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People, Planet, Purpose
Coaching with a Green Conscience



Workplace Well-being

Growing team resilience





Are you passionate about people, planet and purpose?

If so, our nature-based well-being programme 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 programme is delivered over four sessions, spread throughout the changing seasons to really embed well-being into the roots of your culture.

It equips your employees with the tools and resources to live healthy, happy lives. After all, the well-being of your team contributes to the future of your business success.

Tailored to your organisation, we help you cultivate well-being strategies that benefit individuals and teams, 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.



What's included?

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

- Free consultation and contact meetings throughout
- 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 and your team, supporting the learning in between each phase
- Feel Treemendous! For every staff member you sign up to the programme, we will plant a tree at our collaborator site, Make it Wild in North Yorkshire, as part of our 'people, planet, purpose' pledge



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

Not only will employees 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:

- **Employee well-being:** Give your team the resources to stay well in work and create conditions for your employees to thrive.
- **Culture:** Over the four phases, your team will sow ideas, root concepts, and propagate a plan of action to organically grow a resilient culture.
- **Sustainability:** The term sustainability 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 sustainably-minded businesses who truly value the well-being of their employees.

Well-being shouldn't just be a buzzword; we help your team 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 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 woodland, Beltie cows, wild ponies, and 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, educates, 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 the team explore the vision and values and learn the basics about employee well-being with an introduction to natural principles.



- **Employee 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.
- **Sustainability:** 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 teams and individuals to feel confident to respond to change and uncertainty.



- **Employee 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.
- **Sustainability:** 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.



- **Employee 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.
- **Sustainability:** 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 the team to reflect on their learnings and understand how to bring the vision to life.



- **Employee 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.
- **Sustainability:** 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 four 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 can be split over 6-18 months, but we recommend completing one phase per quarter.

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.

Treemendous – our gift to you

For every member of your team that attends our programme, we'll donate the funds to plant a tree, contributing to the offset of carbon in our packages.

And if you want to continue growing your relationship with our partnership venue, there are options for corporate volunteering and corporate carbon offsetting pledges. Even more opportunity for you to invest in people, planet and purpose!

Change starts here: Book in your free consultation and start your journey to enhance people, planet and purpose and grow your well-being vision.
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Venue details



Our main collaborator impressed us with their mission statement: “It’s not our aim to protect nature, it’s our purpose.”

That’s just one of the reasons we work in partnership with Make it Wild, North Yorkshire.

Make it Wild is a family run business, fronted by Chris and Helen Neave. They share the same values as Where the Mind Grows and inspire us with their compassion and dedication for nature.

Chris and Helen are proactively taking action to create more wild space – more trees, more meadows, more ponds. Once there is a place for wildlife, it arrives!

Make it Wild encourages a greater knowledge, understanding and enjoyment of the natural world. Sharing the beauty of the wild spaces they are creating with others.

From the ancient trees that share stories of resilience, to the varied wildlife and plants that form part of the diverse community, Make it Wild’s Bank Woods is an idyllic backdrop, in which to go wild about well-being! It’s the perfect location to seed discussion, learn and take action for your team’s well-being.

Surrounded by wildlife, but with all the comfort and amenities that the eco-venue offers, we can help your team reconnect with themselves and nature. Gain a greater understanding and affinity with the well-being of the natural world as a whole.

Hear Make it Wild’s inspiring story as part of our programme and leave each phase dreaming big and feeling empowered to make lasting change in our world.

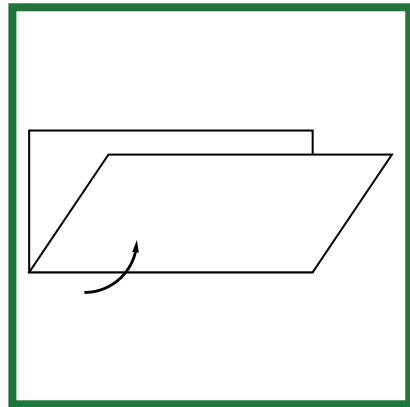


Sow Far, Sow Good:

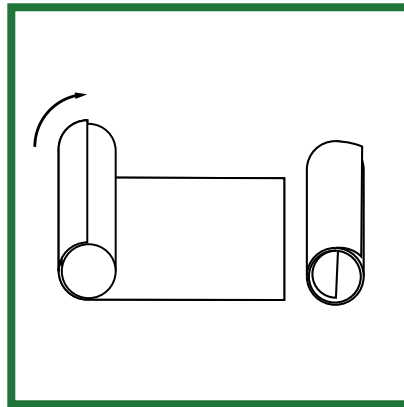
This leaflet is made from recyclable paper and can be reused to make a plant pot for the attached seed pack.

Follow the instructions below and once you are done, just add soil, water and light.

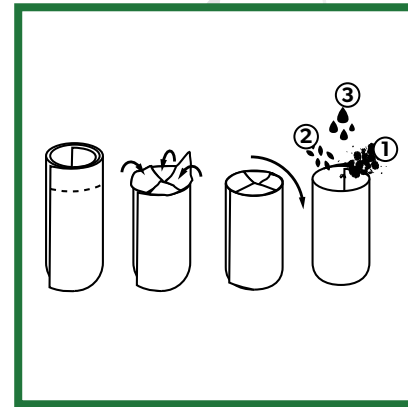
Give your plants the care and attention you can give yourself too!



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!