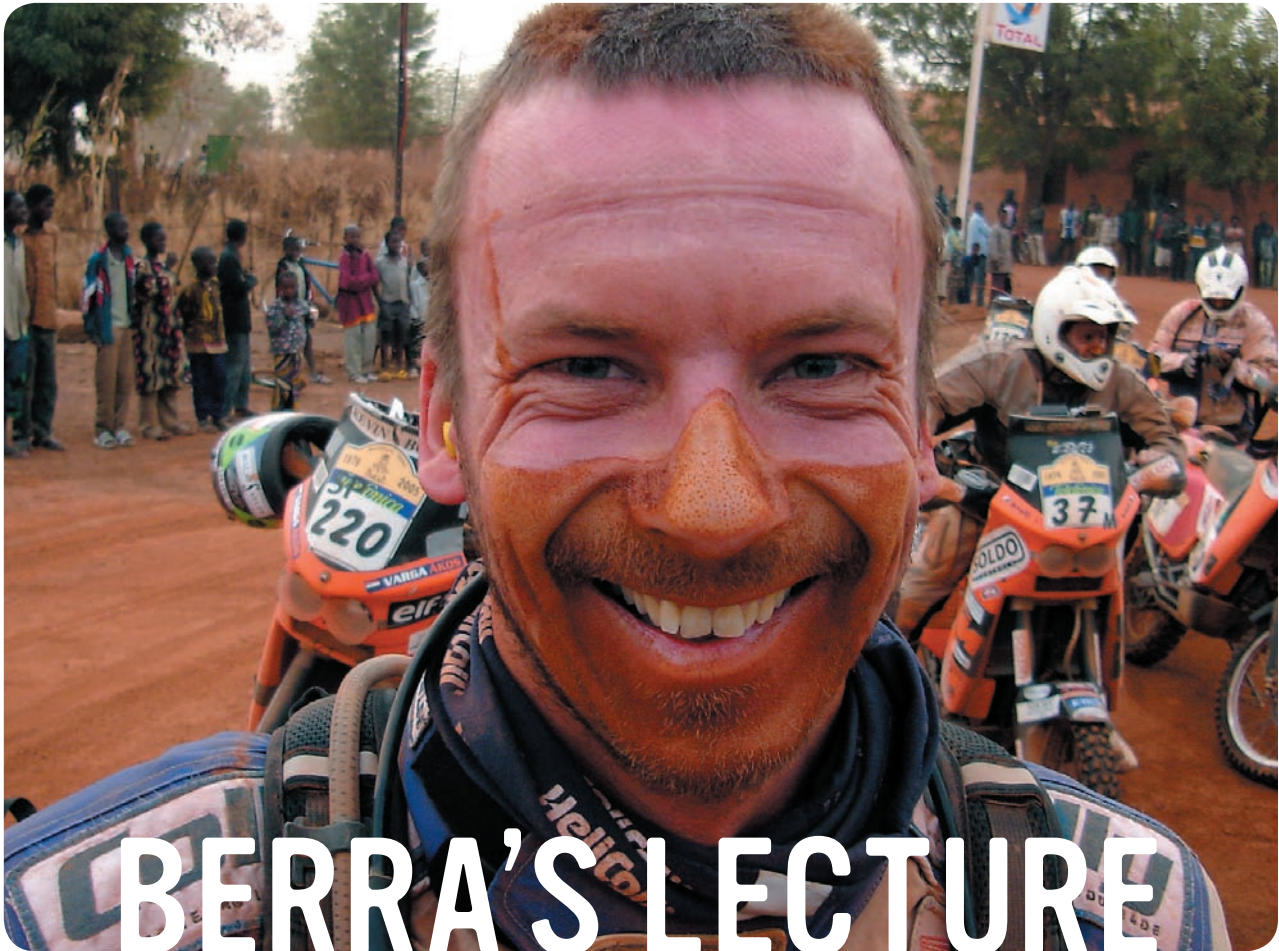


Out-of-the-ordinary experiences

January 16 2007



BERRA'S LECTURE

The farmer's son from Gotland who decided one day that he was going to enter the Dakar rally: how does a guy like that think? In his 1 ½ hour lecture (including a 15- min. question period) Berra will tell you about his background, his working career from being a farm hand to project manager for international power station construction, what lay behind his decision to enter the toughest rally in the world as an amateur, how he prepared for the race and of course how he carried it off - tough as a Gotlandic juniper and as steadfast as a seastack on Gotland's shoreline.



mcrafter.se

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BERRA'S LECTURE

PROGRAM

He will show pictures and films from Dakar as well as bringing along his "genuine desert gear" and other mementos from his adventure. Twice he has competed with a motorcycle in the Dakar rally, 2004 and 2005, and achieved international fame for his stubbornness and his ability to focus on a goal. During the 2006 rally his challenge was to drive a service truck. His whole concept is based on there being a challenge in every undertaking.

Nowadays his competing has led to the establishment of the MCraft, an experience business, specialising in motorcycle tours on Gotland, Iceland and Morocco as well as organising other group adventure experiences.

-I made the impossible possible, Berra says. What would you like to make possible in your life?

Let yourself be inspired to make the impossible possible!

FACTS

MCraft develops a concept involving different activities which, in combination with reflections and lectures, describes clearly the parallels to the considerably more complex reality facing every company in the process of change. By clarifying these similarities an understanding is created and what is necessary to be able carry out the impossible!

Nothing is impossible, with the proper preparation, right attitude and enough determination.

According to your needs and wishes, MCraft can also offer supporting activi-

ties that supplement the concept with leadership and organisational development. In order to be able to show my pictures I need only a white background since I now have a power generator and can hold my presentation wherever you like! Challenge me with a far-out place!

Time-wise I recommend at least 1 ¼ hours + a 15-min question period for the best result/total experience.

BERRA ABOUT HIS LECTURE:

Desert-Berra, 2004 and 2005 I completed the renowned "Paris-Dakar" desert motor rally by motorcycle. In a light-hearted manner I will tell you about the preparations and changes that are necessary with regards training, attitudes, approach and sacrifices. A small part of the lecture is naturally about riding a motorcycle but regardless of whether you are interested in motorbikes or not - this adventure appeals to most people!

I want to use this lecture to inspire others by demonstrating the effects of hard work, fighting spirit, meticulous preparations and especially, the importance of daring to set up goals "beyond the possible". Since Paris-Dakar is not only a race but an entire project to carry out, I am able to emphasise the segments that are of greatest interest to your particular company, organisation or circle of friends.

BOOKING REQUEST

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