



SELF-RELIANT LEADERSHIP™ CRUCIBLE®

“Effective, self-reliant leaders know the wisdom of seeking solitude and slowing down when they want to speed up results.” —Jan Rutherford

Canyon Crucible® -
Dominguez Canyon, CO –
May 12-15, 2022

Alpine Crucible® - Ouray,
CO – July 21-24, 2022

CRU•CI•BLE NOUN

A difficult test or challenge; a place or situation that forces people to change or make difficult decisions.

The Self Reliant Leadership Crucible is an executive and military veteran program for leaders who are Selfless, Adventurous, and possess Heroic Aspirations.



Self-Reliant Leadership Crucible expeditions foster the exchange of new ideas and provide a powerful opportunity for senior leaders to hone their leadership skills. The focus is on facing adversity with resiliency, resourcefulness, clear communication, and more effective decision-making.

The program includes:

- Team-coaching sessions before and after the expedition.
- Fee includes sponsorship of a military veteran in support of a successful transition to the business world.



Your Guides:



Jan Rutherford spent six years in Special Forces as a medic and “A” team executive officer, and three years as a military intelligence officer. He has over 25 years of executive business experience, is a keynote speaker, facilitator, coach, podcast co-host, university instructor, and author of *“The Littlest Green Beret: On Self-Reliant Leadership.”* Our strategic partner is **Skyward Mountaineering** - a world-renowned guide service who are also Ambassadors for the Patagonia company.

Participant Requirements

Inclusion in a Self-Reliant Leadership Crucible expedition is by application, referral or invitation. Prospective participants must be high achievers who, despite their proven track record of success, are prepared to work with dynamic and inspiring peers to push their physical and mental limits and change the trajectory of their life, both personally and professionally.

Learning Outcomes

- Hone Your Leadership Edge
- Resiliency & Resourcefulness
- Critical Decision Making and Clear Communication
- Powerful, challenging experiences reinforce learning and foster the exchange of new ideas with extraordinary peers.

“There are a lot of ways to develop the next generation of high potential leaders, but the Self-Reliant Leadership Crucible® is 100% proven. Your leaders will be forever changed to the benefit of their teams and your entire organization.”
— Rear Admiral Kerry Metz, Retired U.S. Navy SEAL

Simply put, you will not be the same leader on the other side as when you arrive.

Past Participants have come from the following organizations:

Western Union | Google | Amazon | Miller Coors | Aventis
Medtronic | Baker Hughes | Intel | Nike | Microsoft
JP Morgan Chase | LinkedIn

“I’ve done other leadership courses at Oxford and Harvard, but neither are as profound as the Crucible® experience.”
— Tristan Van Der Vijver, Global Head of Compliance at Western Union Business Solutions

For more information and to see documentaries, go to <http://selfreliantleadership.com/expeditions/>
Apply at info@selfreliantleadership.com.

I recently returned from spending four amazing days on a life-changing expedition with a bunch of Green Berets in the extreme backcountry of Moab, Utah. The Crucible brings together corporate leaders and military veterans transitioning to the civilian workforce. The idea is that whether your background is in business or the military, you will come away having gained valuable new perspectives, including insight into how we "show up" as leaders under circumstances of extreme adversity. Western Union (WU) has been a key sponsor of the program over the last couple of years because we support veteran hiring, and value the integrity, leadership and teamwork skills veterans bring to the table. – **Jacqueline Molnar, Chief Compliance Officer, Western Union**

I have been on two Crucibles with Jan, including the Patagonia trip. Jan makes you think, he makes you see things differently, and most important, he helps you see your real strengths. Jan likes to say real leaders have heroic aspirations and when you work with him, you believe that you can. – **Kevin Glynn, CIO, DSC Logistics**

Jan Rutherford and his team pair transitioning military members to senior business leaders in an open environment, helping them realize they already possess the skills necessary to tackle today's business challenges: leadership, teamwork, critical problem solving skills, resourcefulness, resilience, and a high adversity quotient. I couldn't have asked for a better opportunity to help me understand how my last year at Amazon and my previous eight in the Coast Guard related to one another and what improvements could be made in my ability to help lead and be a part of successful teams in the future. – **Maggie Ward, Program Manager, Amazon and Coast Guard Veteran**

My expectations were well exceeded. The diversity both from a gender and background was significant, but we acted as one team. The crucible puts you in situations you may not be familiar with and with some physical challenges most people would not face in the business world. You have to think on your feet, and overcome fears for the betterment of the team. I would highly recommend the crucible for any leader; experience does not matter as I guarantee you will learn something about yourself, and gain significant insight from the other participants. An awesome experience! – **Bruce Guest, Market President, Colorado Business Bank**

I joined one of the Crucible expeditions to support veterans' transition into the civilian sector, and I was totally blown away. It was intimate, painful, and empowering. Jan organized, planned, and executed an experience that will forever change my life. He surrounds himself with amazing people with whom you want to connect. – **Kimberly Jung, Founder, Rumi Spice, Army Veteran**

One of the cornerstones of success for this mission execution was the constant teamwork from our group that seemed to grow immediately after we met, through all the daily challenges, until the end of the Crucible. The bond between this team crystallized through our in-depth discussions centering on what the key ingredients are to a successful team. We walked out of that desert in Moab armed with new tools and new knowledge that will enrich our respective teams and, as an extension of that, enrich the organizations to which we belong. – **Bridget Abraham & Scott Swantner, Executives at Western Union**

I found the experience truly exceptional. I was impressed with Jan's ability to bring together such a diverse group of individuals, quickly form a team, and create the conditions that allowed everyone to walk away with meaningful insights and personal growth. Jan put the team in a challenging Alaskan environment, which created the conditions for each of us to walk away with learning, personal growth, and an understanding of the leadership challenges and approaches that are unique to and common among the private sector and the military. – **Bill Media, Retired Army Green Beret Colonel**

The camaraderie and friendships I gained from the crucible are strong and enduring. I'm grateful for Jan's willingness to teach and mentor our cohort and for putting together such an interesting and challenging adventure. – **Joe Schafer, Software Engineer at Google, Army Veteran**

Jan is a transformative leader. I participated in two of his Crucible expeditions and came away changed both times. I thought the first experience could not be repeated but it was, through his incredible coaching and leadership skills. – **Zack Baddorf, Journalist & Filmmaker, Navy Veteran**



Jan's guidance through activity and conversation during the event solidified my foundational belief of what a true leader is and does and how great teams operate. I recommend the Crucible to any transitioning service member, veteran, and leader. You won't be disappointed! – **Ashley Browne, District Manager, Aramark, Army Veteran**

In exploring the glacial and mountainous terrain, we regularly encountered surprises and wonders, which reminded us of the ideas and innovations of our colleagues. On the last night of the expedition, we experienced sunset at the top of Mt. McGinnis and participated in a powerful group exercise that we will bring back to our teams. We were all grateful to have had this extraordinary opportunity to reflect on our lives and our priorities, and to carry the experience forward. – **Chris Dieckmann, Eric Dieffenbach, Jody Myers, and Tristan van der Vijver, Executives at Western Union**

Attending Jan's Leadership Crucible Expedition is, hands-down, the best leadership experience I have ever completed. The expedition is one of the most rewarding experiences on so many levels. I am forever enriched by the new friends I've gained through this profoundly unique experience. There are very few people who have earned my highest respect in both business and life. Jan is one of the best. – **Jim Vaselopulos, Founder, CEO, President, CIO/CTO, Sr. Executive, Entrepreneur, Board Member**

This was a great event that directly impacted my life during a crucial time of transition from the military. I was able to meet and learn from true professionals while expanding my personal network. This world-class event was second to none and receives my highest recommendation to retiring veterans and Special Operations soldiers. – **Chuck Shannon, Director of Operations for SOF at AELIUS Exploitation Technologies, LLC, Army Veteran**

The Crucible reminds us of what it was that made us successful, but does so in a much more powerful way... by removing the comfort of the familiar. The Self-Reliant Leadership Crucible helps us find the courage to step away from the familiar and lead people to achieve extraordinary ends that we would otherwise not realize through simply continuing down the path that we have always known. – **Mike Petschel, Country Manager, Molson Coors, Army Veteran**

The Crucible is the creation of Jan Rutherford, a tenacious, veteran entrepreneur and Founder of Self Reliant Leadership, LLC. Over the past two years, I have experienced the Crucible's maturity into the ultimate leadership growth experiences. Participants in the Crucible not only test themselves physically but gain personal insight from spending time alone as well as discussing cutting-edge leadership thought with high performing peers. The number of veterans that benefit directly and indirectly from your mentorship continues to multiply exponentially! – **Chris Schmitt, Entrepreneur, Army Veteran**

This expedition paired veterans and executives on an equal plain, allowing us to increase our self-awareness and invest in our development in order to be more effective in leadership and life so that we can each fulfill the promise of our talents. I left some blood and sweat on that mountain, but I took home so much more – including new insights and an amazingly supportive network who will undoubtedly continue to lift each other up like we did on the side of Aneroid Mountain. – **Jacque Jordan, Senior Consultant, Army Veteran**

At first, I thought they were just being humble when they said, "It is all about the other people on this trip – they are the ones you will learn from." However, I soon saw that the weekend was less a traditional leadership seminar and more a carefully guided team experience, one ultimately defined by our own actions. The conversations shared along the trail, while making dinner, or during breaks were rich in content and genuine in nature. *Everyone* on this trip wanted to share – and most importantly – they wanted to learn. – **Michael Meehan, Business Analyst, Perpetual Motion, Army Veteran**