

AN 8-WEEK COHORT

Retreats Business Leadership Lab™

An 8-Week Cohort for Leaders Building
Sustainable Wellbeing Centers and
Transformational Retreat Organizations

Build the business behind the wellbeing and transformation: the strategy, economics, operating model, safety practice, and team structures that let your vision hold at scale.



\$3,950 · 8 weeks · Begins January 15, 2027

Build the Business Behind Wellbeing & Transformation

Building an exceptional wellbeing center or transformational retreat organization requires expertise across many disciplines: experience design, programming, hospitality, strategy, leadership, operations, finance, safety and ethics, growth, intelligent automation, and AI.

Most founders enter with deep expertise in only some of these areas. The gaps can quickly become expensive, often showing up as unprofitable retreats, founder overload, burned-out teams, inconsistent or unsafe participant experiences, inefficient operations, unsustainable business models, and growth that amplifies what isn't working.

The Retreats Business Leadership Lab™ helps you see and strengthen the whole business so you can close critical gaps, avoid costly mistakes, and build an organization capable of sustaining and scaling your vision.

Built for Leaders Ready to Build the Business, Not Just the Retreat

Emerging retreat founders

You're preparing to launch or have begun running retreats and want strong foundations in strategy, business/finance modeling, systems, team, and safety.

Growing retreat owners, directors and operators

You've proven demand, but the business behind the experience needs stronger systems, economics, team structures, or growth strategy.

Wellness, hospitality and psychedelic entrepreneurs

You're bringing expertise from another field into wellbeing centers and transformational retreats and need to strengthen the disciplines outside your own experience.

Experienced facilitators becoming founders

You know how to hold transformational experiences and are ready to develop the business and leadership capabilities required to build an organization around them.

The Lab is designed for people building a professional wellbeing center or retreat organization - not simply looking for tactics to market or fill an occasional retreat.

What You'll Walk Away With

A business model you understand and can strengthen

Get clear on pricing, retreat economics, profitability, costs, and where your model may be vulnerable.

An organization designed to work beyond the founder

Clarify team structure, roles, workflows, systems, and where human expertise, technology, and AI each belong.

Safety and ethics embedded into how you operate

Identify and address risks across participant experience, facilitation, operations, communications, governance, and growth.

A participant experience designed for trust and transformation

Map the journey from first contact through preparation, retreat, integration, and ongoing community.

Clear priorities for sustainable growth

Know what to strengthen now, what can wait, and where to focus your time, capital, and leadership attention.

Your Retreat Business Blueprint™

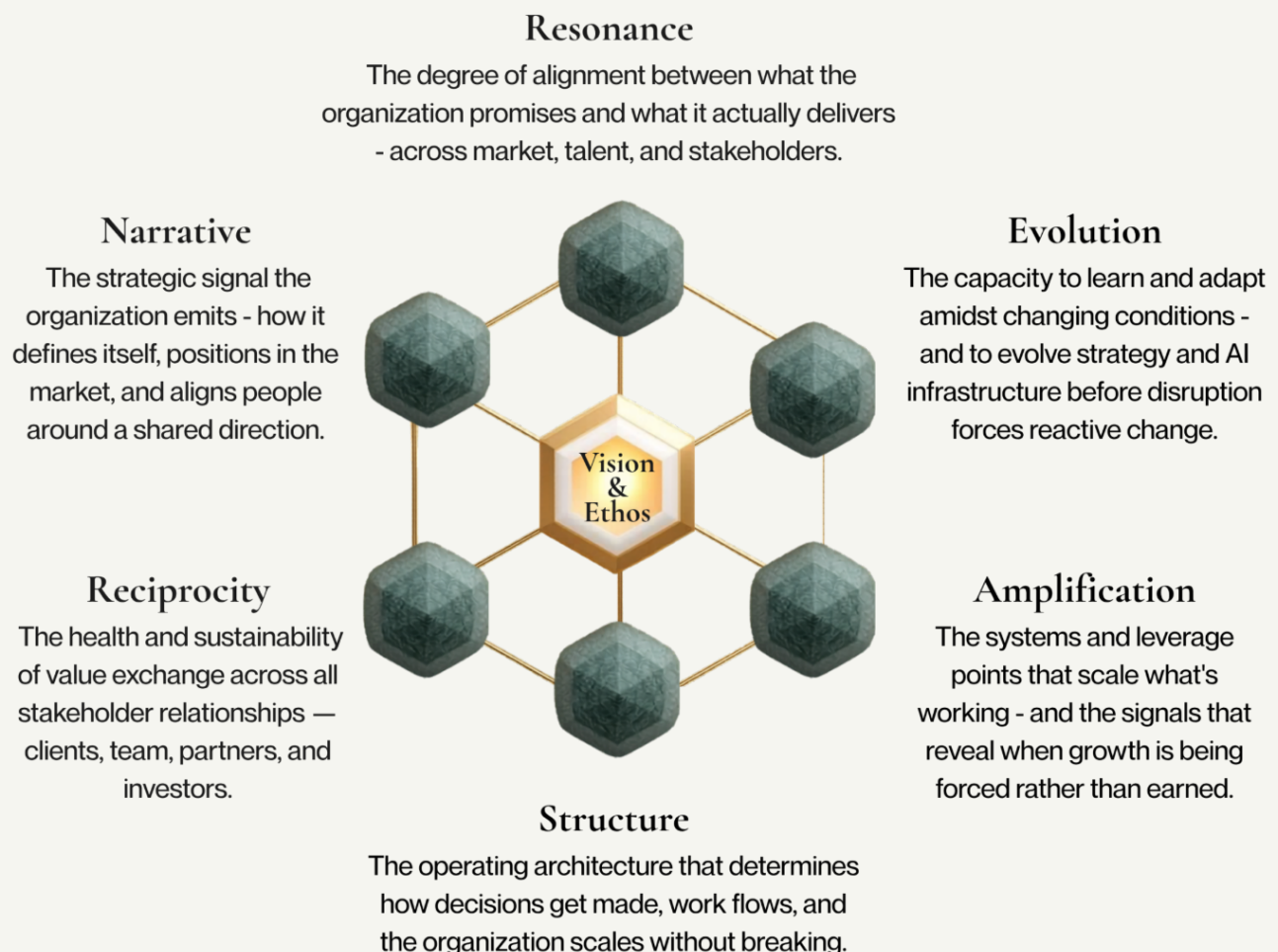
Bring your strategy, participant experience, operating model, economics, risk considerations, and growth priorities into one actionable plan.

A community of peers and experienced guidance

Spend eight weeks learning alongside other retreat founders and leaders, with direct guidance from Alexandra & Val.

Apply the Living Field System™ to Your Business

Over eight weeks, you'll apply Vision to Growth's Living Field System™ to your own organization. You will use a **Generative** lens to intentionally design what you're building and a **Sensing** lens to understand what your participants, team, business, and results are telling you.



Each week takes one force of the field, examines it in your organization, and leaves you with a component of your Retreat Business Blueprint™.

The Eight Weeks

WEEKS ONE - FOUR

I Vision & Ethos

Clarify your vision, purpose, values, leadership principles, and culture and where current reality may be diverging from them.

YOU'LL BUILD [Vision + Ethos](#)

2 Narrative

Define who you're for, what you stand for, the transformation you credibly promise, and how your story resonates in the market.

YOU'LL BUILD [Narrative Strategy](#)

3 Resonance

Examine the participant journey for the moments that create—or diminish—trust, belonging, transformation, loyalty, and advocacy.

YOU'LL BUILD [Participant Journey Map](#)

4 Structure

Design the team, processes, technology, AI, operating rhythms, and accountability needed to deliver consistently and sustainably.

YOU'LL BUILD [Operations Plan](#)

The Eight Weeks

WEEKS FIVE - EIGHT

5

Reciprocity

Explore how value flows across participants, team, partners, community, and the business—including pricing, profitability, compensation, and impact.

YOU'LL BUILD [Business + Financial Model](#)

6

Evolution

Build the feedback, metrics, research, and learning loops that reveal what's working, what isn't, and what needs to change.

YOU'LL BUILD [Evolution Roadmap](#)

7

Amplification

Determine what's ready to scale and how to grow demand, capacity, partnerships, and enterprise value without amplifying weaknesses.

YOU'LL BUILD [Growth Plan](#)

8

Integration

Bring the pieces together, surface remaining gaps, and establish the priorities for your next stage.

YOU'LL BUILD [Retreat Business Blueprint™](#)

CROSS-CUTTING FOUNDATION

Risk, Safety & Ethics

Risk, safety, ethics, and duty of care are integrated throughout the Lab from marketing and participant experience to facilitator practices, operations, governance, technology, AI, and responsible growth.

CROSS-CUTTING FOUNDATION

Human Genius + AI

AI is integrated throughout the Lab as a business and leadership consideration, not treated as a standalone technology topic. You'll identify where AI and automation can reduce administrative burden and strengthen operations, communications, and knowledge management—and where human judgment, relationship, and discernment should remain firmly human.

How the Lab Works

Expert Guidance & Resource Library

Focused teaching from Alexandra and Val, supported by practical frameworks, planning tools, templates, examples, and reusable resources drawn from real-world retreat leadership.

Weekly 90-Minute Leadership Labs

Facilitated discussion, applied exercises, real business challenges, hot-seat coaching, and commitments that move your business forward each week.

Applied Business Building

Apply each week's concepts directly to your organization, progressively building the components of your Retreat Business Blueprint™.

Peer Advisory Pods

Work with a small group of founders and leaders to challenge assumptions, exchange perspectives, and create accountability throughout the cohort.

“Within 12 months, our organization has gone from firefighting and burned-out teams to coherent and sustained growth driven by a thriving team.”

Shelby Clark

Founder, Qasa Hotel & Retreats

“Alexandra's depth of experience is both unique and incredibly valuable, and she has a natural ability to model and elevate what a high standard of integrity looks like.”

Gabe Charalambides

CEO, Odyssey PBC

We've held executive roles inside this category, not just advised from outside it

Alexandra co-founded Beckley Retreats and architected one of the first publicly available safety, ethics, and community impact frameworks in the modern psychedelic retreat space. Val advised Beckley as a fractional CEO advisor and CGO and now serves as interim CEO at Qasa Retreats, where Alexandra recently led programming and operations.



Val-Pierre Genton

FOUNDER

Val has spent two decades as a conscious executive and serial entrepreneur, building, scaling, and successfully exiting category-defining brands, leading businesses to \$50M+ ARR and selling his last company for \$150M.

His Orientation: Val orients toward people-centered leadership, intelligent systems architecture, and sustainable scale rooted in care for the whole system.



Alexandra Pallas

STRATEGIC ADVISOR

Alexandra is a champion of systems stewardship and leadership coherence. As a wellness retreats co-founder, ed-tech leader, former management consultant with top global firms, and holder of an M.A. in Mindful Leadership, she offers a rare blend of operational rigor, business acumen, deep human insight, and narrative artistry.

Her Orientation: Alexandra orients toward empathy-centered systems design, regenerative business models, and ethical foresight in complex systems.

We know the difference between a wellbeing center or retreat business that looks good on stage and one that's actually built to last, because we've built them.

Leave With a Blueprint, Not Just More Ideas

By Week 8, your work comes together into your Retreat Business Blueprint™, an integrated plan encompassing your vision and ethos, positioning, participant journey, operating model, team and technology needs, financial model, measurement approach, risk considerations, and growth priorities.

You'll leave knowing where your business is strong, where it's vulnerable, what needs to change, and what deserves your attention next.

“Partnering with Val transformed how we operate at every level. Acquisition costs dropped, margins improved, sales grew, and our team finally had the alignment and momentum to grow with confidence.”

Neil Markey

Founder & CEO, Beckley Retreats

INVESTMENT & DATES

\$3,950 · 8 weeks ·

Begins January 15, 2027

Applications are reviewed on a rolling basis.

Apply at visiontogrowth.com/retreat-business or email val@visiontogrowth.com with questions.

