



Facilitating individual & organization
self-awareness, growth & transition



Jeff Whitehead

Experiential Programs Specialist,
Challenge Course Designer

Jeff Whitehead has over fifteen years of experience in the adventure-based experiential learning field. Today, he operates his own business, ASCEND, with partner Russ Watkins. His consultation practice is committed to creating healthy individuals and organizations through courageous, creative growth and learning. Their mission is to develop and implement personal and organizational change by being the most responsive, creative and safe experiential learning organization in the world. They are purpose driven and lead by example in their behaviors with our colleagues, clients and partners. Jeff is both results and process oriented, supporting excellent business results for clients and investors.

Having fun while doing the serious work of creating ethical and effective organizational change and inspirational leadership is an ASCEND hallmark. They bring a fundamentally different view and set of skills to the challenge of organizational change and alignment. They believe that each individual creates collective change through growth and learning and that this is the foundation for deep and significant organizational change.

Jeff is regarded world wide as an industry expert in the field of experiential learning and challenge course technology. For five years from 1995 he held the position of Risk and Safety Manager for Pecos River/ Aon Consulting, a leading experiential learning and training company. Since 1990 he has worked as Consultant, Facilitator, Course Manager and Challenge Course Designer and Builder. Serving many clients, including Philip Morris, the US Postal Service, DuPont Corporation, the Central Intelligence Agency, Playtex, John Deere, Aon Corporation, British Airways, United Airlines, Astra Merck, Christian & Timbers, Maryland Department of Natural Resources and more, Jeff continues to work with clients worldwide.

Jeff's diverse experience includes a degree in Philosophy and Masters in Education. Other experiential providers, such as SportsMind, Building Bridges Inc. Outward Bound Professional, Wilson Consulting and Emergence often engage him as a program design consultant. He has worked in Washington DC with the U.S. EPA and as a teacher at private educational foundations.

Currently living in Virginia, Jeff enjoys his dog, Breeze, mountain biking, fly-fishing, canoe trips, camping, hiking, playing music and woodcarving.