritizing marketing tasks because you're overwhelmed by the sheer volume of responsibilities?
- Or perhaps you experience burnout from overworking yourself, which impacts your ability to think creatively and execute effective marketing strategies?

Sometimes the problem we think we have is merely a symptom of something deeper. By digging into the underlying causes, we can uncover the real obstacles that are keeping us stuck and develop more effective, long-term solutions. It's about going beyond the surface to understand what's truly driving the challenges in our business.

Before we come together, set aside some time to think about the problem you'll be workshopping—ask yourself, what are the problems behind my problem? We will dig deeper into this during our time together.

The Campground

Our campground is nestled 40 feet from the river in the heart of Drumheller Valley, surrounded by the stunning, rugged landscapes of the Badlands.

The campground is located along the world famous dinosaur trail and about a 15 minute drive from the Royal Tyrrell Dinosaur Museum. Although we will be close to town, we encourage you to stay immersed in nature for the weekend and not venture into town. This will mean you need to come prepared with food and supplies.

Please note that this campsite is a private Hipcamp site, not a public campground. Amenities are basic, but we'll have access to a picnic table, fire pit, and outhouse.

Some important things to know about the campground so that you come prepared:

- No potable water
- No electricity
- No wifi
- No shower
- Porta potty outhouse (toilet paper included)
- Cell Service (works, but is spotty)

This will be a rustic camping experience by design! Let's embrace the simplicity of nature together.

Please be aware that there may be wildlife present in the campground, including snakes. While encounters are uncommon, we recommend you stay on well-trodden paths, wear sturdy boots, and always watch where you step or sit.

Also note that we'll be following the [Seven Principles of Leave No Trace](#) because we're committed to being friends of Mother Nature.

Pack list

If you have any questions, concerns or uncertainties, reach out to us and we're happy to chat!

Shelter and Sleeping

- Tent
- Sleeping Bag
- Sleeping pad or air mattress
- Pillow
- Camping lantern for inside tent

Food, Drink & Cooking

- Water filter or purification tablets
*No potable water on site, but we will be camping along the river. Please bring a filter if you have one but if not, we will have one that you can use
- Cooler with ice
*A high quality cooler will keep ice for approx. 48 hrs
- Cookware and utensils
- Propane Stove (optional)
- Meals
*Friday (dinner), Saturday (breakfast, lunch and dinner), Sunday (breakfast)

Clothing

- Warm layers
*Average Highs: 20°C-24°C, Average Lows: 5°C-9°C
- Waterproof jacket
- Hiking boots
- Extra socks
- Sleepwear
- Sunglasses
- River shoes/sandals

Workshop Supplies

- Journal
- Pens or Pencils
- Laptop (Optional)
No electricity, so come with full charge
- *Work-Related Supplies
One of our activities will be a 50 minute work sprint where you will work on a business-related task you've been avoiding (ex: maybe it's filming a reel, so you need to bring a camera, or writing a blog post, so you will need your laptop)

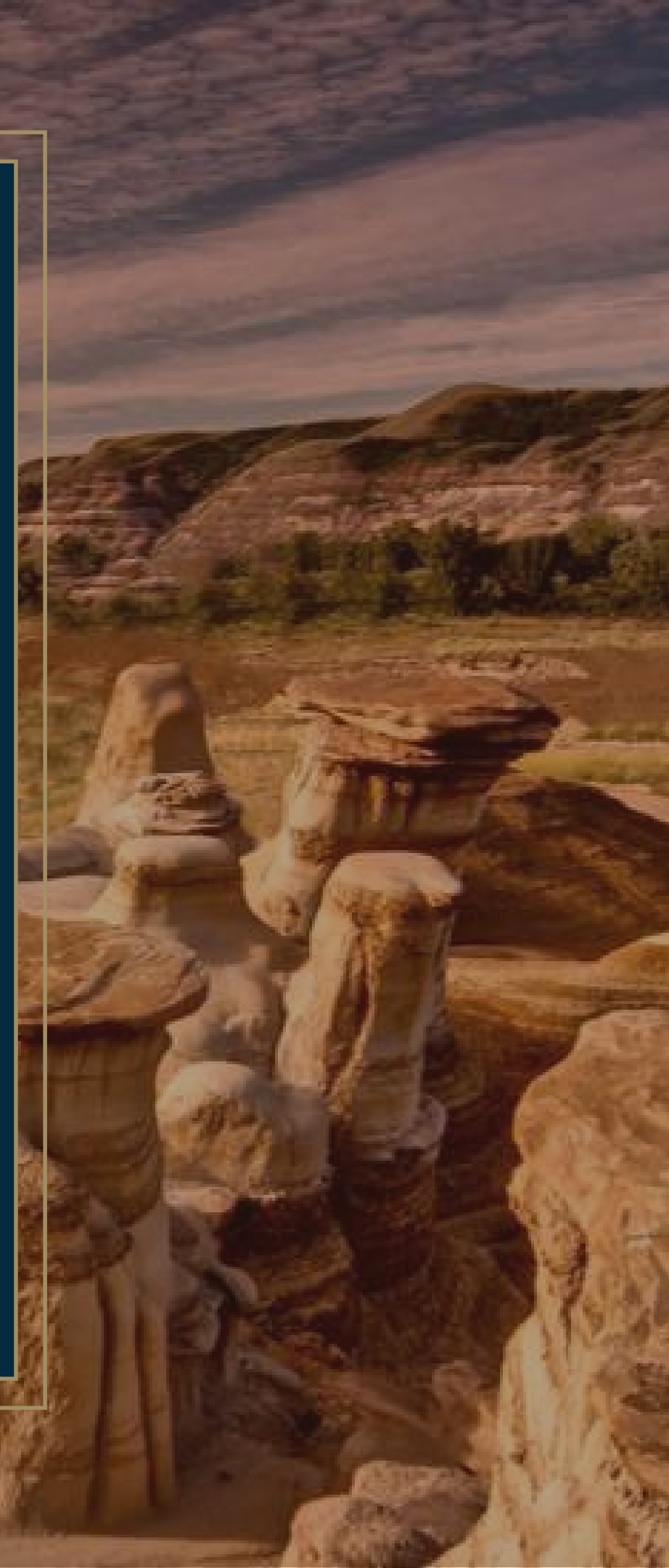
Other

- Flashlight
- Personal Hygiene Items
- Bugspray
*Come prepared: There will be mosquitoes!
- Sunscreen
- Camping chairs & portable table (or picnic blanket) for working
*Only one picnic table at site
- Portable Phone Charger
*No electricity at site
- Hand Sanitizer
- Yoga Mat (Optional)
- Music Instrument (Optional)
- Anti-histamine
- Swimsuit and Towel (for river dip)
- *A Symbol of a Thing To Let Go
*Bring an item to burn that represents something you want to let go of in your business (for example, an empty coffee cup representing the end of burning the midnight oil and overworking yourself, or a Printed To Do list representing an end to busy work that clutters your time and focus). We'll be throwing this item in the fire, so please make sure it is environmentally friendly to burn
- *A Joyful Contribution
*Bring something that will bring joy to our weekend that can be shared with everyone (ex: a special playlist, a cozy blanket for the fire, binoculars, a book of poems, an outdoor game, a dessert passed down in your family, etc.)

Land Acknowledgement

We acknowledge that we will gather on the traditional lands of the Indigenous peoples of this region, including the Treaty 7 Nations: the Siksika (Blackfoot), Kainai (Blood), Piikani (Peigan), Tsuut'ina, and the Îyâxe Nakoda (Stoney Nakoda), which includes the Chiniki, Bearspaw, and Wesley First Nations.

We recognize the deep connection and stewardship that these Nations have maintained with this land, known as the heart of the Canadian Badlands. As we stand in the shadow of ancient hoodoos and tread the paths carved by time, we honor the generations of Indigenous peoples who have lived, traveled, and gathered in this region for thousands of years. We commit ourselves to the ongoing work of reconciliation, respecting the stories, traditions, and the enduring presence of Indigenous peoples in this territory.





“Nature holds the key to
our aesthetic, intellectual,
cognitive and even
spiritual satisfaction”

DR. EDWARD O. WILSON

