

Shifting behaviour through learning experiences that touch hearts and open minds

# FREE TO GROW



*Boosting employee wellbeing, growth and engagement*





# Contents

1. The need and how we contribute	3
2. Our Offering	
2.1 Employee Engagement (Shaping culture)	4
2.1 Employee Engagement (Change Management)	5
2.2 Employee Wellbeing	6
2.3 Growth and Development – Personal Mastery	7
2.3 Growth and Development – Leadership Development	8
3. What our clients say about our programmes and our service	9
4. What our clients say about our impact	10
5. The value we bring	11



**FREE TO GROW**

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# 1. The need and how we contribute

## To win in the marketplace, you need to first win in the workplace.

Free To Grow partners with organisations in this journey by enhancing employee wellbeing, growth and engagement.

We create and facilitate learning experiences that have a significant impact in these three areas, generating benefits for both the organisation and its people.

### We can help you:



**Enhance employee wellbeing and resilience** in leaders and staff so they can persevere in tough times.



Nurture a **high-performance high-engagement culture** where employees are inspired to contribute fully.



**Unleash leadership potential and performance at the lower rungs of the leadership ladder** to create a more dynamic and engaged workforce and a positive employee experience.



**Equip middle and senior level managers** with the skills and tools to contribute optimally in the modern workplace, lead change, develop and retain talent, build and maintain a strong culture and manage remote and distributed teams.



**Enhance Psychological Capital** (PsyCap – hope, optimism, resilience and self-efficacy) in employees to help them thrive and achieve their goals. This strengthens wellbeing, quality of life and job satisfaction.



Grow trust, understanding and a sense of **belonging in teams** so that employees feel valued, respected and included. This enables them to contribute their best work and collaborate effectively with others.



“Free To Grow was founded in 1994 to bring healing and hope to people in organisations and communities. While this focus on personal growth and transformation remains at the core of our work, our products and services have evolved over the years. We now offer a comprehensive package that helps people as well as organisations thrive.”

*Alinda*

Alinda Nortje

[Listen to the story of why Free To Grow was created, as told by Alinda Nortje, Founder and CEO](#)

*Boosting employee wellbeing, growth and engagement*

## 2. Our Offering

### 2.1 Employee Engagement (Shaping culture)



“Are your employees on board, or only in your boat?”

**Getting employees on board is one of the biggest challenges facing organisations.**

Our programmes in this suite create emotional and strategic alignment at all organisational levels, increasing commitment and the desire to contribute fully. The focus is on strengthening the 4 P's critical to engagement:

- **Purpose:** Why do we exist?
- **Picture:** Where are we going?
- **Plan:** How will we get there?
- **Part:** What role do I play?

#### 1. Engaging Leadership (Senior and Middle Managers)

Inspires and equips these leaders to model the way by demonstrating their own commitment to engagement and building engagement practices into the 'way we do things around here'.

[Engaging Leadership e-profile](#)

#### 2. LeadQ® (Supervisors and Team leaders)

Builds the mindset and skills to create a positive employee experience and inspire performance in their teams. Equips them to make work meaningful and demonstrate open communication, respect and care. Provides practical tools that make recognition and feedback a habit.

[LeadQ e-profile](#)

#### 3. WorkQ® (Staff)

Strengthens employees' emotional connection with the organisation by creating powerful shifts in how they view themselves, work and the organisation. Breaks down the 'us versus them' feeling and develops basic acumen, inspiring them to show up at work differently, taking pride in their work and deriving meaning from their contribution.

[WorkQ e-profile](#)

#### 4. From Diversity 2 Inclusion

An inside-out process that grows awareness of the shifts required to create an environment where all will feel respected, valued and included.

## 2. Our Offering

### 2.1 Employee Engagement (Change Management)



“Change is a door that can only be opened from the inside.”

**Our experience in engaging the hearts and minds of employees enables us to make a significant contribution to bringing employees on board in the change journey. We draw on tried and tested content to design a unique Change Journey for each client.**

#### 1. Leading Change

This programme ensures that leaders are fully committed to the change process and are equipped with the knowledge, skills, and practical tools to guide their teams through each stage of the change journey.

#### 2. Change@Work

A tailor-made programme that empowers Change Champions to play a significant role in supporting their colleagues through the change process. This programme goes beyond simply sharing theoretical frameworks and models; it provides Change Champions with practical tools that they can immediately apply in conversations with their teams.

#### 3. Getting staff on board

A choice of two programmes:

- **Staying Strong**

A special version of our award-winning wellbeing and resilience programme, customised to integrate how to stay strong during change

[🔗 Staying Strong e-profile](#)

- **WorkQ**

Our employee engagement programme, tailored to align with your organisation's unique change journey

[🔗 WorkQ e-profile](#)



## 2. Our offering

### 2.2 Employee Wellbeing

**Employee Wellbeing and Employee Engagement are like two trees intertwined. If the one is knocked, the other is also negatively impacted.**

Our range of wellbeing programmes enable employees to manage stressors across different aspects of their lives, with significant benefits for both employees and employers.

#### 1. Emotional wellbeing: Staying Strong

An award-winning programme and video-based leader-led toolkit that shifts the focus from ‘therapy for a few’ to enhancing wellbeing and resilience in all your people. Staying Strong grows an awareness of the need to keep their finger on the pulse of their wellbeing to prevent breakdown, adopt a mindset that will enable them to ‘bounce forward’ when they encounter setbacks, craft a lifestyle that will support them during tough times, and know when and how to ask for help.

[🔗 Staying Strong e-profile](#)

#### 2. Financial wellbeing: Money Sense

Increasing numbers of employees are experiencing financial difficulties. Money Sense empowers and equips employees to take ownership of their personal finances, focusing on what they CAN control. The one-day version of the programme guides them to make informed financial decisions, take charge of their spending, and explore ways to make ends meet and get out of debt. The two-day version also assists them to plan for the future.

[🔗 Money Sense e-profile](#)

#### 3. Relational wellbeing: Courageous Conversations

Many employees – and leaders – shy away from having difficult conversations. This programme equips them with the awareness, skills and tools to have challenging conversations by opening up appropriately and asserting themselves while creating a safe space for a meaningful conversation and remaining open to the views of others.

[🔗 Courageous Conversations e-profile](#)





## 2. Our Offering

### 2.3 Growth and Development – Personal Mastery

“It’s not what we pour into people that is important, but what we plant in them.”  
Alinda Nortje, Free To Grow Founder and CEO



#### 1. Pathfinder

Pathfinder provides new graduates and young professionals with a strong foundation for their personal and professional success. The programme inspires self-reflection, continuous learning, and intentional growth. Focus areas include self-awareness, self-confidence, change and learning agility, mindset, personal purpose, and personal brand.

[Pathfinder e-profile](#)

#### 2. LifeQ®

Many shopfloor and entry level employees have, through exposure to repeated hardship, developed a closed mindset that keeps them stuck. LifeQ® has been proven to significantly impact the way these employees view themselves and the world, contributing to increased wellbeing and quality of life.

This life-changing programme strengthens Psychological Capital. 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
- installs hope, strengthens optimism and cultivates resilience and self-efficacy.

[LifeQ e-profile](#)

[Short video on LifeQ](#)

#### 3. New Growth

This programme helps employees whose jobs have been made redundant find the will and the way to pursue a new direction. It starts off by providing a safe space for dealing with their emotions regarding the layoff. It then progresses to adopting the most productive way to deal with this situation and exploring various opportunities that are open to them.

[New Growth e-profile](#)

## 2. Our offering

### 2.3 Growth and Development – Leadership Development

“You get the best effort from others, not by lighting a fire beneath them, but by building a fire within.”

Bob Nelson



**Our range of programmes in this suite enhances the core of effective leadership – the drive to lead and inspire and the capacity for empathy and care.**

#### 1. EmpowHER

An inspiring development journey for high-potential women at the early stages of their leadership careers, focusing on the personal, interpersonal and professional skills that will propel them forward. Optional: a parallel programme that equips these womens' leaders/mentors to support their development.

[EmpowHER e-profile](#)

#### 2. LEADConnect

An innovative learning journey of a series of 90-minute sessions to equip leaders to connect, inspire and engage in the new work environment while also strengthening employee wellbeing. Added value: an extensive toolkit with guides for individual and team conversations, as well as infographics and slides to increase participation and deepen conversations in team meetings.

[LEADConnect e-profile](#)

#### 3. SCORE

A transformational leadership journey equipping first-line leaders for one of the most challenging turns in the leadership pipeline. Optional: a parallel programme that provides their direct leaders with the knowledge and skills to support their growth and performance.

[SCORE e-profile](#)

#### 4. Coach 2 Excel

A hands-on programme that guides leaders to use key coaching skills and techniques to support employee growth and development and help their teams tackle challenges and find effective solutions.

[Coach 2 Excel e-profile](#)



### 3. What our clients say about our programmes and our service



“Your commitment to making our culture journey a success has continuously exceeded our expectations. You have become a trusted resource and partner. Your enthusiasm, keenness to collaborate and customise, in-depth knowledge of culture and employee engagement, dedication to our needs and ability to supply us with innovative design solutions within our budget makes working with your team an absolute pleasure.”

*Annelie Govender*  
HR Director



“Free To Grow as a service provider and the impact of their programmes are, in one word, phenomenal!!! When they work with you they take your mission and values and put it under their armpit. They make it their own.”

*Reubenette Motloheloa*  
Head of HR Southern Africa



“The feedback from the Directors who attended is excellent. They found the practical and engaging nature of the programme insightful and refreshing.”

*Ronewa Rokho*  
Specialist – Learning and Development



“We have a real gem in this programme. We are extremely impressed with how the programme is put together and presented. It is innovative, comprehensive, fresh and meaningful, and the impact is tremendous.”

*Ansa Du Toit*  
Talent and Learning & Development Exec



“We are blown away by the impact. Your programmes, delivery and team are a cut above the rest. You have taken the time to understand our company and journey with us.”

*Tanya Long*  
Chief Operating Officer



“You guys are truly best in your class when it comes to shopfloor communication and learning. Our relationship with Free To Grow goes back many, many years so we came to love, respect and deeply value the role you play.”

*Charmaine Boshoff*  
Group Learning & Development Executive

## 4. What our clients say about our impact



“When implemented at Devland, Free To Grow worked like magic. The level of commitment and ownership of our staff and team leaders increased dramatically. Performance improved significantly and relationships - including with the union - were much more collaborative than before. There indeed has been a remarkable transformation.”

*Moses Lubisi*

Supply Chain Excellence Manager



“I am absolutely amazed by the response of our employees on their leadership journey with Free To Grow. We are extremely proud of the tremendous growth of each individual. I have never before seen such an immediate and enriching impact on a managerial delegate in my career. This journey will forever be a turning point in their lives. A developmental Moment that Matters!”

*Tinus Coetzee*

At the time, Talent Partner



“The work you do is not only transformative to businesses, but also touches the personal lives of our teams that have participated in your programmes, in ways you may not truly appreciate. The notable shifts in the levels of engagement that we have seen in the teams you’ve worked with at Kimberly-Clark, have truly been immeasurable. And in such a short space of time!”

*Elizabeth Rachidi*

HR Director Sub-Saharan Africa, Kimberly-Clark



A division of Libstar Operations



“WorkQ® has delivered more than we ever could have hoped for. I am at a loss for words to describe the impact on our people. It is miraculous. The attitude of the people and the level of ownership and cooperation have improved tremendously. I have never seen our facility so clean and our people so engaged!”

*Wynand Louw*

General Manager



“We have been using Free To Grow’s programmes since 2013. The impact exceeded my expectations – we’ve had tangible proof of success once the interventions were completed, often within a matter of months. All the facilities that participated are now among the higher performing ones. In government we look for value for money, and with Free To Grow we have found this.”

*Tracey Douglas*

Deputy Director: Western Cape Government Health Institutional Management Support



Directly after having completed the Staying Strong toolkit conversations: “We see daily benefits of this wonderful programme. We can see people growing stronger in mind, body and soul. This is the best 15 week workout we’ve ever been on.”

One year later: “What amazes me is that staff can still recall the simple yet powerful principles that helped all of us to STAY STRONG.”

*Japie Greyling*

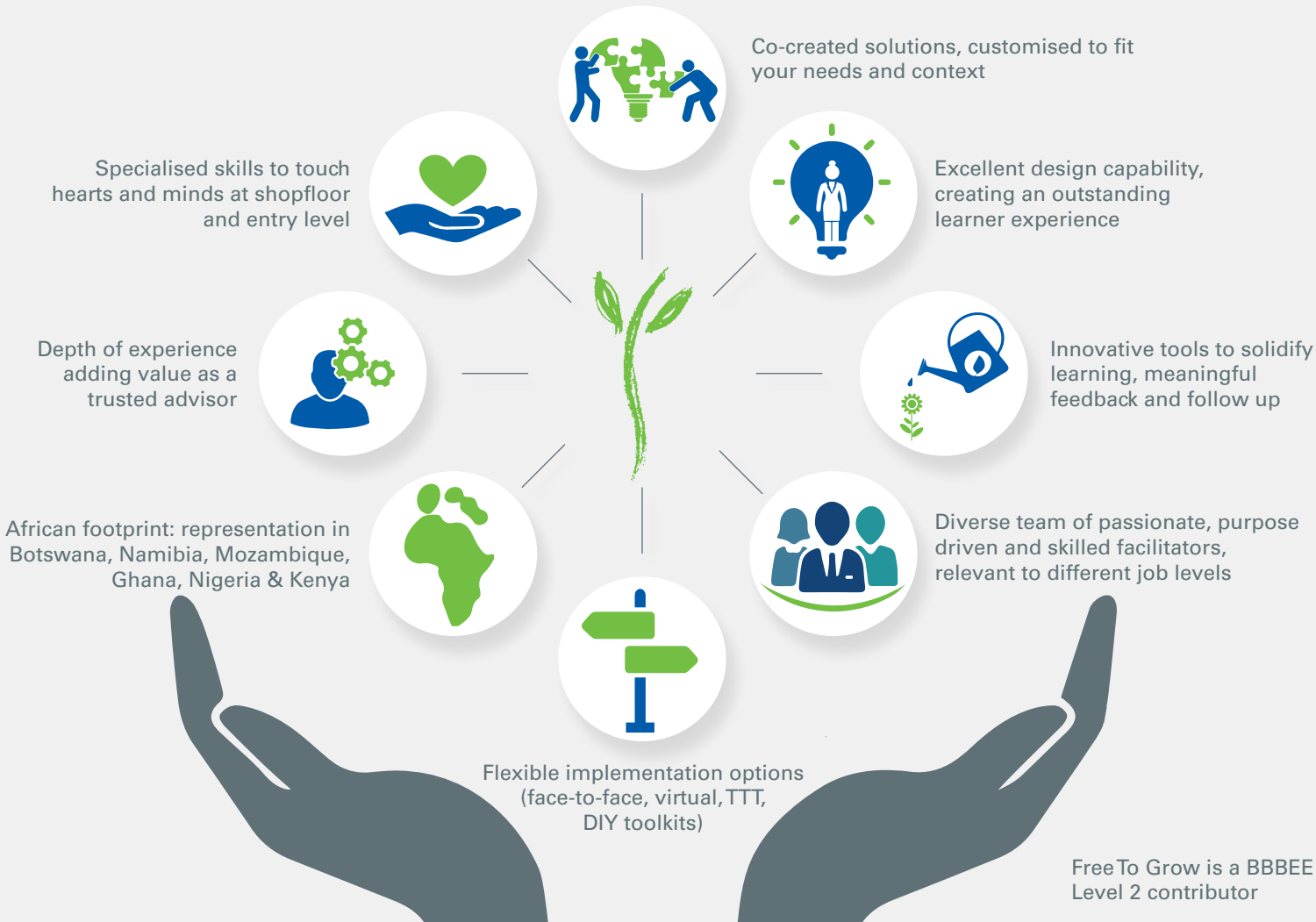
Hospital General Manager at Mediclinic Newcastle



# 5. The value we bring

**30 YEARS 36 COUNTRIES 1 508 ORGANISATIONS** 150 316 PEOPLE

## What our clients value about us



## Some of our clients

