



# THE NEXT WAVE

IMMERSIVE LEARNING SIMULATION

**MARK**MATHEWS

# MARKMATHEWS

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MARK MATHEWS

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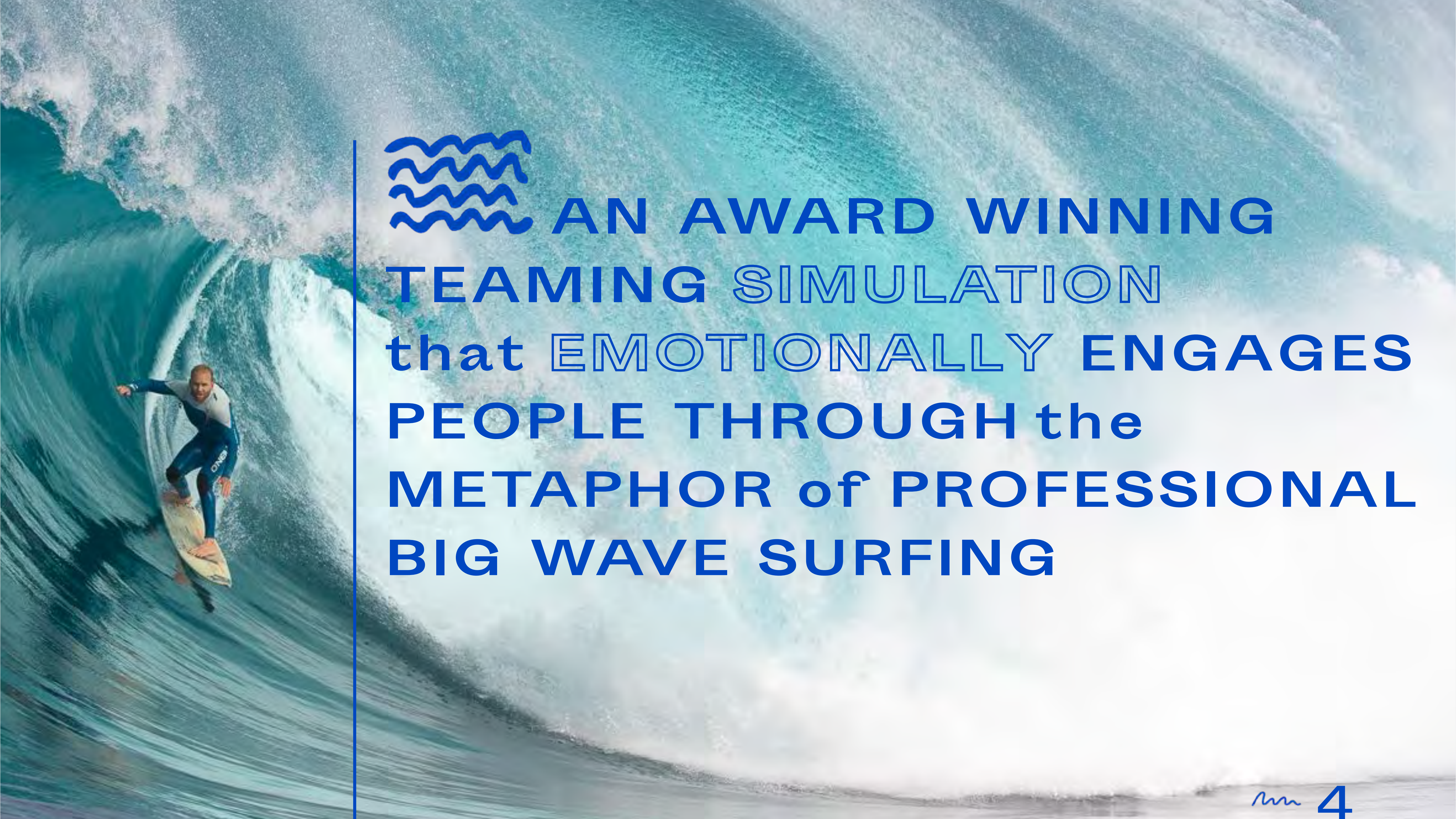
SIMULATION STAGES

12



One of the best corporate team sessions we've done. So much creativity and thought, tied in with lots of inspiration. Great formula.

Vicki Taylor  
**Marketing, Commercial Sector. AWS**



**AN AWARD WINNING  
TEAMING SIMULATION  
that EMOTIONALLY ENGAGES  
PEOPLE THROUGH the  
METAPHOR of PROFESSIONAL  
BIG WAVE SURFING**



# WHAT IS THE NEXT WAVE

The Next Wave is a video-based “*choose-your-own-adventure*” teaming session that follows the exciting career of professional big-wave Surfer, Mark Mathews and his team.



## What is the Next Wave?

The audience is grouped into professional surf teams, including the roles of **photographer**, **swell forecaster**, **water safety crew**, **manager**, **publicist** and **surfer**.

You'll be transported out into the ocean (virtually) where you will face a series of exciting scenarios, have to make difficult decisions, and either reap the rewards or face the consequences of those decisions.



## VIRTUAL OR FACE TO FACE

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We can deliver this using the **video conferencing** solution of your choice or get everyone together in an **office, conference centre**, or a **venue** overlooking the sea. The choice is yours.



## AUDIENCE SIZE

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The Next Wave can be customised to accommodate **all-sized audiences** from smaller off-sites to large-scale sales kickoffs.



## TIMING OPTIONS

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Split across multiple stages The Next Wave can be delivered in anywhere from a **90min** session to a **full-day** program or anything in-between.

# HOW IT WORKS

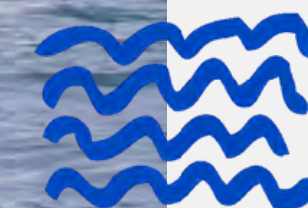


After a brief immersion into the business of Big Wave Surfing, you and your team will take the reins of Mark's career

You'll be faced with a series of **real-life scenarios** from Mark's career. Each scenario will leave you with two options. As a team, you will make your decision, watch the outcomes, and then get your results.

Scores are based on marketing value, sponsorship satisfaction, and how well you function as a team.

In the ocean, you must stay hypersensitive to change, continually re-assessing conditions and refocusing goals and strategies. This creates a great environment to explore team dynamics, leadership, communication and the values that underpin your company's success.



01

### FORM TEAMS



03

### MAKE DECISION

<p>OPTION 1</p> <p><b>Virtual Reality</b></p> <ul style="list-style-type: none"><li>• Possibly biggest innovation</li><li>• On brand</li><li>• Wave forecast uncertain</li></ul>	<p>OPTION 2</p> <p><b>China</b></p> <ul style="list-style-type: none"><li>• Untapped market</li><li>• Sponsors satisfaction</li><li>• Not big wave focused</li></ul>
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02

### WATCH SCENARIO



04

### GET RESULTS

<p>Your Scorecard</p> <p>SOCIAL MEDIA</p> <p>9/10</p>	<p>Option 11</p> <p>SPONSOR SATISFACTION</p> <p>6/10</p>
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[LEARN MORE](#)

# MARK MATHIEWS

As a highly sought after international speaker Mathews' surfer chill vibe and magnetic charisma, has graced the stages of leading companies world wide. From Google, Sony, Intel to MasterCard, he instantly captures audiences with his epic tales and spectacular surf footage.

Through his career as a professional 'Big Wave' surfer and Red Bull Athlete, he has become obsessed with the relationship between personal growth, high performance and fulfillment.

He has deconstructed, fine-tuned, and personalised emotion and resilience techniques to successfully strengthen ones mindset and sustain long term performance.



FORECAST  
STRATEGY  
PREPARE  
EXECUTE



REAL  
DECISIONS

REAL  
CONSEQUENCES





STAGE  
01

## INTRODUCTION: FEAR VS MEANING

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This inspiring opening keynote will introduce the audience to the sport of profession big wave surfing and how Mark went from a 10 year old boy terrified of the ocean to becoming one of the worlds best big wave surfers.

Infused into these stories are a series of personal insights and the some of the latest Neuroscience research into the relationships between fear, motivation and individual high performance.

**Insights:** How detailed life plans and goal setting help the brain to produce positive emotion and enhance our capacity to deal with stress and sustain performance.



STAGE  
02

## THE NEXT WAVE: TEAM SET UP

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High impact video's dive deeper into the business of Big Wave Surfing and what it will take for Mark and his team to be successful.

Once roles are set, goals defined and decision making frameworks are in place, participants will move into stage 3 where they will be faced with an introductory decision to help show how the game will be played and scored.

**Insights:** Leadership, decision making frameworks, Virtual teams and Value structures.



STAGE  
03

## DECISION ONE: THE IMPACT ZONE

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Mark and his team are surfing huge waves off the remote coast of South Western Australia as part of a Red Bull Production. Things don't go according to plan and Mark wipes out. Mark is trapped in the "impact zone" And a split second decision has to be made by the water safety crew.

1. Attempt a dangerous rescue
- 2 Stand by and wait for more time

**Discussion topics:** What does the impact zone look like in your industry/ lives and what is the best course of action for preparing for, dealing with, and over coming these times of high stress.



STAGE  
04

### DECISION 3 // NEW MARKETS VS NEW TECHNOLOGY

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The first set of scenarios and decision points explore opportunities surfing the Red Dragon, a tidal bore in Guangzhou China. Attending a surf festival on Hainan Island, China. And chasing the latest Virtual Reality surf media technology in Australia.

**Discussion Topics:** First to market opportunities, adopting new technology and managing personal brand vs client needs.



STAGE  
05

### DECISION 4 // NEW MARKETS VS NEW TECHNOLOGY PART 2

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Coming into the end of the Australian big wave season it is crucial for teams to maximise exposure in the few remaining big swells.

Teams will face added pressure managing the needs of their existing sponsors Red Bull and surf giant O'neill.

They will also have to navigate the ultra competitive environment of the big wave 'Line Up' as surf teams compete directly for the best waves of the session.

**Discussion Topics:** Dealing with competition and failure. Depersonalising important feed back.



STAGE  
06

### STAGE 6 : DECISION 5 // THE NIGHT SHOOT VS HAWAII

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A final opportunity to capture footage surfing at one of the worlds most dangerous waves in the middle of the night coincides with the first big swell of the northern hemisphere winter that is set to hit the island of Maui in Hawaii.

If successful the media surrounding the Night Shoot will help launch Mark and his teams new documentary Fighting Fear. But committing to it will mean he misses the opportunity to qualify for "The Eddie" the most prestigious big wave surfing event in the world and a life long personal goal of Mark's.

**Discussion topics:** Personal goals vs Team goals. Managing competing priorities. FOMO and the science of Mindfulness



## STAGE 07

### STAGE 7 : DECISION 6 // THE NIGHT SHOOT VS HAWAII 2

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Teams are faced with a final set of decisions based on whether they chose to commit to the night shoot or head to hawaii.

Swell forecasting and managing physical and mental health will play important roles in navigating these final tests.

At the end of this stage the scores will be tallied and the winners announced.

**Insights:** Managing physical energy and avoiding burnout. How to deal with mistakes made by your team.



## STAGE 08

### STAGE 8 : CLOSING KEYNOTE // GRATITUDE HEALS

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With this closing keynote Mark will take the group through a recent story of adversity he has faced since the final scenarios of The Next Wave Simulation where produced.

In October 2016 Mark suffered a horrific wipe out while surfing on the south coast of NSW in Australia. He was smashed into a reef which resulted in him almost losing his leg and being told by doctors that he would never surf again and that his professional surfing career was over.

But through sheer grit, determination over a 3 year period, Mark is (as of September this year) back surfing big waves and has just resigned a 2 year deal with his long time sponsor Red Bull.

**Insights:** Science of Gratitude



S U  
R F



The session was a fantastically engaging and fun way to connect the team and build a sense of common purpose. Mark was able to bring people from different functions and locations together as working groups.

The simulations took the team out of their comfort zone in a very relaxed and informal way. Informative, thought-provoking and a lot of fun. A highly recommended way of engaging people using a simulation that is not business-specific but very relevant and applicable to any team environment

David Rajkovic  
**COMMVAULT Vice President, Australia & NZ**

MARK MATHEWS

CATCH  
THE NEXT  
WAVE.

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