

August Adventure

2025





Welcome to August Adventure

August Adventure is an expedition into the very fabric of Implement. A voyage into the core of what makes us who we are. An exploration of what defines us and what should define us in the future.

This year, we invite you to embrace the spirit of resilience. In our rapidly changing world, being resilient is more crucial than ever. As trusted advisors and individuals, we must be ready to tackle new challenges and create solutions that can stand the test of time and get back up when we fall.

Over the course of 3.5 days, we will immerse ourselves in nature's raw splendour. This isn't just an adventure; it's a profound exploration of resilience – both within ourselves, our colleagues, and our organisation.

Join us for the August Adventure as we embrace the elements, learn from nature, and return stronger and more united than ever before.



Resilience

/rɪ'zɪl.jəns/

*The ability to withstand, quickly recover,
and learn from crisis and adversity.*

In today's complex and uncertain business environment,
building resilience is more crucial than ever.

Climate change, geopolitical tensions, and political shifts pose
significant challenges that require adaptive strategies for all of us.

Translated to an organisational context, resilient organisations are
able to maintain or restore their structure and function under extreme
pressure as they absorb the disruption. That requires flexible processes
and a mindset that views challenges as opportunities for growth.

This is not far from how we'd like to think about ourselves at Implement.
We are driven by our culture, and it's embedded in our DNA that we
thrive in an ever-changing environment in the search for impact. Yet,
we still have much to learn, and we still need to stay curious and seize
opportunities for development. Especially when working in a constantly
tense, adverse, and challenging business environment.

That's why we invite you to experience the magic of resilience
during this year's August Adventure.

Through shared experiences and reflective moments, we will uncover
strategies to bolster our individual and collective resilience.

An adventure designed by you *and* your colleagues

This year, you have the unique opportunity to design your own adventure.

For some, this journey will be about physical challenges, pushing the limits of endurance. For others, it will involve mental feats, expanding the boundaries of what's possible. And for others still, it will be a creative awakening, discovering new ways of thinking and problem-solving.

You need to make two key choices:

1. The type of adventure
2. The aspect of resilience you wish to focus on

Additionally, you can specify your activity level and your preferred type of accommodation.

Based on these four selections, we will craft a tailored experience for you and a group of like-minded colleagues.





CHOICE 1:

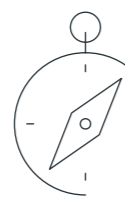
Which type of adventure?

Whether you crave the thrill of the unknown, seek a balanced mix of planned and spontaneous activities, or prefer the comfort of a well-structured itinerary, we have the perfect adventure tailored just for you and like-minded colleagues.



Confident pathfinder

You prefer a well-structured and detailed itinerary. You feel more comfortable knowing the specifics of your trip in advance, including schedules, destinations, and activities. This category will ensure you have a smooth and enjoyable experience without too many unexpected happenings.



Dynamic traveller

You enjoy a mix of both planned and unplanned experiences. You appreciate having a general outline of what to expect but are also open to unexpected opportunities and changes in the itinerary. You value a balance between structure and spontaneity.



Explorer of the unknown

You are curious about the unknown and have a desire to explore spontaneity and uncertainty. You're excited by the idea of discovering new places and experiences without a detailed plan. You're curious about unpredictability and not knowing what comes next.

CHOICE 2:

Which type of resilience?

The choice is yours. Each type of resilience offers valuable insights and growth opportunities. As you explore the three dimensions to varying degrees, remember that resilience is a dynamic trait that can be nurtured and developed through mindful experimentation and self-discovery. Challenge yourself and turn up the volume in the area you feel most curious about.



Physical resilience

Physical resilience refers to the body's ability to withstand and recover from physical stressors and challenges. It encompasses endurance, strength, flexibility, and overall physical health. Please note: You don't have to be a super-athlete to explore your physical resilience.



Mental resilience

Mental resilience is the capacity to cope with and adapt to mental stress, challenges, and adversity. It involves cognitive flexibility, problem-solving skills, and the ability to stay focused and calm under pressure.



Emotional resilience

Emotional resilience is the ability to manage and bounce back from emotional stress, trauma, and adversity. It involves emotional regulation, self-awareness, and the ability to build and maintain strong interpersonal relationships.



Q&A

Q: Where are we going?

A: The destination will be announced at the Friday meeting in May. Until then, feel free to dream.

Q: Can I go there on my own?

A: No. We'll kick off August Adventure together in Copenhagen on Sunday, 3 August at 3:00 PM.

Q: Will Implement book transport for offices outside Hellerup?

A: Yes. For local offices outside Hellerup and Malmö, we will book your transportation to Copenhagen and back home.

Q: Can I go home early?

A: No. You need to be present and give your energy for the totality of the 3.5 days. You can't only join parts of the adventure.

Q: When can I expect to be back?

A: You can expect to be back at your home destination late in the evening on 6 August.

Q: What do I need to bring?

A: This depends on your choice of adventure. We will send you a packing list by mid-June.

Q: Do we need sleeping mats or similar?

A: If you need special equipment such as a sleeping mat, we'll add it to your packing list.

Q: Will I be able to sleep in privacy?

A: Most likely not. Most accommodation will be in double or triple rooms, depending on your choice of adventure.

Q: Should I bring my laptop?

A: No. We want you to lean in fully during these days. You'll probably have poor reception anyway.

Q: What is the terrain like?

A: It depends on your choice of adventure. Bringing hiking shoes is always a good idea.

Q: What if I'm not able to hike, am pregnant, or in other ways physically limited?

A: Choose the fitness level that's right for you. We will take good care of you and design an amazing experience anyway.

Q: Is there a dress code?

A: August Adventure is not about what you wear but what you bring. Come as you are; most people wear sportswear, shorts, and t-shirts. If specific clothes are needed for your adventure, you can find it in your packing list.



The adventure awaits!