

## **FOR IMMEDIATE RELEASE**

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### **YOL Announces New Mindfulness-Based Leadership Initiatives at Wisdom 2.0** *Partnership with shinebright extends YOL's experiential platform with onsite mindfulness training*

**SAN FRANCISCO, February 20, 2017** – YOL, a leading experiential learning company that combines wellness programming with service engagement, today announced the launch of YOL Embedded Experiences, a new set of blended onsite and offsite mindfulness-based leadership programs. The offerings further extend YOL's platform of corporate programs designed to engage, nourish and ignite innovative leaders and teams across the globe.

“Leadership training doesn't just happen in a classroom or simulated digital environment, and it isn't confined to ‘on the job’ training anymore,” said David Cherner, CEO of YOL. “Through our partnership with shinebright, we are excited to extend and apply the unique experiential programming of our leadership intensives into the workplace for even greater impact.”

YOL Embedded Experiences combine the best of both worlds: Immersive offsite experiences with experiential onsite mindfulness training to deepen the learning and better prepare leaders to respond effectively to today's adaptive challenges.

“Offsite leadership experiences can be breakthrough, but often miss a connective opportunity to extend and apply the learning in the workplace,” says David Perls, Founder of shinebright. “This unique partnership with YOL allows us to develop follow-on mindfulness programs customized with practical applications to enhance workplace performance and ensure sustained impact for individuals and their teams.”

YOL Embedded Experiences typically include 10 weeks of mindfulness training either before or after an immersive YOL offsite. The curriculum is customized to meet the unique needs of the organization, offering workplace applications to enhance individual and organizational performance, resilience and creativity. For more information: [yoltrips.com/onepage/corporate-programs/yol-embedded-experiences/](http://yoltrips.com/onepage/corporate-programs/yol-embedded-experiences/).

### **About YOL**

Based in Mill Valley, CA, YOL offers transformative experiences for high performing teams and individuals that combine wellness, community service engagement, and leadership and executive development. Our focus is on employee engagement and resilience—getting people to shed stress, expand their mind and reconnect with

themselves and humanity. The end result: quicker access to “flow state” and peak performance. Learn more about YOL at [yoltrips.com](http://yoltrips.com).

**About shinebright**

Based in San Francisco, shinebright’s leadership coaching, corporate mindfulness training and employee engagement programs provide individuals and teams with the self awareness, concentration and energy for greater performance, collaboration and innovation. Learn more at [shinebright.com](http://shinebright.com).