

PROPOSAL

FROM STRESSED OUT TO CREATIVE & PRODUCTIVE GENIUS

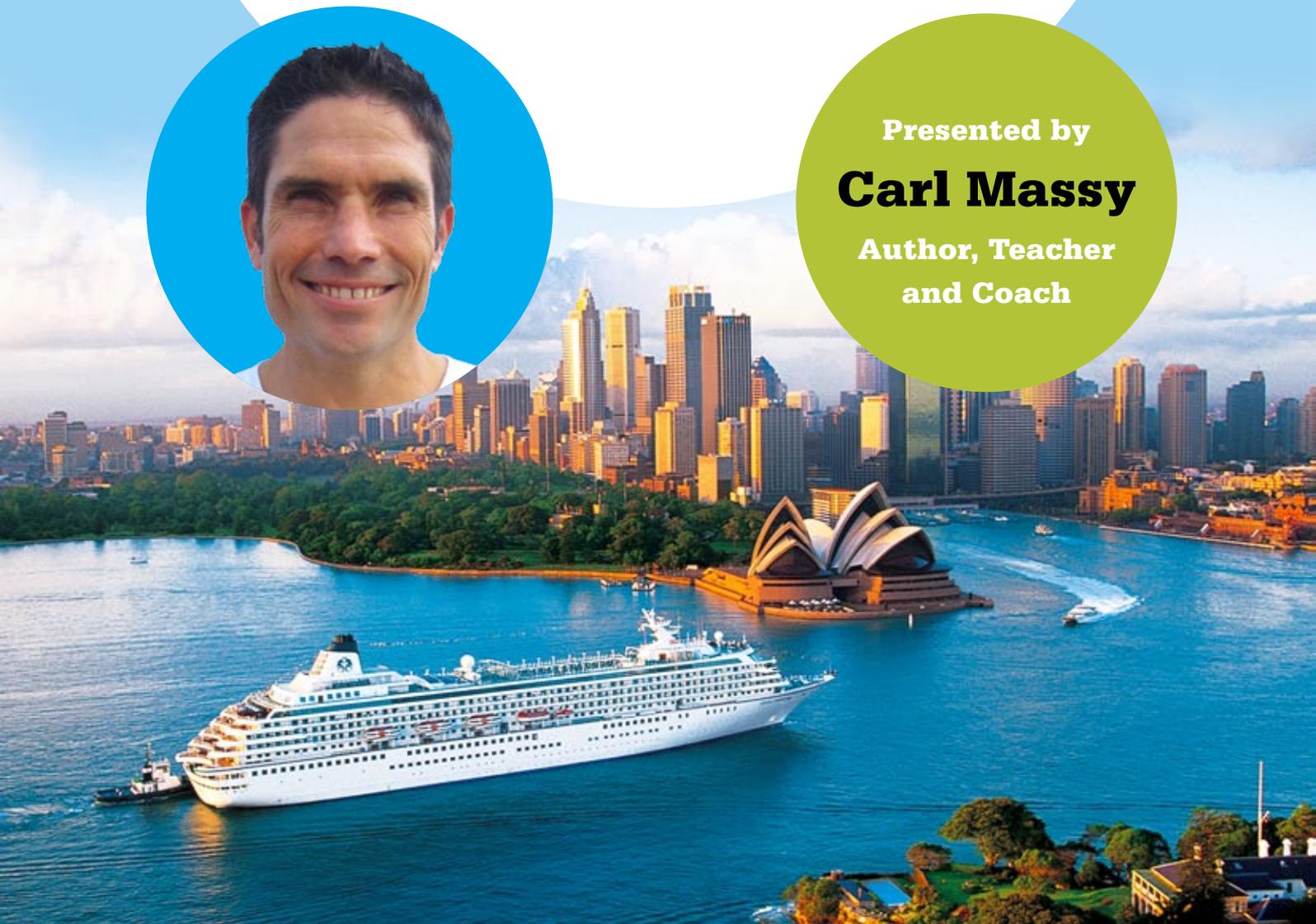
A PRACTICAL WORKSHOP TO
REDUCE STRESS, SUPERCHARGE CREATIVITY AND
SIGNIFICANTLY BOOST PRODUCTIVITY



Presented by

Carl Massy

Author, Teacher
and Coach



Stress, Creativity and Productivity

Imagine if everyone on the team was able to come up with creative ideas and solutions on a regular basis. Imagine if this thing called 'stress' was not invasive and permanent, but something people had tools to turn down or turn off when they needed to. And imagine if everyone on the team was even more productive.

What would that mean to an organisation?

The reality is that STRESS is not only a physical and mental health burden. Something that becomes noticeable when people start getting sick or taking days off. In fact most GP doctors visits, and the symptoms they show up with, are related to stress.

Now imagine if stress was not only causing physical and mental health issues but was actually stopping workers with coming up with innovative solutions to problems, creative ideas for new products, or improvements to current products and services. What is the cost of that?

In today's information age and rapidly changing business world, the companies that survive and thrive are the ones that keep creating and innovating better ways to solve customer 'problems or challenges' or provide them with the goods or services to improve the quality of their lives. Creativity and Innovation is a game changer and essential to on-going business success.

What is just one good idea worth?

Neuroscience

With the advancements of neuroscience in the last 15 years, the understanding of what is happening, and not happening, inside our minds is becoming clearer and clearer.

With this new knowledge we now can better understand what to do and not do to increase the effectiveness of our brains, at a conscious and subconscious level.

The Kaizan Way

In Japan, after World War II, there was a nation wide initiative to rebuild Japan into something bigger and better than it was before the war.

One of the philosophies they adopted was constant and never ending improvement. They realised that minor improvements made, over an extended period of time, lead to major changes in the results

they could achieve. It was internal creative ideas that contributed to most of the innovative changes they made within their companies.

It is not just about tapping into the staff's mental powers, but supercharging them.

Methodology

This workshop is a combination of theory and practical application of tools and strategies. There are a number of activities to highlight the impacts of stress on our creative faculties.

To tap into the creative process in action we run a real-time brainstorming session on a relevant issue, challenge or problem within your company. This will be hosted and facilitated by Carl Massy to bring out the best results.

The aim for all of the workshops we run is to deliver specific techniques and tools that participants can take away with them and start using immediately.

There will also be 4-weeks of follow up material and tasks after the course to ensure that the material taught in this half-day workshop is fully absorbed and integrated into the workplace.

The Program Topics

There are three big topics that will be addressed in the workshop, which will follow an introduction, which is targeted at deepening the understanding of the interrelationship between the body, mind and emotions and their affect on us.



REDUCE
STRESS



SUPERCHARGE
CREATIVITY



BOOST
PRODUCTIVITY

STRESS

We will be working on the following:

1. What is stress?
2. The impact of stress on the body and mind
3. The root cause of most stress
4. Effective tools and strategies to deactivate the stress response

CREATIVITY

When it comes to creativity we will be looking at these particular aspect:

1. What is creativity?
2. How do we activate our creativity?
3. How to create the right environment for creativity
4. Tools to increase our creative faculties
5. How to brainstorm most effectively

PRODUCTIVITY & FLOW

It is no good coming up with great ideas if we don't know how to apply them or apply them ineffectively. So this section is all about:

1. Understanding what 'flow' is
2. How to hack into a flow state
3. Tools and techniques to increase individual productivity by at least 200%
4. Some of the biggest impediments to productivity and how to overcome them

Learning Outcomes

There are a number of highly affective and immediately applicable outcomes from the workshop, which include:

- Understanding how the brain works most effectively
- Learn about the principle causes of stress
- Discover the real impact of stress on the mind and body
- Learn specific tools to reduce stress (in the short term and long term)

- Discover the keys to enhancing willpower
- Discover some of the key blockages to creativity
- Enhance the belief that everyone is 'creative'
- Understand what is needed to bring out creativity in the workplace
- Learn the best methods of getting superior results from 'brainstorming'
- Learning strategies to enhance creativity
- Discover how 'flow' can increase productivity by up to 5 times
- Understand how to hack into a 'flow state'
- Learn specific rituals to increase productivity by at least 200%

Testimonials

We contracted Carl Massy to deliver a 1-day personal development program and ongoing Coaching for the senior management team at SWIRE Oilfield Services Australia.

The training Carl delivered was full of information on how best to use our minds to increase our productivity, creativity and get better overall results. There were also great activities that brought the team closer together.

A big theme of the presentations was how to increase our energy levels, improve our health and experience more happiness. The day provided a powerful platform for change, which was followed up with individual coaching through his 30-Day Happiness Challenge.

It has meant a more productive and happier management team, which filters down through the organisation. I highly recommend WorldsBIGGESTGym and the passionate and fun delivery by Carl Massy and his team.

Troy Brice, Director & Regional General Manager SWIRE Oilfield Services Asia Pacific

Your Presenter



CARL MASSY

Author. Trainer. Coach.

My name is Carl and I am an ex-Army Major, Ex-Olympic Games Senior Consultant, a Business & Wellness Coach, NLP Master Practitioner, Hypnotherapist, Reiki Master, Personal Fitness Trainer, Corporate Wellness Trainer and author of *The Guidebook to Happiness* and *The Guidebook to Optimum Health* (release date 1 Aug 2014).

One of my talents has been to blend 20 years of strategic planning, training, management, and leadership across the globe, with 14 years of work within the wellness industry to establish a very clear understanding of why we do what we do, and therefore how to get even more effectiveness out of individuals and organizations. I call myself a 'happiness and health strategist' because I have the ability to find the little things that make all the difference when it comes to individual happiness, health and success. I am all about getting the maximum ROI on our thinking and behaviours.

As a voracious reader (500 books and counting) and lifetime learner, I draw on research from the fields of neuroscience, positive psychology, strategic planning, epigenetics, emotional intelligence, mind-body health, social psychology, nutrition, relationships, resilience and various other topics and training to bring you the most effective and practical strategies to enhance people's happiness, health, vitality, creativity and success in life.

I am based out of Bali, where I have been living for the last 7 years with my partner Ferry, and an emotionally challenged sausage dog called Apple.

THE COMPANY

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