



THE SAFARI WAY

A FRESH APPROACH TO LIFE, WORK & LEADERSHIP.

EMBRACE YOUR
ADVENTURE.
EXPERIENCE YOUR
EXTRAORDINARY.



STEVE FREDLUND

Info@TheSafariWay.com

651.587.5435

TheSafariWay.com



WHY THE SAFARI WAY?

MAYBE YOU'VE FELT IT TOO...

On paper, life looks pretty good. You've worked hard, done what was expected, built a career, cared for the people around you, and checked many of the boxes that were supposed to lead to fulfillment.

Yet something still feels off.

Not because you've failed, but because you've quietly started wondering if there's something more. More joy. More purpose. More alignment. More moments where you feel fully alive.

For years, I believed life worked like a formula. If I worked hard enough, made the right decisions, and followed the path I was supposed to follow, everything else would take care of itself.

And in many ways, it did. I had a successful career, wonderful relationships, and opportunities I was grateful for.

But despite all of that, I found myself asking a different question:

IS THIS REALLY THE WAY MY LIFE IS MEANT TO FEEL?

That question changed everything.

I began to realize that life isn't a formula to solve. It's an adventure to embrace.

The extraordinary isn't reserved for a select few or found at the end of a perfect plan. It's experienced throughout the journey when we embrace our unique adventure with intention and courage.

That's why I created The Safari Way. Not to offer another formula, but to invite people to experience life, leadership, and work differently.

LIFE ISN'T A FORMULA TO SOLVE. IT'S AN ADVENTURE TO EMBRACE.

**MANY OF US HAVE
BEEN TAUGHT...**

Life is a formula

Find the "right" path

Follow expectations

Avoid uncertainty

Success leads to fulfillment



THE SAFARI WAY INVITES...

Life is an adventure

Discover your unique path

Live with intention

Embrace uncertainty

Experience the extraordinary along
the way



HOW THE SAFARI WAY COMES TO LIFE

KEYNOTE EXPERIENCES

Inspire audiences through memorable stories and fresh perspectives.

RETREATS & ADVENTURES

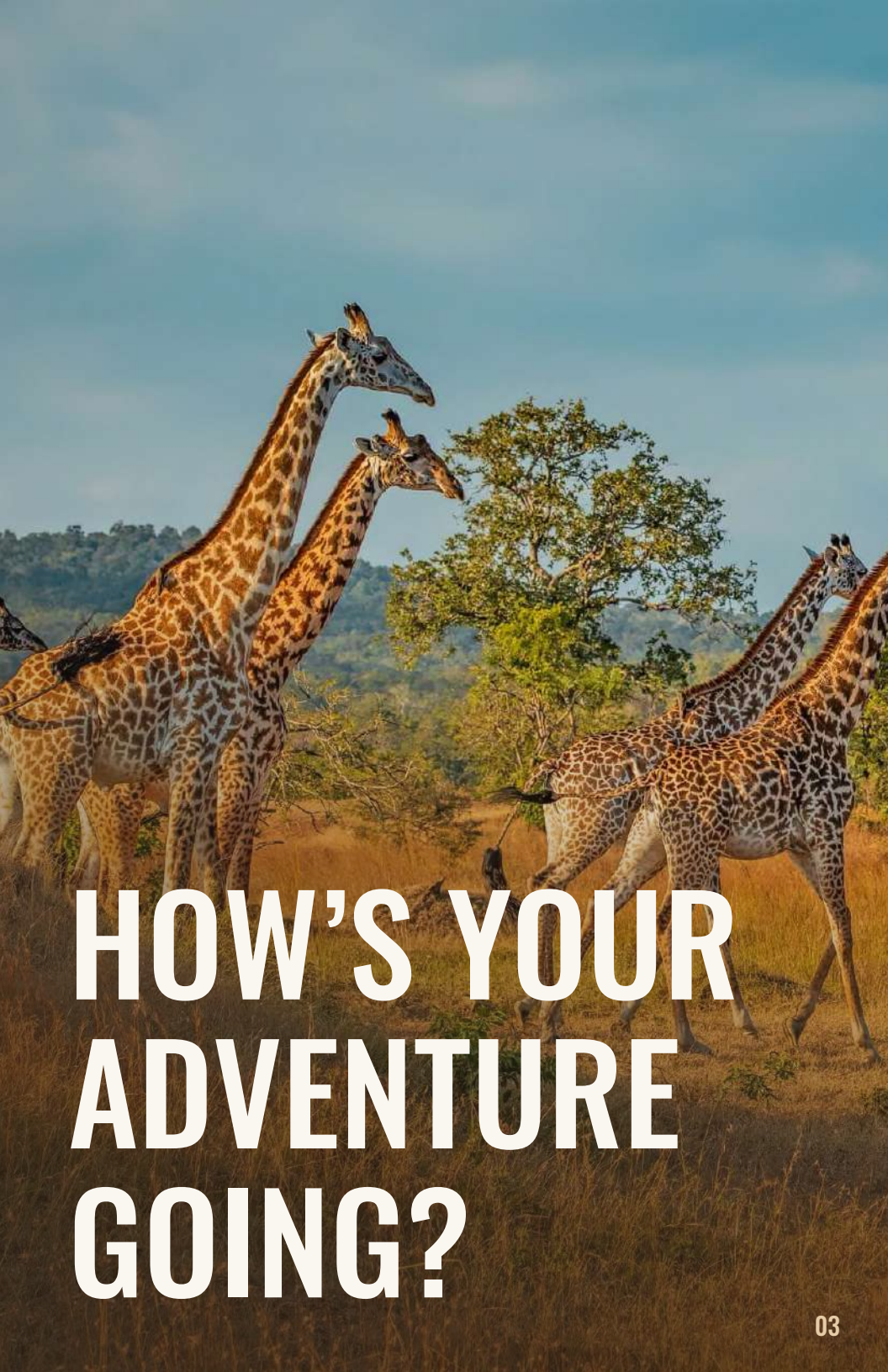
Step away from the everyday to reconnect with what matters most.

WORKSHOP EXPERIENCES

Create space for reflection, conversation, and meaningful growth.

COMPANION EXPERIENCES

Continue the journey through encouragement, resources, and community.



**HOW'S YOUR
ADVENTURE
GOING?**



KEYNOTE EXPERIENCES

Whether you're looking to inspire an audience, encourage your team, or equip leaders to navigate uncertainty, every keynote is designed to challenge assumptions, create new possibilities, and leave people talking long after the event ends.



EMBRACE THE ADVENTURE

Helping people navigate change, uncertainty, and the everyday adventure of life and work.

THE COURAGE ADVANTAGE

Helping leaders build trust, strengthen relationships, and create cultures where people thrive.

RAISE THE STAKES

Helping people make confident decisions when the path forward isn't clear.

Available as keynote presentations, virtual presentations, workshops, and customized learning experiences.





WORKSHOP EXPERIENCES

Sometimes the most meaningful growth happens after the keynote.

Workshops create space for reflection, conversation, and practical application, helping participants move from inspiration to meaningful action.

Every workshop is customized around your audience, your objectives, and your organization.

WORKSHOP EXPERIENCES MAY INCLUDE:

- LEADERSHIP DEVELOPMENT
- TEAM DEVELOPMENT
- CONFERENCE BREAKOUTS
- FACILITATED WORKSHOPS
- STRATEGIC CONVERSATIONS
- CUSTOMIZED EXPERIENCES

Available as standalone workshops or paired with a keynote experience.

RETREATS & ADVENTURES

Sometimes the best way to move forward is to step away.

Whether you're investing in your leadership team, reconnecting with what matters most personally, or experiencing the wonder of an African safari, every retreat is intentionally designed to create space for reflection, meaningful conversation, deeper relationships, and renewed perspective.

EXPERIENCES INCLUDE:

- LEADERSHIP RETREATS
- TEAM RETREATS
- PERSONAL RETREATS
- AFRICAN SAFARIS



Explore upcoming retreats and adventures.

COMPANION EXPERIENCES

The adventure doesn't end when the event does.

The Safari Way offers a variety of ways to continue growing, reflecting, and staying connected long after the keynote, workshop, or retreat has ended.



CURRENT COMPANION EXPERIENCES INCLUDE:

TRAIL NOTES

Monthly stories, reflections, encouragement, and practical insights delivered directly to your inbox.

BOOKS & JOURNALS

Continue exploring The Safari Way through stories, guided reflection, and practical application.

VIDEO RESOURCES

Fresh perspectives and practical ideas to encourage your journey.

INDIVIDUAL MENTORING

Personalized encouragement and conversation for your unique adventure.

THE SAFARI WAY COMMUNITY

A growing community of fellow adventurers learning, encouraging, and growing together.



LET'S FIND THE RIGHT EXPERIENCE

Every adventure is different.

That's why every Safari Way experience begins with
a conversation.

TOGETHER WE'LL EXPLORE:

- YOUR AUDIENCE
- YOUR CHALLENGES
- YOUR OBJECTIVES
- THE EXPERIENCE THAT'S RIGHT FOR YOU

Whether you're planning a conference, developing leaders, investing in your team, or simply exploring your own next step, **we'll work together to create the experience that best fits your goals.**

LET'S START THE CONVERSATION.



EVERY ADVENTURE IS UNIQUE.

There is no universal formula for an extraordinary life.
But you don't have to navigate the adventure alone.

Whether you're looking for a keynote that inspires, a
workshop that deepens the conversation, a retreat that
creates space, or simply the next step in your own
journey, we'd love to help.



THE SAFARI WAY

A FRESH APPROACH TO LIFE, WORK & LEADERSHIP.



STEVE FREDLUND

Info@TheSafariWay.com

651.587.5435

TheSafariWay.com