

79% of employees worldwide
are disengaged

GALLUP

State of the Global Workplace 2022 Report

THE CODE

Find your Next Wave

In a turbulent and uncertain environment,
re-connect and re-energize through the
power of purpose

**SHAUN
TOMSON**
Live your Code

Globally employee engagement and wellbeing remain very low, and it's holding back enormous growth potential

State of the Global Workplace 2022 Report

GALLUP

The current state of the world
has people lost and looking for

DIRECTION

growing feelings of impending doom and

DESPAIR

are surfacing in 70% of companies

40%

of employees
are living with
Daily Worry

44%

of employees
are living with
Daily Stress

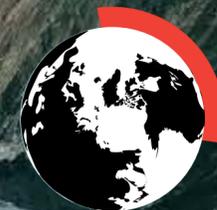
people feel

DETACHED

and a wave of anxiety is building



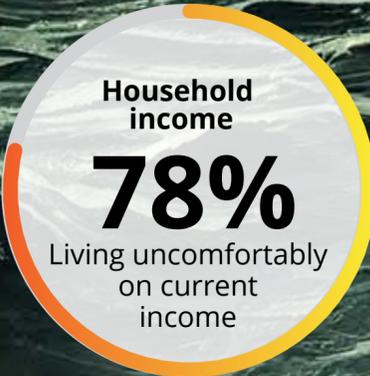
79%
of employees are
disengaged at work



33%
of employees are thriving in
their overall wellbeing.

corporate and social pressures leave us feeling

LOST





What can be done?

THE CODE

Find your **Next Wave**

The CODE Method is an academically validated self-development program that inspires, uplifts and connects individuals and teams. It helps activate internal strength to combat despair and emotionally re-engages individuals through the power of purpose.

Built around 12 promises that individuals write and share, The CODE is an effective tool to create a powerful, positive and purposeful attitude to navigate the uncertainty and turbulence of life.

A N E N G A G E D T E A M

When a company or organization has an engaged team with a shared sense of purpose, it tends to exhibit several proven facts in terms of performance. Here are some of them:

Improved morale



An engaged team with a shared purpose often experiences higher morale. When team members feel engaged with each other and believe in the organization's mission, they tend to be more positive and productive.

Higher employee engagement



A sense of connection and purpose in the workplace leads to increased employee engagement. When individuals feel connected to the team and the organization's mission, they are more likely to be invested in their work.

Resilience and adaptability



Engaged teams with a shared purpose are often more resilient and adaptable in the face of challenges. They are better equipped to overcome obstacles and adapt to changing circumstances because of their collective purpose.

Innovation and creativity



An engaged team with purpose creates an environment conducive to innovation and creativity. When team members trust each other and feel comfortable sharing ideas, they are more likely to think outside the box.

Increased productivity



An engaged team with a shared purpose often experiences higher levels of productivity. When team members feel connected to each other and have a clear understanding of their collective goals, they are more likely to work efficiently.

Enhanced collaboration



Teams that are engaged and have a common purpose tend to collaborate more effectively. They communicate and share ideas openly, leveraging the diverse skills and perspectives of team members to solve problems.

Lower staff turnover rates



Companies or organizations with engaged teams and a strong sense of purpose tend to have lower turnover rates. Employees who feel connected to their team and find meaning in their work are more likely to stay with the organization for the long term.

Shaun Tomsons **High Impact** Keynote & Workshop

Through keynotes and workshops, Shaun Tomson has shown over a million people in corporations, universities and schools how to activate the power of purpose to catch and ride their next wave.

The CODE Method is a simple yet transformational program to re-define life purpose and create meaningful commitments to positive change and a better life.



Erasmus University - Keynote



Legend Tomson aiming to inspire youth to take up surfing



Shaun Tomson: Live The CODE



Author Shares The 'Code' He Developed To Help People Find Purpose



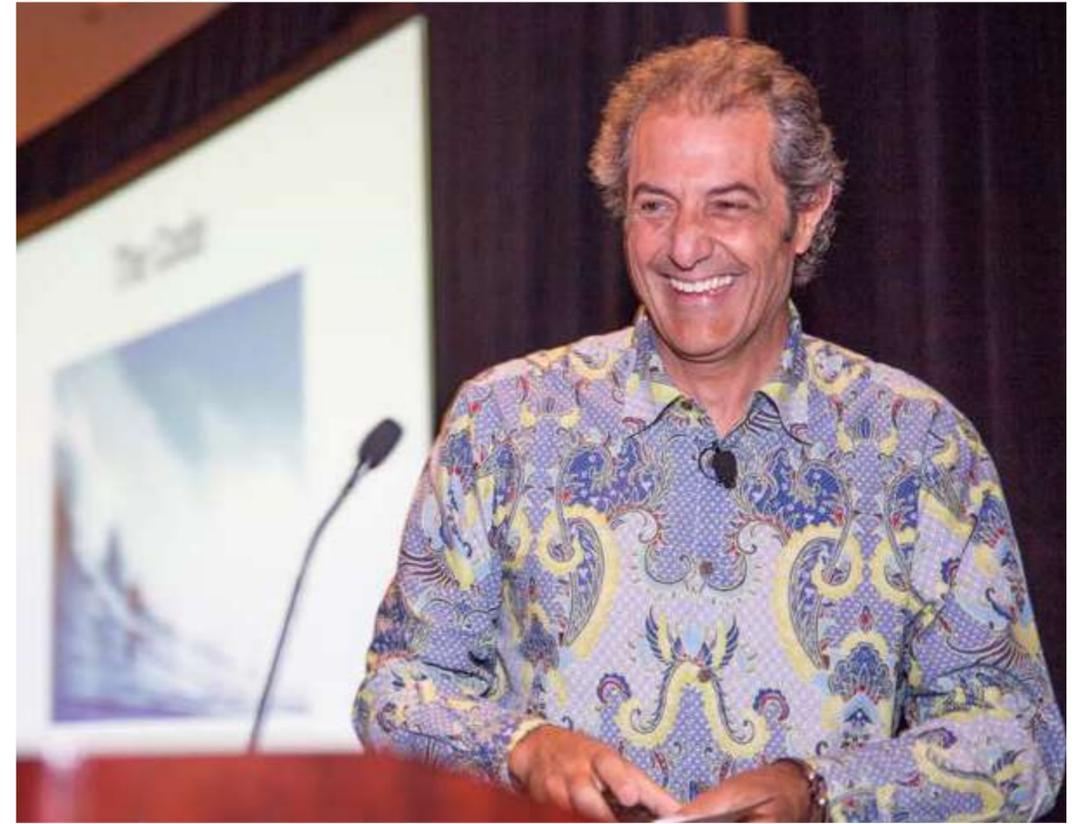
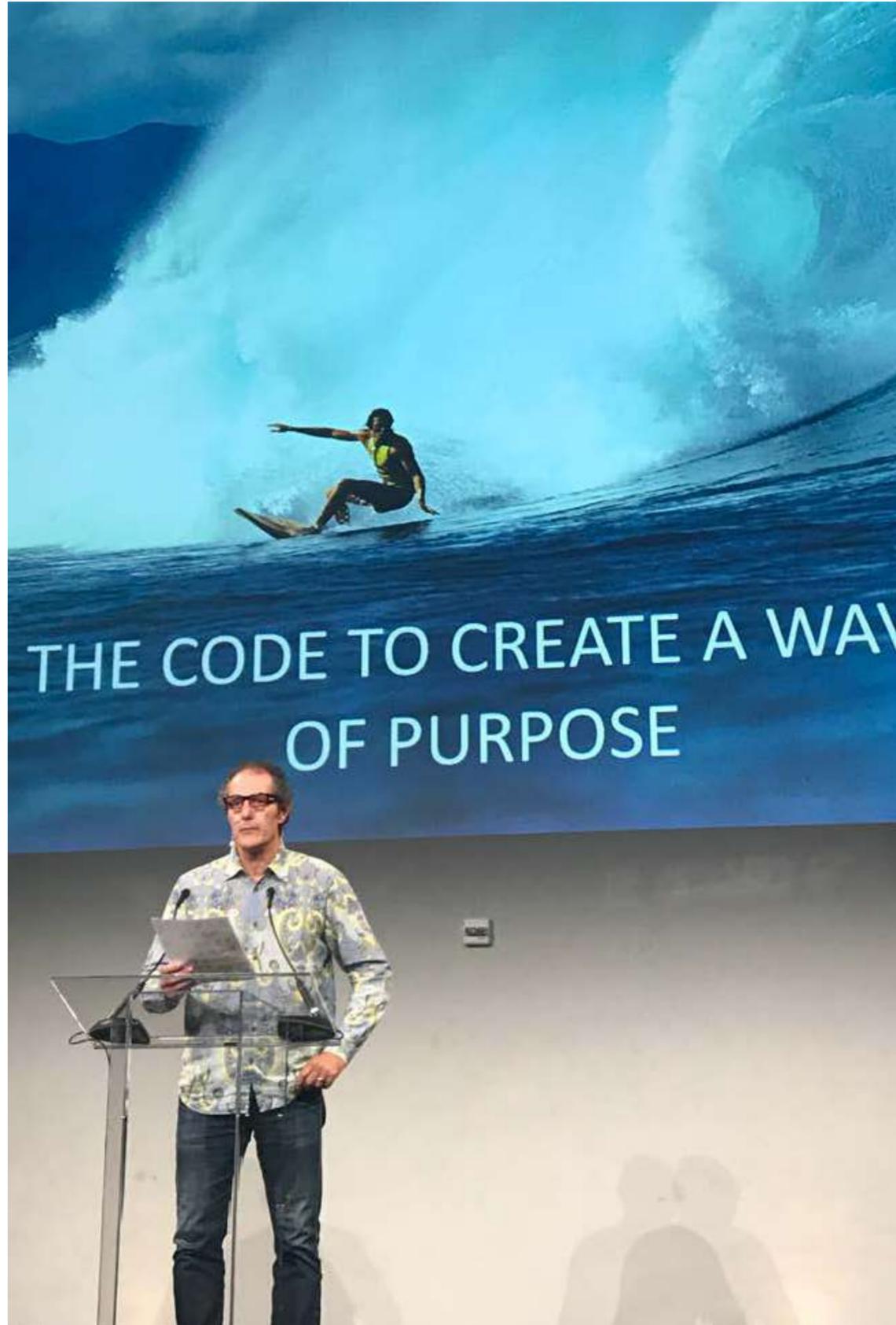
Former surfing champion Shaun Tomson discusses his work and the need for 'purpose' | ABC News

“ Constructed around 12 personal promises, The CODE is an effective tool to create a powerful, positive and purposeful attitude to navigate the uncertainty and turbulence of life. ”

“ The power of writing - the power of affirming “I Will” - helps one see beyond today and set a course for a better tomorrow. ”

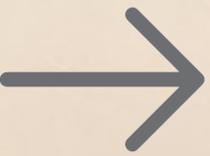
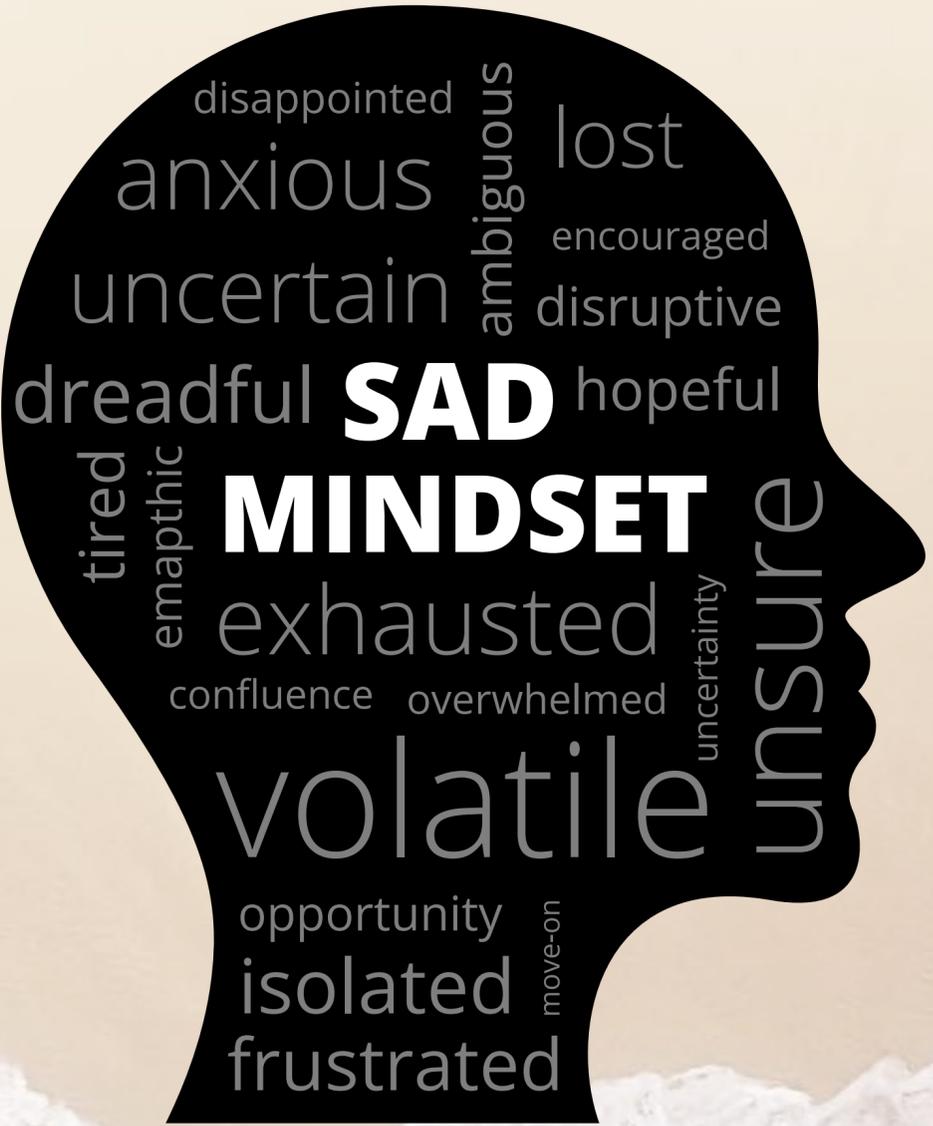
“ When you think and write down your promises they develop great power - our thoughts are transformed from imagination to reality as letters, words and sentences - they are legible, tangible and actionable. ”

“ The ultimate goal of The CODE is to create a wave of positive energy that keeps circling the globe, connecting people through hope and the power of purpose. ”

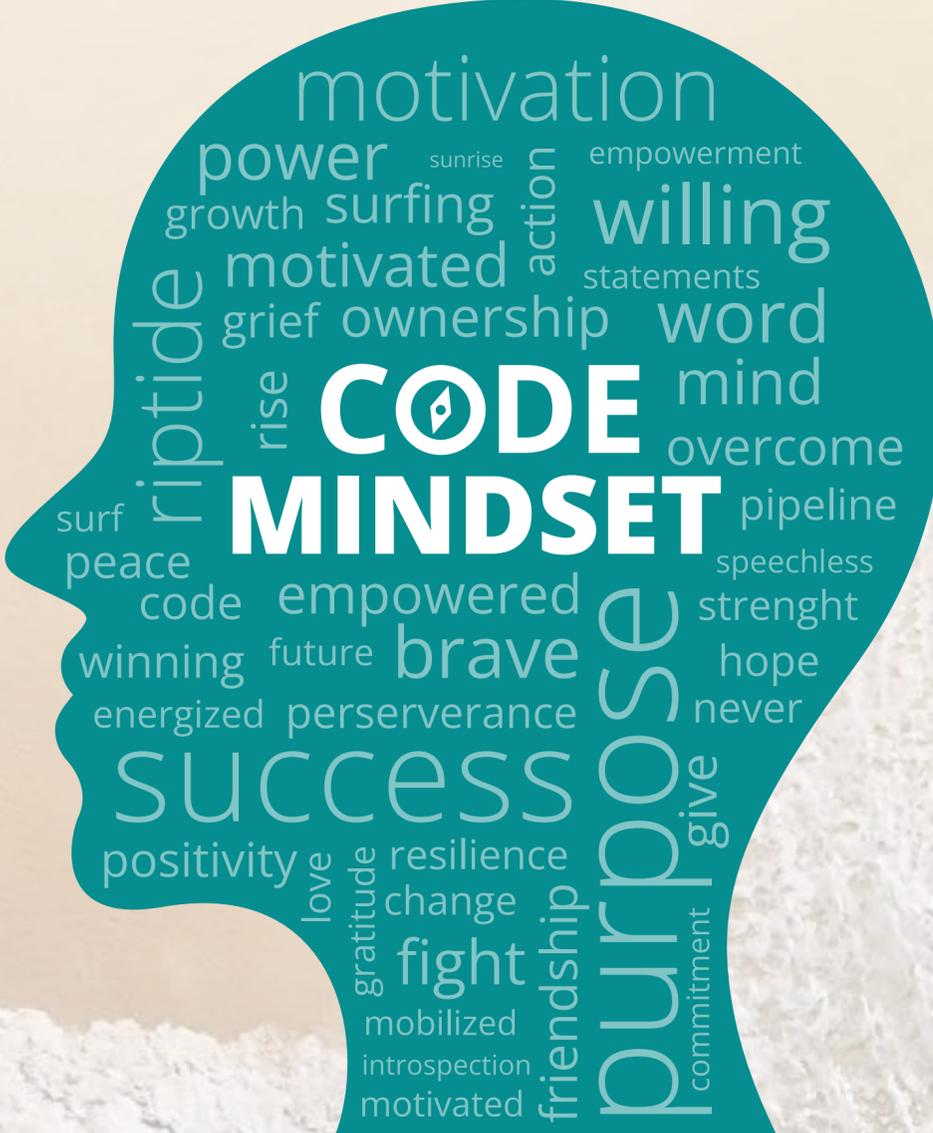


Mindset **Change**

From this:



To this:



Connecting through **THE CODE**



The CODE redefines culture

“The 60 most important lines of code our company has ever written”

Craig Harris,
Founder, HG Data

WHILE THE WORDS OF OTHERS INSPIRE US



OUR OWN WORDS HAVE THE

POWER

TO TRANSFORM US...

THE CODE RESULTS

84% - Motivates employees to **improve performance**

81% - Activates **positive change**.

75% - Useful in **identifying personal goals**.

78% - Reading personal Codes out loud to team members makes individuals **accountable to realize** the stated goals.

74% - Useful in **uniting the team**.

90% - Helps employees understand **they share common values**.

94% - Employees were **grateful their organization invested in The CODE**.

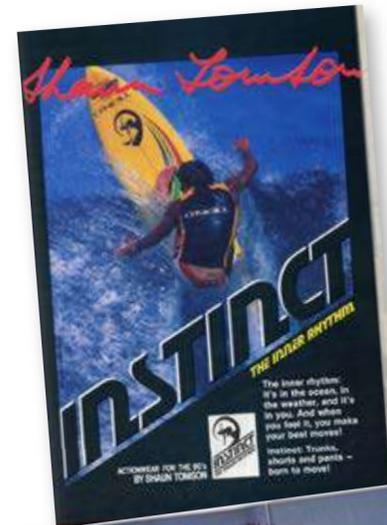


Background

Shaun is a Business Finance graduate from the University of Natal in South Africa and holds a Master of Science in Leadership from North-eastern University. He has served on the boards of Surfrider Foundation and Santa Barbara Boys & Girls Club. He has consulted for consumer corporations Brooks Shoes and Deckers, and has held executive positions at lifestyle brands Patagonia and O'Neill.

Surfing Career

Shaun Tomson was born in Durban, South Africa, and competed on the professional surfing tour for 16 years, winning the World Title in 1977. He won 19 major pro events and redefined modern tube riding with ground-breaking performances at Pipeline and Off the Wall in Hawaii.



One of the 10 greatest surfers of all time.

SURFER Magazine



Business Career

Shaun Tomson started, managed and sold two multi-million dollar clothing brands – Instinct in the 80's and Solitude (co-founded with his wife Carla) in the 90's.



Busting Down the Door

He produced and co-wrote the award-winning 2008 documentary Bustin' Down the Door, a dramatic story of how a group of young South African and Australian surfers created professional surfing and the surf industry, in the face of a violent cultural clash.



Best Selling Author

Today, he is a sought-after inspirational speaker and the author of the popular books Surfer's Code, The Code, and more recently The Surfer and The Sage.

Hall of Fame

He is an inductee in the US, Jewish and South African Sports Halls of Fame. Shaun is currently a member of the advisory board of directors of the Surfrider Foundation, an ambassador for Boys to Men Mentoring, and a board member of the Santa Barbara Maritime Museum.



Environment & Community

A committed environmentalist, Shaun was named Environmentalist of the Year by the Surf Industry Manufacturers Association, Wavemaker by Surfrider Foundation, and Community Hero by Boys to Men Mentoring.

Shaun Tomson at Banzai Pipeline
Credit James Cassimus



Shaun Tomson is

COMMITTED

to inspire hope & activate purpose within your team

Shaun Tomson at Sunset Beach Hawaii
Dan Merkel

he delivers his keynote address with

ENERGY

using his transformational Code Method

the best ideas happen when we operate on

INSTINCT

Shaun is a true entrepreneur having created, managed and sold two international multi-million-dollar market leading clothing brands

INSTINCT 

Founded in Durban in 1979 by World Champion Shaun Tomson, Instinct blazed a trail to become one of the most iconic surf brands of the 1980s. Instinct didn't follow trends; it set them with unique style, quality products and ground breaking performance that took surfing to dazzling new heights.

SOLITUDE 

Solitude Sportswear was founded by Shaun and Carla Tomson with a simple mission to create long-lasting products designed for the ocean experience - to share happiness and health by connecting people with nature. Solitude is an authentic lifestyle brand of apparel and accessories that fuses the energy of the ocean with the tranquility of the open sky.



Shaun will help build a team that feels

INSPIRED

It pays to have thriving workers.

Business units with engaged workers have 23% higher profit compared with business units with miserable workers.

Considering you spend around third of your life at work, this disengaged culture means that helping people to find a sense of purpose isn't just vital for business, but also for people's overall wellbeing.

A TEAM THAT IS

ENGAGED

"The CODE is like the North Star"

79%

of employees
worldwide are
disengaged

State of the Global Workplace
2022 Report 



A TEAM ENERGISED WITH
HOPE

"The CODE changed my life"



A TEAM THAT HAS A

CODE

AND A FRESH DIRECTION

"The CODE is like a map"



AN ORGANISATION THAT HAS A RENEWED

PURPOSE

What our clients have to say



While I am not a surfer, I found Shaun's explanation of his code imparted lessons that applied to life far beyond the sport. Shaun Tomson is an eloquent, thought-provoking, and entertaining speaker, and our office greatly enjoyed his talk.

Joe Johnson
Google



Our dealers really enjoyed Shaun's presentation. His surfing stories were humorous and very relevant to our business environment. The tone was just right, and the overall message was extremely motivating. I didn't hear anything but positive comments!

Melanie Maddux
General Manager – Marketing



Shaun Tomson shared a powerful message in his keynote and workshop with our Talent Acquisition and Talent, Development & Inclusion teams working remotely across the globe: 'What is our Code and what is our purpose?'

Bill Stott
*VP Gilead Sciences,
Vice President, Global*



Shaun inspired our partners and team members in a very unique and exciting way through his life lessons and introducing us to the Surfer's Code. I would highly recommend Shaun for any event where you want to strongly motivate your customers, partners or team members.

Scott A. Brown
*Vp Worldwide
Distribution*



Shaun's contribution was amazingly inspirational and captivating - left the 600+ audience speechless. One of the best, if not the best, speech in all the 10 years of the RSM Leadership Summit.

Steef Van De Velde
*Dean And Professor Of Operations
Management & Technology,
Rotterdam School Of Management,
Erasmus University*

An experience that moves people...

Having Shaun Tomson facilitate our company-wide retreat was one of the best business decisions I've ever made. It was an absolutely transformative experience for all of us as individuals, and equally powerful in bringing our team closer together. I've been to many retreats throughout my career and I'd describe most of them as quick sugar-highs – in other words, briefly inspired and quickly forgotten. However, the day we spent with Shaun is unlike any other I've ever experienced.

The process he walked us through was unbelievably pure and honest and important. We all left the day not only inspired and entertained, but more importantly we all left with our own personal codes. Those 12 lines of code serve as my North Star and will be with me forever. I feel very blessed to have shared that experience with everyone on my team, and I emphatically recommend Shaun to facilitate an unforgettable day with yours. You'll be so glad you did.

Craig Harris,
CEO, HG Data,
YPO Santa Barbara

Thank you again for a fabulous keynote and workshop. You inspired the entire room and set a truly positive tone for the conference. Several speakers – Executive Women's Lunch speaker and our Closing Keynote speaker mentioned you in their talks – the closing speaker even created his own CODE to start the session. I had one member say to me... that this was game changing for him and his firm. Powerful words from an owner of a large firm. It was a special session and one that does not happen often with a group of business leaders. Truly appreciate your unique message.

Susan Donohoe,
Chief Program Officer,
TechServe Alliance

I would actually lay out some quotes I've heard, as well as follow up facts. **"Of the hundreds of speakers I've set up for, this one was top 5. Because he was a real person, relatable with real stories I could understand" "Shaun was the highlight of event" "I was surprised to see that management went off the grid and brought in someone like Shaun's caliber. He was as self-motivating as he was professionally motivating"**

Tons of quotes from the team that he was 5 star, the highlight. We bought his book, and I remember seeing a line at lunch that was almost :20 min long to get him to sign it. Our President went home and wrote a memo to all leadership with his list of 'I will's' By far, Shaun knocked it out of the park. Having him go first in our lineup of presentations was the best call. Folks had their minds open and engaged. His history of personal challenges and overcoming events inspired everyone. What a class act, true gentlemen. And compassionate speaker, and citizen of our world we all live in. A breath of fresh air in my somewhat dingy lungs. He has inspired me personally to remind myself "I will follow my dream". Dreams I may have let go of.

JJ Cantrell
VP Sales
UNFI

As the largest privately held commercial laboratory group in the United States, we outperform our much larger publicly traded competition by out-hustling and building closer relationships. To perform in such a fashion is critical, but to do it in a culture that assures we place value in our care for one another and in the world around us is what gives fulfillment and long-term purpose.

Shaun Tomson's message and challenge to my leadership team, gave us an amplified strength to further Microbac's quest and the quest of each individual. I cannot think of a more meaningful afternoon in all my years in business. Since Shaun's presentation/workshop, I have had messages from so many in attendance. Each individual spoke of the transformational impact of this time and how very much they want their own family members to have the same experience with Shaun.

I have owned Microbac Laboratories, Inc. since 1991 and have never before recommended a speaker or workshop director until now. It is my pleasure to give Shaun Tomson my highest recommendation to any organization interested in moving forward with financial, spiritual, and social purpose.

Trevor Boyce,
*Chairman and CEO, Microbac
Laboratories, Inc.*

Having Shaun come and speak with our team was a phenomenal and genuine experience. And you don't have to be a surfer or own a clothing company to benefit from the engagement - Shaun's message of empowerment, accountability and true connectivity transcends industry or vocation. Everyone on the team took away something they can apply in both professional and personal life, and they are excited to "live The CODE". If you are looking for a way to tap into the power of "I will", Shaun can help.

Jared Whelan, Senior Vice President of Northern Sales & Operations, Matlen Silver
You created a wonderful experience for our team this week. There's been nothing but truly positive and authentic feedback on your sessions. The team felt your passion. Our team will no doubt be better because of this experience - an incredibly powerful process. The team is in the process of completing their codes and then they will be laminated and on desks next week. This will be an amazing reminder of a shared purpose and connection.

Griffin Watkins,
*CFA, Head of
Global Client Relationship Group and Vice
President, Dimensional Fund Advisors*

"We spent the morning with Shaun as a group of CEO's from mid to large size companies. Accessing the left side for starters and then asking the left and right brain to come together in harmony, can be a tough for a group like us - even in today's era of "wholistic leadership".

However, Shaun brought us in, combining his own exciting, rich, and broad life story, with poise, intelligence, humility, pragmatism, wisdom and simplicity in a way in which I've never seen before. Everyone (I mean EVERYONE) walked out of there BLOWN AWAY! with a fresh perspective on what life and leadership can mean."

Jaron Mitchell
*Chief of Beer Chiefs. Lover of Beer. YPO
Sydney, Australia*

"Shaun Tomson shares a transcending message that touches people from all walks of life. Good motivational speakers create a buzz or a high for a short period of time and then, unfortunately, in most cases, people fall right back into their old routines. Shaun, on the other hand, shares a message, and a "code", that can change people's lives for the better, forever.

Glenn Spina,
*President and Chief Executive Officer,
Emerging Vision Inc.*

An aerial photograph of a coastline. The water is a vibrant turquoise color, with white foam from waves crashing against dark, jagged rocks. The rocks are scattered across the scene, creating a complex pattern of light and shadow. The overall mood is serene and natural.

THANK YOU

**SHAUN
TOMSON**
Live your Code

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