



# EL CAMINO LEADER

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EL CAMINO ARETÉ

**EMPOWERMENT AND OVERCOMING ON  
THE WAY OF SAINT JAMES**

May the path help you to look at the present you are building  
and the future you are dreaming of



# THE WAY



Every year more than 300,000 pilgrims from all over the world walk different paths to advance towards Santiago de Compostela. The reasons that drive these people to begin this adventure are very varied, but all of them are eager to prove themselves capable of making an extraordinary effort to reach the goal. And, as the people who have already done it know, the goal is not at the end: "The same Way is the true goal...". For this reason, many of them repeat over and over again this same path in search of a constant personal improvement.

The program that we offer intends to take this personal improvement and overcoming also to the professional level: Following some sections of the old path of enlightenment, during one week we will also travel a path that will serve us for discovery and personal improvement.

Walking through beautiful forests of oaks, firs, eucalyptus, chestnuts, walnuts, figs and some palms. We will relax our minds seeing cows' farms, flocks of sheep, horses, almost tiny villages, isolated houses, small villages, impossible scrolls, big rivers,... We will cross old stone bridges, visit chapels that have been open on the road for hundreds of years, and rest in inns attended by people who will welcome us with warm kindness

Along perfectly signposted paths, we will sometimes walk in solitude, with hours and kilometres ahead for personal reflection. On other occasions, we will join other pilgrims who are surely eager to share with us, without prejudice of any kind, their concerns, experiences and experiences.

With the help of experts in personal and professional development methodologies, all this will help us to focus and clarify our deepest concerns and will help us in the transformation and improvement we seek with this experience.

# THE WAY



## Theme

### Lead

The leader is born or made

### Listen

I before the role, internal leadership precedes external leadership

### Adapt

Treat others as they want to be treated

### Develop

Growing and developing my team

### Empower

Identify and expand talent

### Acknowledge

Motivate with meaning

## Itinerary

Roncesvalles

Zubiri

21 Km

Pamplona

20 Km

Puente la Reina

24 Km

Estella

22 Km

Los arcos

21 Km

Viana

19 Km



## LEAD



RONCESVALLES  
ZUBIRI

21km

### **The leader is born or made**

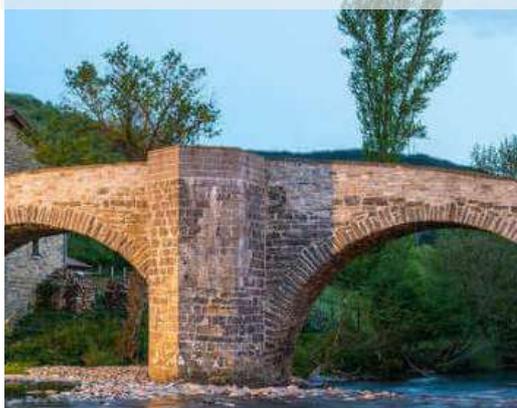
*"A leader takes people where they would never have gone alone"*

Hans Finzel

#### **Stage Description**

The first stage, "The leader is born or made", we will reflect, from the hand of prestigious authors such as Daniel Goleman, Stephen Covey or Peter Senge, on the new models of organization that are emerging, the so-called "intelligent organizations" and the differences between chief-management-leader.

## LISTEN



ZUBIRI  
PAMPLONA

20km

### **I before the role, internal leadership precedes external leadership**

*"When you speak, you only repeat what you already know, but when you listen you might learn something new"*

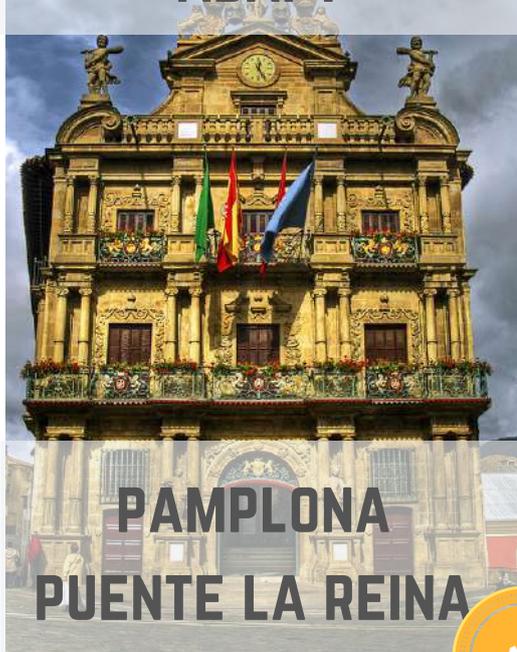
Dalai Lama

#### **Stage Description**

In the second stage, "I before the role, the internal leadership precedes the external leadership", we will develop various dynamics that through awareness and self-observation allow us to connect with our style of self-leadership and leadership towards others. In addition, we will put into practice tools to develop active listening and attention to non-verbal language.



## ADAPT



PAMPLONA  
PUENTE LA REINA

24km

### **Treat others as they want to be treated**

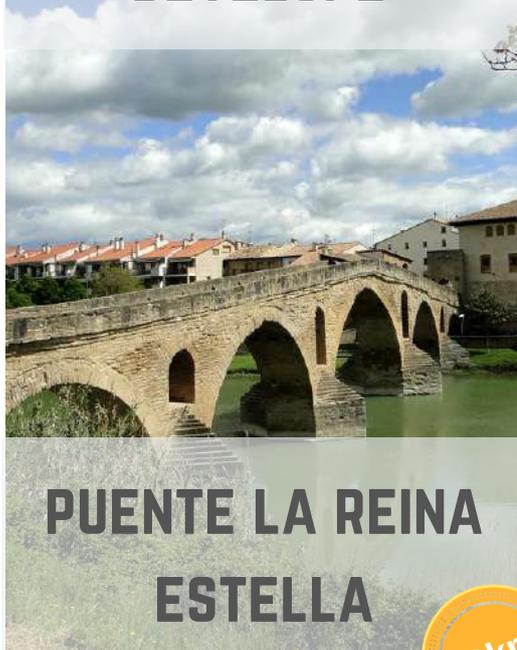
*"Try to understand before you are understood"*

Stephen Covey

#### **Stage Description**

In the third stage, "Treat others as they want to be treated", we will learn to identify, through Carl Gustav Jung's chromatic energy model, people's different styles and preferences in order to adapt the form and content of our conversations and achieve more effective communication.

## DEVELOPE



PUENTE LA REINA  
ESTELLA

22km

### **Growing and developing my team**

*"Giving people self-confidence is by far the most important thing I can do. Because then they will act"*

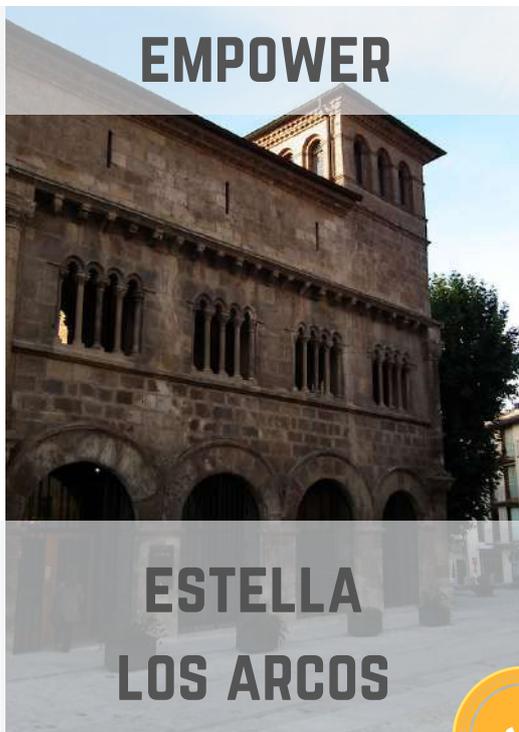
Jack Welch

#### **Stage Description**

In the fourth stage, "Growing and developing my team", we will work on coaching tools (GROW methodology, feedback, laser questions, ...) that allow us to enhance and manage the skills of our team from the generation of creative and innovative work environments.



## EMPOWER



ESTELLA  
LOS ARCOS

21km

### Identify and expand talent

*“Don’t tell people how to do things, tell them what to do and let them surprise you with their results”*

George S. Patton

### Stage Description

In the fifth stage, “Identify and expand talent”, we will focus on developing skills that allow us to identify, extract and empower talent, that which makes them unique and special, from the people we lead and how to involve them in their own development.

## ACKNOWLEDGE



LOS ARCOS  
VIANA

19km

### Motivate with meaning

*“Teamwork is the ability to work together towards a common vision. The ability to direct individual achievements towards the objectives of the organisation”*

Andrew Carnegie

### Stage Description

In the last stage, motivate with meaning, we will make a tour of the internalized knowledge from the previous stages and we will focus on identifying the types of recognitions that we can activate with our team focusing the attention on the person and their needs.



## PROGRAM

The learning program is developed in 6 consecutive days as a real experience where the people who participate are the protagonists. Each day we work and progress on a specific issue. For this, individual and joint reflection exercises are carried out, alternatives are visualized and analyzed, introspection is invited, mindfulness, silence,.... We work on NLP techniques, individual and group coaching, coaching for values, etc...



Accompanying the exercises, each of these days it is necessary to walk some kilometers, at an average speed of 4.5 km per hour. We will start at 8,30-9 h and finish at 16-17 h. Every two-three hours there is a stop to rest and recharge.

Some of these exercises are also carried out in the afternoon, after arriving at the destination.



## FACILITATOR TEAM

The whole programme is directed by one or two expert professionals, with accredited training and years of experience in methodologies that accompany personal and professional development (coaching, psychodrama, NLP, mindfulness,...).



## GUIDE

We will be accompanied by an expert guide to inform us about the route and a support vehicle to help us in any incidents. This vehicle will take the suitcases, will serve us lunch on the same Way and may even save us a few kilometers, if necessary.

## PHYSICAL CONDITIONS

It is not necessary a special physical preparation, although logically it is necessary to be accustomed to this type of continuous exercise. Yes, it is advisable to have minimally used footwear and appropriate clothing. For more information check our website.

Every day, on arrival at the destination, a person, a professional of Medicine or Nursing will be available to attend to any health need.

## INSURANCE

We will also have travel assistance insurance to cover any need arising from an accident or health problem.





## GROUP

In order for each participant to be able to achieve the desired objectives, the group is made up of a maximum of 16 people

## LODGING AND MEALS

Accommodation is in single or double occupancy, according to wishes and availability, and in charming rural establishments or in 3-4 star hotels, also according to availability at the destination. The group has breakfast and dinner together in the accommodation or in a good restaurant in the area. A small snack is served at noon on the same route and is served by the support vehicle.

## LANGUAGE

The program is taught in Spanish, English, French, depending on the composition of the group.

## CREDENCIAL

Those pilgrims who want to complete the Camino later will be able to acquire their credential in Roncesvalles and stamp it daily.



**WOULD YOU LIKE MORE  
INFORMATION?  
WE WILL BE DELIGHTED TO HEAR FROM  
YOU**

"Your gaze will become clear only when  
you can see into your heart. He who  
looks out, dreams; he who looks in,  
awakens"  
Carl Jung

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