IPI Academy

MANAGEMENT forum



Presented by
Management Forum

The Leading Note: Janette Benaddi with 'Rowing the Ocean of Success: Lessons in Leadership, Teamwork, and Triumph'

Recorded on **7 July 25**

How do you lead when the seas are rough, the journey feels endless, and the goal seems impossibly far? This talk offers actionable strategies for staying focused, motivating others, and navigating uncertainty with confidence.

Format:
Recorded webcast

CPD:
1 hours for your records

Certificate of completion

Overview

What can rowing across an ocean teach you about leadership, teamwork, and navigating challenges? Quite simply—everything.

In business, just like on the open sea, success requires resilience, collaboration, and the ability to steer through unpredictable waves. In this powerful and engaging FREE talk, hear the story of a 3,000-mile ocean row that transformed four very different individuals into a high-performing team—and learn how you can harness these lessons in your own career and business.

This isn't your typical leadership lecture. It's real, raw, and relatable. Through the lens of rowing across an ocean—one wave, one challenge, one triumph at a time—you'll hear practical lessons, heartfelt anecdotes, and a few laugh-out-loud moments that will leave you inspired to make waves in your own journey.

Janette Benaddi will describe how she set off to row across the Atlantic Ocean as the Skipper of 'Yorkshire Rows', gaining a Guinness World Record in the process as part of the 'Talisker Whisky Atlantic Challenge'. Together with three other female rowers, she raised over £100,000 for charity. The adventure, which attracted worldwide media attention, has inspired thousands to go out and have adventures and fulfil their dreams, with Benaddi going on to co-author the book, 'Four Mums in a Boat'.

Don't miss your chance to ride this wave of inspiration!

Benefits of attending

- **Discover** how to build and lead a diverse, high-functioning 'crew', where every member's unique strengths create a winning team
- **Learn** how to rely on others, inspire them, and bring out the best in everyone – even under pressure
- **How** to turn obstacles into opportunities and reframe challenges as stepping stones to success
- **Explore** tips on sustaining motivation, acknowledging achievements and fuelling ongoing growth

Who should attend?

- Leaders and managers looking to inspire their teams
- Business professionals navigating challenges or pursuing ambitious goals
- Anyone seeking motivation to push through obstacles and unlock their potential

Presenter



Janette Benaddi

Janette Benaddi was born in Leeds, Yorkshire. After leaving school at the age of 16 without many formal qualifications, Janette went straight to work as a receptionist in a local doctor's surgery. It was there she decided she wanted to be a nurse, so whilst working full time, she re-entered education to gain the qualifications she needed and was then able to train at York District Hospital and qualified as a registered nurse in 1988. She worked as a nurse for some years before moving into teaching and then counselling and subsequently the pharmaceutical and medical technology industries in sales and marketing roles. She progressed very quickly to senior positions in global organisations and FTSE 100 companies. After a successful career in sales and marketing and regulatory roles, Janette moved to Paris and became an Associate at a respected French consulting group. When Janette came back to the UK she set up her first company, a clinical research organisation and consultancy offering services to the medical device and pharmaceutical industry. Five years later, she set up a training company and a recruitment company as part of the group. All three companies she grew and retained full ownership of until she successfully sold the companies with the aim of retirement. She spent two years on integration of the businesses and then instead of retiring, set off to row across the Atlantic Ocean as the Skipper of 'Yorkshire Rows', gaining a Guinness world record in the process. Together with 3 other women rowers, she raised over £100,000 for two charities in Yorkshire. The adventure which attracted worldwide media attention has inspired thousands to go out and have adventures and fulfil their dreams. Janette is co-author of the Sunday Times bestselling book 'Four Mums in a Boat' and is currently writing a book about her business adventures. She is passionate about helping SMEs to flourish and grow as well as enjoying her work with several companies as business mentor/coach and non-executive director. Still not feeling quite ready to fully retire, Janette runs a successful property business with her husband too! Janette's formal qualifications include BSc in Management studies, Diploma in Company Direction, Further Education Teachers Certificate, Certificate in Counselling Skills, Certificate in Spiritual Coaching. She is also a Chartered Director and Fellow of the IOD and an honorary doctorate in Health Sciences from York St John University.

Course date

7 July 25

Recorded webcast
12:00-13:00 **UK (London)** (UTC+01)
Course code 15518

How to book

Online:
ipi.academy/3160

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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