



THE STORY OF TRUE WIND CULTURE

Carol Hink, Founder and Chief Wayfinder of True Wind Culture, is on a mission to transform lives using sailing as a catalyst for transformation. Growing up in a family with a deep-rooted military background, Carol was no stranger to the challenges of service. Her father served in the Army, and her brother fought in the Marines during wartime, both of them battling the invisible wounds of PTSD. Carol, a USCG Veteran herself, faced her own struggles, not just from her service but also from the burnout of a toxic workplace. In the midst of these challenges, she discovered an unexpected lifeline: sailing.

The inception of True Wind Culture was marked by Carol's personal encounter with severe burnout, which was ameliorated by her newfound passion for sailing during the 2020 lockdown. The serendipitous learning of sailing not only healed her but also reshaped her outlook on life, emphasizing resilience and adaptability—lessons she was eager to pass on to others.

Carol's ambition for True Wind Culture is to serve as a beacon of support and inspiration for leaders, teams, and Veterans, enhancing their well-being and helping them reconnect with their resilient selves.

True Wind Culture operates under a powerful mission statement: "To change the world one sail at a time." It seeks to empower leaders and foster a culture of resilience and innovation through transformative sailing experiences. The organization adheres to core principles of authenticity, empathy, and adaptability, which are vital in helping individuals and teams navigate the complexities of life and work.

True Wind Culture has set ambitious goals for 2024 and beyond, including conducting its first 100 sailing experiences, fully funding monthly veteran sails, and launching a Floating Innovation Lab. These initiatives aim to deepen the impact on veterans' lives and foster a culture of innovation and collaboration within teams and organizations.

True Wind Culture prides itself on a full-cycle engagement approach, beginning with personalized consultations and extending into post-sail debriefs. Participants are invited to join the "True Crew Community," which offers continuous support, networking, and development opportunities through online platforms and Docktailing™ events.

True Wind Culture dedicates 10% of every sail experience to their Sail-It-Forward fund, providing veterans with free, restorative sailing experiences. These are aimed at helping them reconnect with themselves and nature, offering a unique therapeutic environment. Veterans can be nominated or apply themselves to participate, while supporters are encouraged to contribute to the cause directly.

Carol's heartfelt message, inspired by H. Jackson Brown Jr., urges us to seize opportunities for adventure and discovery: "Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

True Wind Culture is more than just a sailing experience; it's a transformative journey that fosters lasting relationships and promotes personal and professional growth. Carol Hink and her team are dedicated to creating a ripple effect of positive change, one sail at a time, ensuring no prior sailing experience is needed to join this empowering adventure.



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