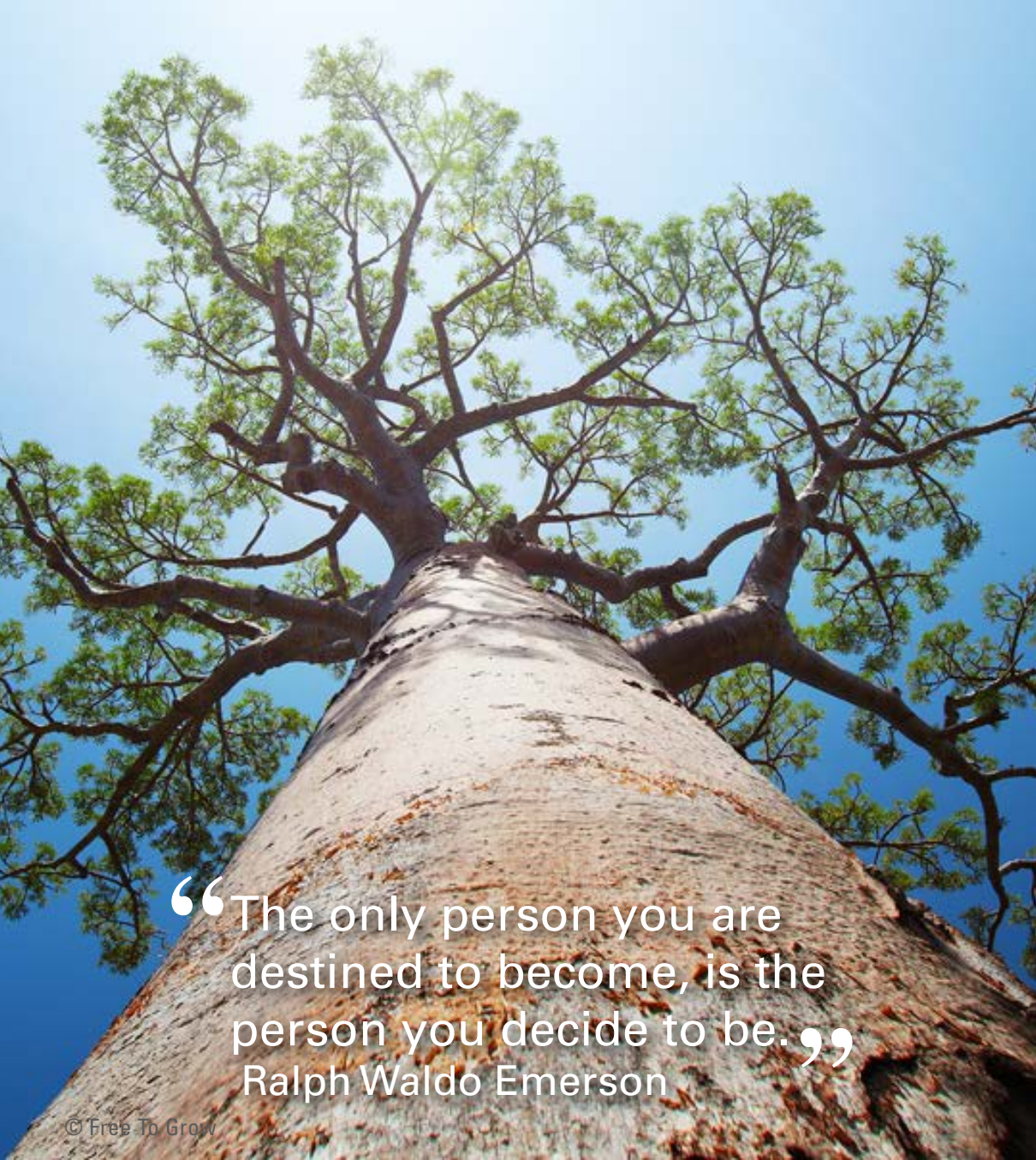




**LifeQ<sup>®</sup>**

**Accelerating Personal Growth**



“The only person you are destined to become, is the person you decide to be.”  
Ralph Waldo Emerson

The extent to which people grow and realise their potential, is largely determined by their Psychology Capital (also known as PsyCap). PsyCap shapes how people see themselves and how they show up in the world. Research shows that it also directly relates to job satisfaction, commitment and overall wellbeing.

## More on PsyCap

Four elements, together, provide people with the inner resources to thrive, even in the midst of adversity. The four elements, enabling people to be a **HERO**, are:



1. **HOPE:** Seeing a worthwhile future before you. It involves:
  - a sense of agency, or the belief that you have the power and ability to influence your life and your environment instead of accepting that you are a passive victim of circumstances.
  - the ability to see ways to achieve your goals and the willingness to take ownership of changing what is in your control, instead of blaming or shifting the responsibility for change onto others.



2. **Self-EFFICACY:** The belief in your ability to complete tasks and achieve goals. It involves knowing your value, and having confidence in your abilities, knowledge, and skills to be successful, even in the face of obstacles, challenges and setbacks.



3. **RESILIENCE:** The capacity to bounce back from adversity and grow stronger from overcoming negative events. This involves the ability to adapt to new situations and persevere in the face of challenges and setbacks.



4. **OPTIMISM:** A positive expectation for the future, seeing potential positive outcomes and possibilities instead of problems, being able to re-frame how you see situations so you focus on the 'power of yet' and make the most of what you have.

*Boosting employee wellbeing, growth and engagement*

“Your past is not your potential.  
In any hour you can choose to  
liberate the future.”

Marilyn Ferguson

**The PsyCap of many shopfloor and entry level employees has, through exposure to repeated hardship, been eroded.**

Over time, life has sucked the hope out of them.

Instead of grasping growth opportunities offered to them, they may hang back, waiting for others to open doors for them. Instead of actively shaping their future, they tend to blame others for their lack of progress.

Free To Grow has worked extensively with shopfloor and entry level employees across industries since our inception in 1994. We understand how they think and grasp their fears and hopes. We know how they best learn. This enables us to develop learning experiences that touch their hearts, shape their minds and shift their behaviour.

**LifeQ<sup>®</sup>** significantly impacts the way first line employees view themselves and the world, contributing to increased wellbeing and quality of life.

This life-changing programme strengthens PsyCap. It:

- promotes a healthy belief in their potential and value
- enhances a sense of urgency so that they are equipped and inspired to make change happen in their lives
- instills hope, strengthens optimism and cultivates resilience and self-efficacy
- promotes proactive self-development and increased life-satisfaction.

*Boosting employee wellbeing, growth and engagement*



“You will either step forward into growth or back into safety.”  
Abraham Maslow

## 1. POTENTIAL: The need for continued growth

- Accept that your past is NOT your potential and that there is always room to grow
- Take an honest look at yourself and your life: are you the best you can be or is there still untapped potential that you can use?

## 2. SELF-IMAGE

- How your self-image impacts your life
- The emotional bags you carry and their burden on your journey
- Assess your self-image: identify the bags you are carrying and where they came from
- Deal with your bags: build your self-image through positive self-talk, dealing with the hurts of the past and people who put you down
- Identify, value and use your strengths to the full
- Deal with your weaknesses to ensure they don't impact your growth and success

## 3. ATTITUDE: Take charge of your thoughts

- Why attitude determines your altitude
- Recognise and deal with attitudes that drag you back: complacency and fearfulness
- Grow attitudes that drive you forward: adaptability, ownership, resilience and optimism
- Take charge of your life and shape the future you want

## 4. GROW GOALS: Progress from dreams to action

- The difference between a dream and a goal and how GROW goals can help you reach your potential
- Identify the most important goal in your personal life and where you want to be in your career
- Turn each of these goals into a GROW one:

**GOAL:** be very clear on what you want to achieve


**REALITY:** reflect on where you are now and how far you have to go to reach your goal

**OPPORTUNITIES & OBSTACLES:** identify opportunities you can make use of and obstacles that may block your way

**WILL & WAY:** check your motivation levels. How important is each goal to you? What steps will you take when?

## 5. PERSONAL BRAND (Optional)

- Your personal brand
- Making your brand intentional
- Go from Zero to Hero by living your purpose and passion and demonstrating your signature strengths
- Understand the link between your personal brand and your organisation's brand. Be a clear mirror so you can add value



“From a small seed, a giant tree can grow.”  
African proverb

## Who will benefit

This programme is aimed at shopfloor and entry level employees and supervisors

## Duration:

2 days

## Delivery

Ideally presented face-to-face, due to the emotional nature of the programme

## Group size

Maximum 16 learners per group to provide ample opportunity for full participation by all and to enable the facilitator to create a climate of safety and support where all will feel free to participate

## Facilitators

Our facilitators of **LifeQ**<sup>®</sup> are selected with care so that the employees at this level can easily relate to them and engage with them. The diversity in our team enables us to facilitate **LifeQ**<sup>®</sup> in most of the South African official languages if needed

*Boosting employee wellbeing, growth and engagement*



“At SkyNet we pride ourselves on formal and sound qualifications for our Unemployed Learners on Learnerships and valuable workplace experience for our Interns. But, we don’t just stop there. Our partnership with Free To Grow enables us to inspire their hope, resilience, optimism and efficacy in life. Free To Grow adds additional modules to their LifeQ® programme to empower them to be self-assured and confident and to take ownership of their personal finances. This approach positively impacts the wellbeing, growth and life perspectives of these Unemployed young professionals. Thank you Free To Grow for the passion and impact you bring to our learners, ALWAYS.”

*Themba Maseko,*  
National Training Manager, SkyNet Worldwide Express



“My team are a lot more focused on what’s happening around them, more assertive and willing to speak out. Everyone enjoyed it thoroughly and were excited to come back for more.”

*Natheesa Duncan*  
Office Manager, Spur Group (Pty) Ltd



## HOUSE OF MONATIC

“LifeQ® did wonders for us. Teamwork has improved, people now get along better and pull together to achieve their productivity goals and meet customer quality standards.

Our people have grown a lot in self-confidence and their overall attitude has improved. Other departments who have not yet attended, heard about the value of the programme and are approaching us to find out when they will get the opportunity to go on the programme.

It had an enormous impact and the feedback was overwhelming.”

*John Duminy*  
Training Officer, House of Monatic



“Super facilitators, excellent content, brilliant packaging. You had our students raving!”

*Murray Hofmeyer*  
Director, Studytrust

# 30 YEARS 36 COUNTRIES 1 508 ORGANISATIONS 150 316 PEOPLE

## Our differentiators

Co-created solutions, customised to fit your needs and context



LINK: Download our FTG Profile

Free To Grow is a BBBEE Level 2 contributor

## Some of our clients

