



# Friluftsliv: From the Gapahuk to the Office

*A Leadership Retreat Rooted in Nature, Connection, and Consciousness*

**Discover a New Way to Work, Lead, and Live**

Imagine stepping away from the noise of deadlines, boardrooms, and bottom lines—and into the stillness of Norwegian forests. Imagine breathing deeply, hearing your thoughts clearly, and seeing leadership not as a race, but as a sacred opportunity to serve, shelter, and elevate.

This retreat is an invitation to experience *Friluftsliv*—a Norwegian concept meaning “open-air life”—and to reimagine leadership through the lens of nature, community, and trust. Hosted in Norway, the experience blends outdoor excursions, meaningful dialogues, and cultural immersion with a singular goal: to awaken in participants a deeper faith in themselves, in others, and in life’s unfolding path.

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## The Metaphor of the Gapahuk

In Norway, children play and learn in *gapahuks*—open-air shelters that offer protection while keeping them connected to the world around them. These structures are not fortresses. They are invitations to be present, permeable, and open to growth.

We extend this metaphor to leadership.

Leaders are called to build emotional and cultural *gapahuks*—spaces that protect their teams while maintaining connection to purpose, humanity, and the living world. This retreat helps participants reflect on the environments they create and the kind of presence they bring to those they lead.

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# What You'll Experience

- **Immersive Nature-Based Retreat:**  
Reconnect with the natural world through guided hikes, reflection time, and slow living practices in serene Norwegian settings.
  - **Dialogue with Norwegian Business Leaders:**  
Learn from executives who lead with humility, inclusion, and intentional trust—core features of Scandinavian organizational culture.
  - **Workshops on Conscious Leadership:**  
Explore the parallels between Norwegian concepts like *hygge* and modern leadership values—psychological safety, vulnerability, and distributed authority.
  - **Visioning Your Gapahuk:**  
Design your own metaphorical shelter—what kind of space do you hold for others? What kind of climate do you cultivate in your workplace?
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## Why Now? Why You?

The American corporate system has taken a toll.

- **55%** of U.S. CEOs reported mental health struggles last year—a 24-point jump over 2023.
- **52%** admit their company's culture is toxic.
- Toxic workplaces contribute to over **120,000 U.S. deaths annually**.

There is another way.

Robert Rasmussen—an American executive and founder of Agile Six—lived and worked in Norway for over a decade. He built a life and career that integrated Scandinavian values of solidarity, warmth, and mutual trust. Agile Six has grown to 100+ employees, serves multiple U.S. federal agencies, and is recognized for its human-centered, innovative culture.

Now, Robert is sharing the gifts of that intercultural journey with others.

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## A Personal Invitation

If you're tired of the rat race...

If you're searching for greater meaning, connection, and calm in your leadership...

If you want to build something warmer and more human...

Then come. Step into the heart of *hygge*.

Let Norwegian air clear your mind.

**Join us for three days of transformation.**

You'll return with more than inspiration. You'll return with a new way to live.

