



**WHO DARES**

— GROUP —

D A R E T O T R A N S F O R M

# BRANDS WE HAVE WORKED WITH



J.P.Morgan



Shark | NINJA

ZARA



HENDY



citibank

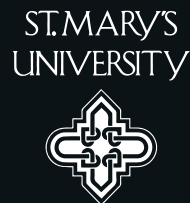


GRENADE



UCL

Y.CO



millennium



INDITEX





## ABOUT US

# WHO ARE WE?

Welcome to Who Dares Group (WDG), a pioneer in corporate development. Our multifaceted approach weaves together innovative keynote talks, immersive team building exercises, and specialised workshops focused on leadership, management, and corporate culture.

In addition to professional development, we design bespoke retention and incentive programmes that motivate, reward, and inspire your team. Our unique and transformative methods deliver impactful results.

We deliver these experiences across a variety of event venues, or alternatively, bring our unique and transformative approach directly to your office. Our background in UK Special Forces informs our methodologies, fostering resilience and a winning mindset to catapult your group to excellence.



## LEO CEO & FOUNDER

Meet Leo Walker, a veteran from the UK's most elite military units. With a 20 year service history, including 15 years in Special Forces, Leo's skills were tested in some of the world's toughest environments. Now, he brings his strategic thinking and logistical proficiency to the corporate world, designing customised training programmes for diverse clientele. He also serves as a keynote speaker, sharing insights with various audiences.

As an A1 Assessor, Leo's expertise in evaluating performance adds an additional layer of credibility and effectiveness to his work.

## JASON FOX DIRECTOR

Jason Carl Fox, known as 'Foxy', a star of Channel 4 show's SAS: Who Dares Wins, Foxy's Fearless 48 Hours, Foxy's War and Netflix's Inside The Real Narcos.

Foxy is a pedigree within the Special Forces, having carried out live hostage rescues and numerous operations spanning the globe.

Foxy, alongside Leo, will lead the innovation brand that is WDG.

## VENUES



OFFICE TRAINING



SEASONAL BEACH HQ



WOODLAND RETREAT



PARTNER VENUES

“ We had the pleasure of working with Kam and Leo, truly inspirational individuals, who organized a team building event that exceeded all expectations. From the initial planning stages to the execution of the event, they demonstrated a deep understanding of our needs and goals. Their attention to detail and commitment to creating a memorable experience for our team was truly remarkable. We highly recommend the Who Dares Group. Thank you both for your dedication and professionalism!”

**ROSANNA LEIGH,** Inditex / ZARA Head of Talent, UK and Ireland

INDITEX

ZARA



# CORPORATE TEAM DEVELOPMENT AT WHO DARES GROUP

In the fast-paced corporate arena, the essence of success lies in the strength and cohesion of your team. Who Dares Group elevates this fundamental principle through bespoke team development programmes, uniquely designed to challenge, inspire, and unify your workforce.

## EXPERTISE BEYOND THE NORM

Our approach to corporate team development is underpinned by a diverse pool of expertise, drawing on:

- Veterans from the UK Special Forces and specialist police units, offering unparalleled insights into resilience, strategy, and operational excellence.
- Corporate veterans and business strategists, translating high-stake military leadership into the corporate context.
- Specialist, non-military SMEs in psychology, enriching our programmes with deep dives into team dynamics, motivation, and mental resilience.

Together, they ensure our training transcends traditional boundaries, equipping your team with not just skills, but transformative experiences.



## TAILORED FOR TRANSFORMATION

Who Dares Group crafts custom programmes tailored to your organisation's unique needs, using our instructors' expertise to create scenarios that reflect real corporate challenges, ensuring relevant, engaging, and effective learning.

Prepare to see your team transformed, ready to navigate the complexities of today's business world with confidence, unity, and strategic insight.



# DYNAMIC ACTIVITIES FOR UNPARALLELED TEAM DEVELOPMENT

Here's a glimpse into some of the transformative experiences we offer:

## KEYNOTE TALKS

Drawing from the wealth of knowledge possessed by our diverse team of instructors, these sessions delve into a variety of topics, including leadership and management strategies, imposter syndrome, generational differences, proactive corporate culture, blame cultures, team dynamics, and more.

## IMMERSIVE PLANNING ACTIVITIES

Teams are put to the test with fun and exhilarating scenarios that mimic high-stake situations, requiring quick thinking, strategic planning, and seamless collaboration to navigate successfully.

## BRITISH MILITARY LEADERSHIP ASSESSMENTS

Experience leadership evaluation through the lens of the British military's tried and tested methodologies. These non-physical assessments challenge participants to step up, take charge, and lead under pressure.

The level and detail of instruction for each activity is tailored to the audience, ensuring that all participants are sufficiently challenged through the expert instruction.



## MENTAL RESILIENCE WORKSHOPS

Delve into the psychology of resilience, learning how to harness stress as a tool for growth and maintain performance under pressure. These workshops can also expand to incorporate 1 on 1 coaching with our expert instructors.

## INTERACTIVE CYBER DEFENCE SESSIONS

Engage with cutting-edge cyber defence scenarios that teach the importance of vigilance, protective strategies, and the implications of cyber threats in the corporate realm.

## SITUATIONAL AWARENESS AND SELF-DEFENCE

Practical sessions blend physical awareness with critical thinking to teach teams alertness, risk assessment, and effective response to surprises, including comprehensive foreign travel safety. Tailored for companies prioritising staff security, the training covers navigating international challenges and cultural nuances, equipping employees for safe local and overseas operations.



**“** *The 1.5 days was intense! However, it was worth every minute and I left the experience buzzing, motivated and ready to take on challenges with a renewed sense of purpose and focus.*

*Every activity we did taught us something new about ourselves and how we can be better. Failure was ok! Humility was expected! Teamwork is everything! I cannot recommend this event enough, would love to see it offered again and happy to help support that.* **”**

**J.P.Morgan**

A participant from our J.P Morgan - WDG Leadership and Management Training Programme



# WHO DARES GROUP LONG-TERM TRAINING & ENGAGEMENT PROGRAMME

## THE WDG D3L PROCESS

The Discover, Learn, Lead & Loopback Process (D3L) is WDG's signature training cycle, propelling individual, team, and leadership development within organisations.

This streamlined approach combines keynote talks, interactive workshops, peer reflections, and personalised coaching, enriched by continuous engagement for lasting growth. Starting with detailed Myers-Briggs and DISC assessments, D3L fosters self-awareness and enhances management and leadership skills, ensuring dynamic personal and professional advancement.



## KEY COMPONENTS OF OUR PROGRAMME INCLUDE:

### TAILORED FEEDBACK LOOP:

Focused on positive development, this loop aligns with the D3L cycle's ethos, fostering a culture of continuous improvement.

### STRATEGIC ENGAGEMENT:

In collaboration with client headquarters, we focus on refining strategic planning and execution over 12 or 24 months. Our workshops address crucial aspects such as streamlining collaboration, strategic tracking and accountability, and effective communication of strategies.

### ONGOING SUPPORT:

Follow-up sessions and accountability surveys are conducted to consolidate learning, tackle challenges, and maintain momentum towards achieving organisational goals.



**WHO DARES GROUP'S LONG-TERM TRAINING AND ENGAGEMENT PROGRAMME (THE WDG D3L PROCESS) IS NOT MERELY A SERIES OF WORKSHOPS; IT IS A TRANSFORMATIVE GROWTH JOURNEY.**

Each element of the programme is designed to ensure participants and their organisations align with core values of excellence and innovation, positioning them for sustained success and leadership in their industry.



# LOOKING FOR SOMETHING MORE FOR YOUR TEAM?

Have you ever wondered how the Special Forces bond, train, and action their missions to be the absolute best in their industry? The 'Who Dares Experience' is your ticket to discover first-hand what it takes, directly from the soldiers who've helped shape the history and reputation of the UK Special Forces Badge.

This exhilarating, adrenaline fuelled event is more than just a thrilling ride; it's a transformational journey. You'll immerse yourself in the high stakes world of the Special Forces, and in the process, you'll acquire life changing skills and strategies.

Not only will you learn the art of resilience, adaptability, and teamwork from the best, but you'll also take away unforgettable memories from this power packed and educational course. A truly once in a lifetime opportunity that promises to leave you inspired, empowered, and forever changed.

# THE WHO DARES EXPERIENCE



# THE MISSION

You will be guided by a crack team of former Special Forces Operators through a series of exhilarating and immersive missions that will incorporate:

- Survival Training
- Special Forces Guided Self-Defence and Situational Awareness Training
- Immersive Team Building Scenarios
- Intelligence Analysis and more...





## THE WHO DARES EXPERIENCE PACKAGE (CONTINUED)



Before the event, you will receive an exclusive briefing box, presenting the initial mission parameters and unique mission profile for your team's first task.

Throughout the experience, you will be briefed by a cadre of experienced Special Forces Operators who will guide you through a series of training evolutions.

These are designed to equip you with a variety of specialised and diverse skills needed to successfully accomplish your missions.

“ Who Dares Group's training was transformative for our Shark-Ninja EMEA C-Suite. The keynote and team-building exercises challenged and refined our strategic thinking and collaboration. Drawing from their Special Forces experience, the trainers delivered an engaging and 'hands on' session that has helped bring our team together and Leadership Principles to life. We left the training more united and equipped with practical strategies for effective leadership. Who Dares Group's unique, experiential approach is commendable, and I highly recommend them for any organisation looking to elevate team performance. ”

**JER LAU**, EMEA Chief of Staff  
Strategy & Transformation Lead, Shark Ninja.

**Shark** | NINJA



# WHO DARES GROUP - SUPPORT TEAM



**KAMRAN AKRAMI**  
**DIRECTOR OF OPERATIONS**

With a distinguished educational background from University College London and Sciences Po Paris and fluency in four languages, Kam spearheads operations at Who Dares Group.

His experience spans the corporate realm, having worked within an elite financial institution in the City, at TP ICAP, which complements his commitment to corporate excellence at WDG.

This commitment drives the company's growth and is augmented by his leadership development as an Officer in the British Reserve Infantry, bringing valuable insights to his role.



**JASMINE KNEALE**  
**CLIENT SERVICES MANAGER**

Jasmine leads client services at Who Dares Group, blending emotional intelligence with pragmatic solutions to elevate client relationships.

Her empathetic, diplomatic, and humorous approach fosters a positive work environment.

Jasmine's outstanding dedication to customer service was recognised with a global customer service award in 2019, highlighting her pivotal role in the team.



**CHRISTI HILL**  
**HEAD OF SPECIAL PROJECTS**

With 10 years as a Police Officer, Christi excels at Who Dares Group, leading special projects with a focus on public order and safety.

As an Accredited Public Order Public Safety Tactical Advisor and Instructor, she's adept at developing and executing comprehensive training in high-pressure scenarios.

Her expertise extends to advising on high-profile national events, from festivals and summits to royal engagements, and she's skilled in crisis management for emergency services.

Christi's comprehensive experience and dedication make her instrumental in mentoring and strategic planning at WDG.



**TOM UNGI**  
**STRATEGIC PARTNER**

With over two decades of finance leadership, and the former Head of Trading at Millennium Management LLC, Tom collaborates closely with Who Dares Group.

His expertise - with an MSc in Executive Coaching, along with specialised training in addiction and conflict resolution - brings invaluable strategic business insight and understanding of human behaviour to our innovative ventures.

Tom champions human connection and strategic foresight, significantly enhancing client growth and confidence. His ability to marry organisational dynamics with human needs elevates our collaborative projects, making this partnership not just functional but transformative.

# SOME OF OUR BROAD RANGE OF SPECIALISMS



Instructor "P" with his academic background as a former college lecturer holding a BSc and a PGCE, brings a unique educational perspective to Who Dares Group. His extensive 40-year journey in martial arts, complemented by multiple instructor certifications, allows him to offer a rich blend of practical and theoretical training. As a distinguished martial arts professional and military combatives instructor, "P" enhances the strategic thinking and adaptability of WDG course participants, weaving his academic insights into various training scenarios.



Instructor "S" holds an MSc in Performance Psychology (Distinction), and is a key instructor at Who Dares Group. With a unique blend of civilian aviation expertise and elite military training, he transitioned from a commercial helicopter pilot to serving in the Royal Marines and Special Forces. His vast tactical and strategic experience, combined with his advanced academic knowledge, reinforces WDG's commitment to delivering top-tier training in mental resilience, leadership, and peak performance.



Instructor "V" is an essential instructor at Who Dares Group, offering a unique female perspective on situational awareness and self-defence. Accredited by martial arts authorities Rick Faye and Ajarn Chai Sirisute, she provides practical, scenario-based training focused on women's self-defence. "V"'s methodology empowers women with essential skills for personal safety, blending theoretical knowledge with practical exercises.



Instructor "C" brings over two decades of military expertise to Who Dares Group, specialising in cyber security and international travel security. Collaborating with WDG and a leading cyber security firm, he provides strategies for cyber resilience and situational awareness to global corporations. "C" equips clients with skills to confront both cyber and physical threats, offering a holistic approach to security preparedness.



## WHAT WE OFFER

# GAIN THAT EXTRA EDGE

By partnering with WDG, your Team will gain that extra edge over your competitors that you cannot obtain within the workspace alone. We use our combined knowledge of over 50 years of teaching and experience within the UK Special Forces and Royal Marine Commandos units to facilitate this.



Source: Forbes

# +21%

### PROFIT

Connected teams demonstrate a 21% increase in profitability.

Source: BitAI

# 50%

### INTERACT

50% of positive changes in communication patterns in the workplace can be credited to social interaction outside the workplace.

Source: TeamStage

# 4.5X

### COMMUNICATE

Effective communication generates 4.5 times higher talent retention.

Source: Forbes

# 202%

### MOTIVATE

Motivated workers outperform those with low engagement by 202%.



## HOW MUCH COULD YOUR WORK ENVIRONMENT IMPROVE WITH A MORE COHESIVE TEAM?

Team cohesiveness does not come naturally to most people and must be fostered out of trust and interpersonal relationships among team members. This is where WDG can help, by applying our Special Forces training and mindset theory to corporate sectors.

Teams that feel 'united' are more likely to succeed when working on projects, and communicate and interact more effectively when performing tasks. It's important to focus not only on the goals the team needs to reach, but also on the relationships among team members that contribute to achieving those goals.

It is proven that team building activities help boost members' self-esteem and overall morale, encouraging them to build bonds with each other to support overall success.

## MISSION

Our mission is to 'Build Better Humans' through 'genuine' military style training, mental resilience coaching, and leadership direction. No matter someone's background, the core Special Forces values can be transitioned and instilled into anyone.

## ETHOS

With an indomitable mindset, we endeavour to always impart our knowledge in a challenging, dynamic, yet enjoyable way. We pride our brand and work ethic on the unrelenting pursuit of excellence.

We help to push the boundaries with carefully applied pressure and guidance, allowing teams to develop the skills to gain the edge over their competition, in a classless environment.

## OUR VALUES

We believe the military values of integrity, unselfishness, and the unrelenting pursuit of excellence can be applied at all levels, to improve operational efficiency of any team.

We believe limits only exist in the mind. Master the art of mental resilience, and you can accomplish anything. We believe great individuals are shaped by their experiences.

We don't settle for anything less than excellence, we have the humility to admit when we're wrong and to adapt and overcome.

# DO YOU DARE?

ENQUIRE NOW

WHO DARES GROUP

Email: [info@whodaresgroup.co.uk](mailto:info@whodaresgroup.co.uk)

[www.whodaresgroup.co.uk](http://www.whodaresgroup.co.uk)