



**CREATE YOUR GREAT
IGNITE YOUR CREWS
CREATIVE SPARK +
WELLNESS CULTURE**

**BOOST CONFIDENCE,
HAPPINESS + BRAIN
PERFORMANCE 31% IN
LESS THAN 5MINS A DAY**



thegreategroup.com



CREATE YOUR GREAT

#1 CHALLENGE IMPACTING RESILIENCE,
PRODUCTIVITY & PERFORMANCE

SELF DOUBT

"Working is enjoyable, the darkness goes away but if you're not getting a job that darkness can close in on you. I've had a few periods in my life where I've felt that darkness close in. Most people are between jobs and if you think of yourself as an actor and you're not actually acting, what are you? You are kind of no-one. The way out of that is to actually separate yourself from your profession - that's what I do, that's not what I am." Sam Neil, *The Show Must Go On*

Heightened levels of self doubt, combined with hidden low levels of self worth, confidence and self love are creating critical levels of dissatisfaction, disengagement and in many cases anxiety, depression and mental health challenges within the entertainment industry, creating massive obstacles to sustaining high performance and living our greatest life.

Never before have we seen before such rising rates of anxiety, distraction, conflict, work related stresses and depression, which BTW is now higher than it was during the "not so" GREAT depression. Combine this with falling rates of engagement, happiness, and life satisfaction, and we find ourselves in a boiling pot being stirred up by cultures filled with complaining, blaming and lack of trust, accountability and responsibility.

The solution ... its time to "flick the switch" on this epidemic by "igniting your crews creative spark and wellness" from the inside, out and it starts with simple tools, solutions and strategies to increase HAPPINESS, presence, positivity and optimism, in little or no time at all.

After over a decade of researching high performance individuals, both working within them, and consulting and coaching for them, we have discovered that GREAT cultures are made up of great people, who are empowered to self lead their wellness choices from their unique creative spark. Igniting on set productivity and profitability, extinguishing stress based habits, and burning down the walls, which block communication and trust. Flaring up opportunities for new ideas and innovations, enhancing the overall ideal creative experience, and even greater results.

As a GREAT leader, creative, producer, or director with a desire to create an even greater high performing culture with your crew, though faced with the constant demands of reduced resourcing; the pressure to create more content in less time; and faced with putting out emotional fires all day, where do you start well we are glad you asked as "igniting creative sparks" and supporting high performance is what we do best. So let's start with the essentials to boosting your teams resilience by creating a culture of wellness.



CREATE YOUR GREAT

REWRITING THE SCRIPT - DESIGNING A CULTURE OF WELLNESS ON SET

Design - Your ideal wellness culture vision, mission, behaviours + accountabilities including - eat well, move well, think well, connect well, rest well, create well.

Define - Do a SWOT & needs analysis of your environment and review the crews individuals unique stress signs, symptoms, needs and solutions. Have everyone share who they become when they are stressed and what they need to prevent, and reset and recover in a stress emergency.

Discover - Who you want to be as a team - how you choose to feel, what you would like to experience more of and what you need to do daily to stay on track. Our mood is contagious, as is stress. As a crew set a clear agenda around the energy + mood you desire daily and what is required to ensure the framework is set for wellness and creative success.

Deploy - a partnership agreement with clear guidelines, requirements, available resources + tools. Every week review what is working, celebrate successes, discuss what needs changing, adding + any key areas of concern for all of your crew.



CREATE YOUR GREAT

REWRITING THE SCRIPT - DEPLOYING WELLNESS ON SET

Tech FREE Spaces - agree the parameters of where + when the exclusion of phones + computers is a non-negotiable.

Wellness Matters - include wellness discussions within every meeting, catch up, check in + conversation. Create an inspirational on set environment with reminders for people to slow down, relax, recharge, take moments to switch off, reset + return to their centre of focus. The brain is 31% more productive in a positive state, rather than neutral, negative or stressed.

Enter The Playroom - have an area set up for mindful play, relaxation + creativity inducing activities. Continuously encourage crew to enter + take time out to chill + juice up their energy throughout quieter periods + breaks. Encourage "no tech" in these short breaks to reduce nervous system overload + overwhelm.

Change the Script - move your on set culture from "we are too busy, we don't have time," too "to gain the greatest creative outcomes + support our crew we don't have time not to choose moments for simple wellness solutions." Small breaks + energy check ins daily, can have a huge ripple effect on your crews elevated energy levels + resilience.

Celebrate Our Great -recognition + feeling valued are great way to reduce stress. Create a culture of celebration + appreciation by encouraging your crew to have set times within meetings or their week to celebrate their own + each other's big wins.

Mindful Moments - start every day with 1-3mins of mindfulness activities and/or breathing. A reset "brain break" of 5-10mins in the middle of the day will create greater sustained energy throughout and in the long run saves time.



CREATE YOUR GREAT

REWRITING THE SCRIPT - DESIGNING A CULTURE OF WELLNESS ON SET

Hydrate Mates + Eat For Energy - provide water bottles, places for water refills + healthy energy increasing meal + snack options.

Kindness + Connection Matters - set up fun weekly kindness + connection challenges to be completed by the end of the week + share what was discovered.

On Set Resilience + Wellness Coaching - before, during + after completion provide crew with the skills, tools, techniques + coaching support to determine + commit to their own individual wellness outcomes + stress reduction strategies. Personal accountability is key.

Family Matters - schedule in specific family days + wellness initiatives to invite kids to come on set for these days of discovery. Plus encourage family check in moments throughout your busy days.

Say Hello and Smile - it might sound simple, though an authentically present hello, smile + how are you, can go a huge way to reducing stress.

Budget, Schedule + Prepare Breaks + Rest Periods - many sets run on very tight budgets + time pressures. Allocating even a few set reset, rest and recharge periods within your scheduling daily, weekly, or monthly will actually create time. This will also ensure your crew are performing at their peak + retain sustainable levels of energy + mental, emotional + physical wellness. Short sessions of meditation, massage, yoga, reflexology, fitness, movement, Physio, fun or chiropractic are great ways to support optimal health.



CREATE YOUR GREAT

"People who are happy at work are 31% more productive, sell 37% more and are three times more creative. They make better team players, handle change more effectively, become more positive and are much more engaged." Amanda Gore, Joy Expert

#1 ESSENTIAL TO BOOST YOUR TEAMS
RESILIENCE, PRODUCTIVITY & PERFORMANCE

CELEBRATE

In a world where we are taught from a young age to look outside ourselves for validation, permission, acknowledgement, and appreciation, quite simply we have forgotten how to **celebrate and appreciate ourselves**, and instead we often choose to bully, criticise, and judge. Learning to celebrate and internally validate is essential to creating your greatest culture, boosting self worth, confidence, and optimism from within to create happy, more cohesive high performing creative workplaces and spaces.

Take the everyday example of receiving feedback on a piece of work. Most people have negative associations with receiving feedback either from school or potentially previous teachers. What is going on internally is that every time they think about receiving feedback, they begin to feel bad about themselves, fear the response, rejection, judgment or criticism and often don't even know why this is happening.

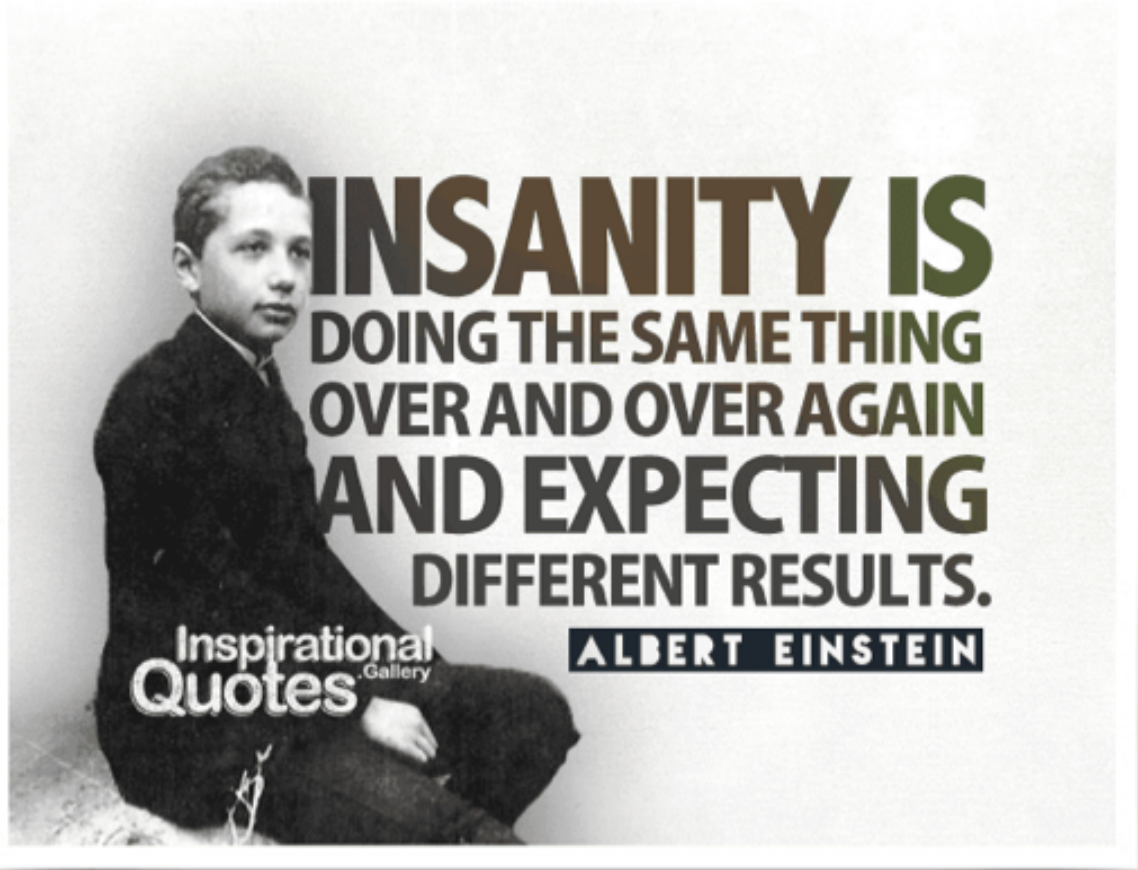
At The Greate Group what we teach instead, to celebrate "feedback," to see it as an opportunity to grow, improve, to understand its not personal, and that your new input received could be the very next "creative spark" that leads to the greatest creative expansion ever. And if the feedback received isn't what you desire, or expect, to understand "you are not your work, you are still an amazing person, worthy and deserving of greatness" with or without your idea being received.

Our goal in this ever changing landscape as leaders, is to simply encourage our creatives and crew to celebrate even the smallest successes, which will create more positive association around work, and a natural creative spark of inspiration begins to grow. By having team members discover the benefits of "internal appreciation, celebration and acknowledgement" this will also boost confidence and happiness and most importantly begin to dissolve the need for external validation, waiting for permission to speak up and complete tasks and lack of internal trusting of their skills and abilities. In addition when given feedback ensure it connects to their role, behaviour or output, rather than making any input personal.

The best part as we support your crew to ignite these new attitudes and actions along the way, the more neural pathways light up in their brain and the easier it becomes to step into their greatness daily. With this come a natural ability to fire up, thrive, and perform under pressure, without exploding or imploding with unhealthy habits.



CREATE YOUR GREAT



WHAT COULD BE DIFFERENT IN
YOUR CULTURE IF YOUR CREW WERE
INSPIRED, ENCOURAGED AND
CELEBRATED TO IGNITE THEIR
CREATIVE SPARK OF
WELLNESS AND DO ONE THING
THAT ELEVATES THEIR ENERGY
EVERYDAY???

Let's see shall we as we share with you our tried, tested, and proven
"Celebrate Your Great" playtivity for you, and your team.

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CELEBRATE YOUR GREAT

Did you know that your brain is 31% more productive in a positive state, rather than neutral, negative or stressed? What this means is that by taking the time to complete this simple playtivity daily, especially when you are feeling over or underwhelmed, and choosing to celebrate you more often, you have the potential of getting way more done, in much less time. Who doesn't want more time and less stress these days??? And the best bit for those of you seeking super high performance, and increased happiness, if you smile as you do this (*and yes its going to feel strange*), your brain is going to start firing off even greater doses of happy hormones which you can enjoy for hours to come.

I assure you thousands have tested this before you, and there are no adverse side effects, only massive doses of happiness, which excitingly are contagious, so let's take one for the team and just try it.

What is one task you have completed today?

Now ...take a moment to re-read this, breathe, acknowledge and celebrate this accomplishment.

What is one thing you did today that was GREAT?

Now ...take a moment to re-read this, breathe, acknowledge and celebrate your great.

What positive contribution or impact did you create in the world today?

Now ...take a moment to re-read this, breathe, acknowledge and celebrate all of you.

"I am a GREAT gift to this world, I am grateful for being me."

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CREATE YOUR GREAT

WE WERE ALL BORN WITH GREATNESS.

GREATNESS IS THE ABILITY TO WAKE UP GRATEFUL, HAPPY & FEELING FULLY ALIVE.

GREATNESS IS TREATING YOURSELF, AND OTHERS, AS YOU DESIRE TO BE TREATED ...
FIRST STEP, KINDNESS.

GREATNESS IS CHOOSING SELF CARE, REST, WELLNESS SOLUTIONS + RESILIENCE NO MATTER WHAT YOUR DAY BRINGS.

GREATNESS IS IGNITING THE UNIQUE CREATIVE SPARK, ONLY YOU WERE BORN TO LIVE.

GREATNESS IS COMMITTING TO THIS SPARK WITH ONGOING DEDICATION, DISCIPLINE AND A DAILY PURSUIT FOR GREATER EXCELLENCE.

GREATNESS IS THE DESIRE TO TAKE WHAT YOU DISCOVER AND MAKE A POSITIVE DIFFERENCE IN THE LIVES OF OTHERS, THROUGH WHO YOU ARE BEING, AND HOW YOU SHOW UP.

GREATNESS RISES FROM LIVING A LIFE ON PURPOSE, WITH PASSION, PRESENCE, AND PLAY. TO MAXIMISE LIFE'S POTENTIAL AND THEN INSPIRING OTHERS AROUND YOU TO DO THE SAME.

OUR JOURNEY TO GREATNESS BEGINS WITH A CHOICE TO TAKE THE FIRST STEP ...

ARE YOU READY?..

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G R E A T
M I N D S



G R E A T
W E L L N E S S
C H O I C E S



G R E A T
V I B E , C R E W +
L I F E

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