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**People, Planet, Purpose**  
**Coaching with a Green Conscience**



# Re; Wilding Leadership

Growing from the inside our, rooting  
resilience. Leadership our future needs.







# Are you passionate about people, planet and purpose?

If so, our nature-based well-being programme - Re; Wilding Leadership is for you.

Growing a vibrant culture takes time, energy, and focus, and we've seen businesses with the best intentions struggle to make well-being work long term.

That's why our leadership well-being programme is delivered over four sessions, spread throughout the changing seasons to really embed well-being into the roots of your culture.

Join our open programme, or explore this approach in house for leaders and/or future leaders within your team.

Equipping you with ways of being and doing to live - and work- with healthy, happy lives at the core. After all, the well-being of you & your team contributes to the future of your business success & impact.

Our open programme has taken time and experience to understand the priorities of leaders across purpose led organisations.

Helping you cultivate well-being strategies that benefit individuals and teams, and beyond. Enabling them to deal with the challenges and changes of life and work.

At the heart of what we do is a focus on people, planet and purpose, and our programme is designed to be enriching, meaningful and long-lasting.

You'll notice we've put a semi-colon in the middle of our programme name.

A symbol in the mental health support & survival communities focused on hope.

And something we value at the root of our programme. Thriving cultures, starting with you!





# What's included?

Looking to explore this opportunity in house, for our team or organisation?

Where The Mind Grows offers coaching and facilitation, giving your leaders or team a place to explore and develop a well-being vision and strategy.

- A welcoming onboarding process.
- Four days of coaching and facilitation to nurture individual and collective team well-being and culture
- Stunning woodland venue, giving your team the space to go wild over new ideas and approaches to their well-being
- Downloadable resources for you, supporting the learning in between each phase
- A commitment to Nature. Where the Mind Grows collaborate with a range of nature-based projects and contribute some of our income from each project to support the future health and out nature world also.

The 2027 open programme includes additional 1:1 coaching sessions too. Three of them, throughout the programme duration! In the woods or online (The programme is also available privately for organisations and partnerships, throughout the year, through an 'in-house' model from the woods)



# How it works

Nature is billions of years ahead of us in experience when it comes to handling change and building resilience, so it makes complete sense to draw wisdom on well-being from the expert itself (nature).

Your will spend time in nature as part of the sessions and learn about the relevance of natural principles as part of your own well-being strategies.

Not only will you and your team beyond benefit from being better connected and inspired by nature, but research supports a correlation between nature connectedness and pro-environmental behaviours.

**The programme focuses on three core principles, which are woven into everything we do:**

- **Well-being:** Give your team the resources to stay well in work and create conditions for
- **Culture:** Over the four phases, your team will sow ideas, root concepts, and propagate a plan of action to organically grow a resilient culture.
- **Regenerative:** The term Regenerative is twofold. As well as being earth-minded in our approach, we also value the sustainability of our programme for your organisation. Your business is an ever-changing ecosystem, so we give you the tools to continue growing long after the four phases are complete.

Mental Health issues affect at least one in four of us in our lifetime, and absenteeism and presenteeism impact everything from work quality, staff retention, team dynamics and employee engagement. Plus, your team well-being has a knock-on effect on your customer and supplier experience too.

If you want to be an inspiring business with happy and innovative people, we'll help you achieve this.





# From small acorns, mighty oaks grow

Our coaching approach is attractive to purpose led and caring, cause led organisations & businesses who truly value the well-being of their employees. (and the planet too)

Well-being shouldn't just be a buzzword; we help you bring well-being to life and nurture its growth in your culture.

## Benefits of our programme:

### For your business

- Increase focus, motivation and creativity
- Reduce absenteeism and presenteeism
- Improve psychological safety in the workplace
- Embed sustainability and pro-environmental behaviours as part of your culture
- Create a more cohesive, collaborative and supportive team

### For you & your employees

- Gain confidence in talking about mental well-being
- Value the well-being of themselves and others
- Reduce Cortisol (the stress hormone) and enhance Serotonin, dopamine, oxytocin, and endorphins (the happy hormones)
- Become great social citizens and lead the way to inspire your company's CSR (Corporate Social Responsibility)
- Build emotional resilience and creatively respond to change

Our programme helps people find value in self-care strategies for mind and body. They'll leave each session with greater confidence and knowledge in individual and collective well-being.



## The programme experience

Step away from the office to a beautiful nature-based venue, surrounded by greenery, wildlife, woods views over the hills of North Yorkshire. Press pause on the stresses and strains of life and work, taking time to focus on team building, personal development, and strategic visioning.

Each phase explores, expands knowledge and understanding, and creates action and is followed up with additional resources that embed the learnings for ongoing engagement and focus.

The sessions also include nature-based activities that relate to the current season and the cyclical nature of your business. It doesn't matter when you begin the programme as we adapt the outdoor activities to fit the time of year.



## Session 1: Sapling

Helping you explore the vision and priorities for the programme. Learn the basics about Nature-Inspired well-being with an introduction to natural principles. Meet your peers as we go deep into the woods and cultivate our group culture.



- **Well-being:** Identify priorities and resources for individual and team well-being. Engage with the present.
- **Culture:** Explore how to create a meaningful vision where well-being and sustainability are valued. Observe and interact.
- **Regenerative:** Using natural principles to embed learnings and create lasting change so your well-being culture keeps growing.

## Session 3: Mighty Oak

Focus on emotional resilience and creating psychological safety. Helping you in your individual leadership (and human) roles to feel confident to respond to change and uncertainty.



- **Well-being:** Respond with confidence and clarity in the face of challenge and adversity. Bend with the wind.
- **Culture:** Focus on team community, communication, and adaptability. Explore brave conversations and discover the strengths and opportunities within the team.
- **Regenerative:** Replicate and build on strategies that work to maintain momentum in achieving the company vision.

## Session 2: Roots

Putting strong roots in place by learning and implementing effective strategies for health and happiness. Getting to know yourself, and be yourself - as a compassionate and heart-led leader.



- **Well-being:** Listen to your internal ecosystem and creatively respond to change. Feed your roots.
- **Culture:** Nurture collective resources and assets for well-being and identify the conditions for staff to thrive.
- **Regenerative:** Recognise what enables or hinders well-being and begin to “future proof” strategies that will remain effective. Learning from past, present and future.

## Session 4: Woodland

Explore “woodland” concepts, helping you celebrate and reflect on their learnings and understand how to bring the vision to life.



- **Well-being:** Nurture a community in which everyone can seek and offer support. Only feed what you want to grow.
- **Culture:** Evaluate the journey so far and celebrate the successes of the team. Cultivate co-operative relationships.
- **Regenerative:** Define a final plan, actions, and vision of well-being for the future. Aggregate scattered elements into something greater.

# Why choose Where The Mind Grows?

The cyclical nature of business means that one day of well-being work simply isn't enough. Just like the ever-changing natural world, creating a thriving well-being culture requires patience, resilience, and the confidence to adapt.

That's why our programme includes days of coaching and facilitation away from work distractions to switch off, refocus and explore. This allows us to form lasting relationships with you and your team so they can create a well-being strategy that really works, isn't rushed, and adds value to each member collectively.

The programme is typically split of 6-18 months, for our 2025 open cohort you'll join me in the woods, each quarter with dates in March, June, September and November. You also have one-to-one coaching sessions online or in person too. With three available for each person, to weave throughout the programme.



## About JK

### **Nature ebbs, flows, and adapts to its challenges, so too can we!**

HI! I am JK (Jennie-Kate) McQuinn - Coach, Founder and Facilitator at Where the Mind Grows. Before doing this, I was a senior leader in public, private and community Mental Health and Employability projects.

I had a real sense of the challenges purpose led, community teams and leaders have in keeping well - in the face and complexity of our modern day community needs. Recognising the inter-connection between our stretched system, the poly-crises we are facing and the impact this all has on our mental health. I work with teams, leaders and individuals to root workplace well-being, and psychological safety at the core of work cultures.

This isn't the fluffy stuff. Real, courageous and impactful stuff. So that your 'doing and being good' doesn't have to come at the consequence of your being human! I am an integrative coach with trauma-informed experience, working with a mixed modality approach, including ecopsychology and regenerative leadership. Combining strategies and resources for human and planetary health. My individual coaching is focused on helping AMAZING HUMANS slow down, simplify & find meaning and health!

It will come as no surprise that I LOVE NATURE and work alongside it to achieve healthy outcomes and create positive impact.

# Why you?

Just as a plant requires the right ecosystem to grow and thrive, businesses need the right collaborations to flourish and succeed. We work in partnership with businesses who walk the walk and don't just talk the talk when it comes to doing the right thing for people and planet. Your ethos and approach to sustainability matters.

# What people say...

*"This course is a unique and deeply supportive environment in which to deep dive into your own values, identity and wellbeing as well as discovering a whole host of tools and exercises to support your team and wider organisation's wellbeing, all in beautiful nature settings. It is an opportunity to really focus on what is important for your own wellbeing."* Becci

*"The bond we created as a team was incredible. We were all able to bring our authentic selves without judgment and if faced with any challenges, supported one another respectfully. The group element of the programme has taught me how to be confident to speak up and be vulnerable in the moment."* Karen

*"The programme is life changing. Don't hesitate to take up a place if you have the opportunity."*

*You will leave the programme with a range of strategies and tools to build your resilience and support your wellbeing and that of your team or organisation.*

*The rate of burnout and long-term absence across the voluntary sector can't be solved without leaders putting wellbeing as a central part of their strategy."* Bridget Programme Attendee

**Change starts here:** Book in your free consultation and start your journey to enhance people, planet and purpose and grow your well-being vision.  
**Info@wherethemindgrows.co.uk**







# Venue details

We work closely with nature-inspired venues across North & West Yorkshire

In 2023 we 'took up lodgings' at a private woodland, located on Little Seed Field Glamping & Farm, Near Ripon A family owned venue who work in partnership with you to bring you a leadership programme immersed in wild nature - Where the Mind Grows lease the woodland onsite and we now run small group experiences and retreats, team away days and 1:1 coaching sessions.

The value of being alongside nature in our approach is something we are really proud of.

Nature helps to reduce stress, anxiety and boost low moods.

It also supports teams to interact in creative and solution focused ways too, energising endorphins and dopamine that help with innovation and problem solving.

A regenerative and eco-psychological approach means we can actually learn direct from Nature too, which often brings all sorts of fascinating insights to apply to your individual and collective approach to creating thriving conditions, in the face of change and complexity.

We see Nature as a co-facilitator in all that we do.  
Our work doesn't just focus on well-being and personal development.

We witness each week how peoples reconnection with Nature helps shift pro-environmental behaviours too. Meaning more capacity for caring and compassion on our planet!

For 2025 we are supporting Wild Mosaic as our wild project. Investing in re-wilding tiles at their site in Wales. As part of this programme you can rest assured, that by investing in yourself you invest in a little piece of Natures health too!

Our previous programmes have funded tree planting in Summerbridge, North Yorkshire



**wild  
mosaic**



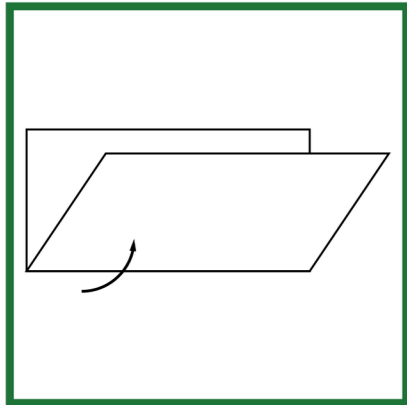
# Sow Far, Sow Good:

This leaflet can be reused to make a plant pot for the attached seed pack.

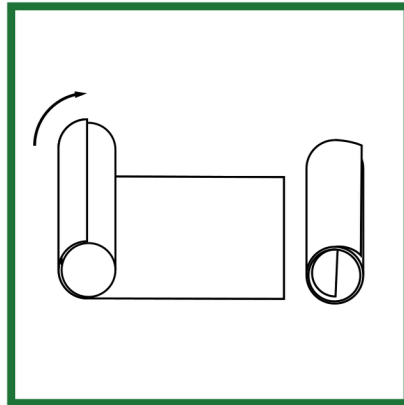
If you've printed this leaflet out. Be sure to give it a second life when you are done!

Follow the instructions below and once you are done, just add a scatter of wild flower seeds, soil, water and light. (and a bit of love!)

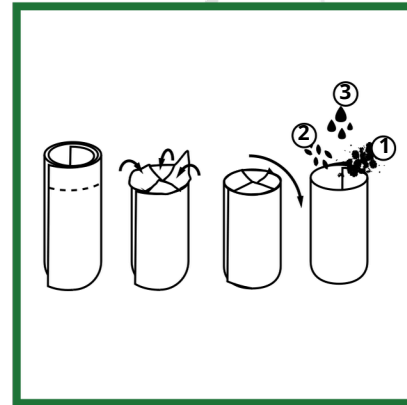
Give your plants the care and attention you can give yourself too!



Tear off the back page of the brochure and fold in half.



Find an appropriate cylinder and roll into a tube. Remove the cylinder.



Fold the top inch of the cylinder on to itself to make a solid end to the tube. Turn over and press down to seal. Add soil, seeds and water - and watch your plants grow!