

# NAIL-IT

Achieve The Ultimate

MAXIMISE POTENTIAL  
MINIMISE STRESS  
MASTER LEADERSHIP



FOR PROFESSIONALS | BUSINESS OWNERS | ENTREPRENEURS | LEADERS | EXECUTIVES

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[www.nailitexperience.com](http://www.nailitexperience.com)

[inspireme@nail-it.uk](mailto:inspireme@nail-it.uk)

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ARE YOU AN OPTIMAL  
PERFORMER?

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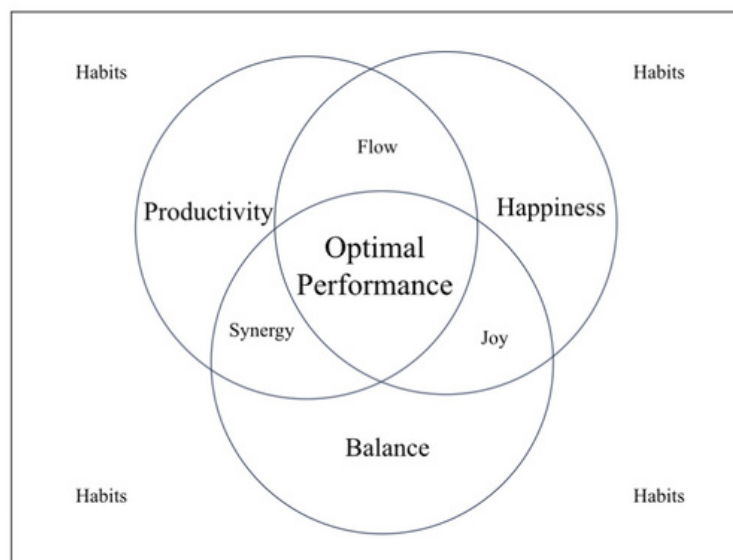
**WANT TO HAVE MORE FUN?**

**WANT TO ENJOY MORE FREEDOM?**

**WANT TO BE BETTER IN SOME WAY?**

**WANT SOMETHING TO CHANGE?**

**FUN | GROWTH | LEADERSHIP | WELLBEING**



## THE PROBLEM

POOR PERFORMANCE LEADS TO LOW SELF -  
ESTEEM, DEPRESSION, STRESS, IMPACTS ON  
RELATIONSHIPS, PRODUCTIVITY, FINANCES,  
BAD HABITS AND POOR HEALTH

PEAK PERFORMANCE IS NOT SUSTAINABLE AND  
LEADS TO ISOLATION, DISCONNECT,  
OBSESSION, LIMITED PRODUCTIVITY, IMPACTS  
ON RELATIONSHIPS AND CONTRIBUTES TO  
BURN OUT AND POOR HEALTH

## OUR SOLUTION

OPTIMAL PERFORMANCE: WHERE YOU ARE  
ACHIEVING SUSTAINABLE REMARKABLE  
RESULTS IN ALL AREAS OF LIFE

OPTIMAL PERFORMANCE: WHERE YOU ARE  
HAVING FUN, FEELING FREE, BEING FEARLESS,  
INSPIRING, GROWING, LEADING, ENJOYING THE  
ACT OF SIMPLY BEING AND IMPORTANTLY...  
SMILING!

OPTIMAL PERFORMANCE: NOW IS THE TIME

**IF YOU WAITED, WHAT WOULD IT COST YOU?**

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“ WE ARE ONLY  
LIMITED BY THE  
THINGS WE ALLOW  
TO LIMIT US ”

NAIL-IT

## MULTI-SENSORY EXPERIENTIAL TRAINING: BESPOKE & FLAGSHIP

FUN | GROWTH | LEADERSHIP | WELLBEING



### WE PROVIDE A FLAGSHIP 3-DAY IMMERSIVE NAIL-IT EXPERIENCE

#### SOME OF THE BENEFITS:

**BOOST** your energy, drive and confidence

**THRIVE** in stress

**IMPROVE** your mental, emotional, physical,  
spiritual, financial, and social health

**FEEL** happier, more resilient and resourceful

**RE-ENGAGE** with purpose, passion and balance

**LEAD** in every aspect of your life and lead others

**SET** yourself a goal and **ACHIEVE THE ULTIMATE**

### WE ARE ABLE TO TAILOR TO YOUR SPECIFIC NEEDS WITH BESPOKE TRAINING

**SPEAKING  
WORKSHOPS**

**COACHING**

**IMMERSIVE EXPERIENCES**

**RETREATS**

**VIP DAYS & EVENTS**

Covering any of the 38 components of  
The Ultimate Achievement Formula

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# NEEDS



## THE KICKSTART WELLBEING FRAMEWORK

Needs range from basic survival such as food and sleep through to self-actualisation and the ultimate demonstration of leadership: self-transcendence.

When needs are not honoured, performance drops on every level. Low energy, lack of enjoyment, creativity, motivation, inspiration and productivity. Relationships suffer, communication and connection deteriorate, and health is affected on every level with increased mental and emotional stress, as well as physical effects including chronic pain and disease.

## THE KICKSTART WELLBEING FRAMEWORK MASTERS NEEDS USING 4 ESSENTIAL KEYS:

### EXAMINE

Understanding the precise and targetted needs of you as an individual or organisation and embedding them into a workable framework to optimise performance

### EDGES

Creating boundaries are paramount to performance enhancement. Without them, stress increases, relationships are impacted, health deteriorates, creativity and productivity plummet, all of which spread to other areas, including financial impacts

### EXPRESS

Communication of needs in an effective and powerful form reduces stress, increases buy-in and motivation, and drives success. Dynamic, needs-based, and personality-directed forms of communication are amongst those explored for maximum efficacy and conflict prevention

### EMOTIONAL INTELLIGENCE

Emotional Intelligence (EI) is one of the most important and differentiating drivers between happiness vs stress, between high vs poor performance, between impactful vs ineffective leadership. To have the most success in work, relationships and health, exemplary EI skills are a must

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## ATTITUDE



### THE SUSTAINABLE SUCCESS TOOLKIT

Having resourcefulness in attitude is paramount to navigating any journey. There will always be challenges, set-backs, criticisms at some stage. Being positive can help, but is not always appropriate nor achievable. In fact success comes from 20% knowledge and 80% attitude!

Poor attitude impacts on performance, communication, health, productivity, creativity, relationships, drive, behaviour, the ability to lead, achieve and inspire, to name just a few consequences. The more tools to master attitude, the more sustainable success will be.

### THE SUSTAINABLE SUCCESS TOOLKIT MASTERS ATTITUDE BY SPANNING 4 KEY AREAS:

#### STRENGTH

Mental toughness, grit, determination and resilience all help to maintain focus, navigate adversity, bounce back from and learn from failure, and thrive in challenging situations.

#### SELF-TALK

Leading any conversation with positive self-talk takes skill and practice compared to the ease of a default negative mindset. Instructional, motivational and analytical positive self-talk are the keys focused on, while leaving negative dialogue behind

#### SOLUTION

Problem Solving, being Solution-Focused and developing a Growth Mindset energises and propels you forwards as well as those around you. Productivity increases, mood is enhanced along with confidence, creativity; health and relationships prosper, and development is continuous

#### SMILE

Mood has a huge impact on performance, communication, productivity, health, relationships and success as a whole. In fact happiness is a performance indicator with productivity increasing by 13% and having a financial impact both directly and indirectly. Positivity is contagious, but needs to be expressed in the right way

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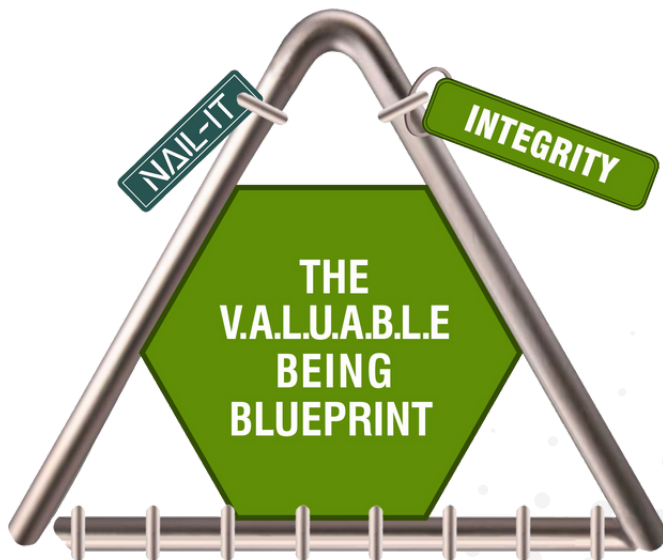
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# INTEGRITY

THE V.A.L.U.A.B.L.E BEING BLUEPRINT



THE V.A.L.U.A.B.L.E BEING BLUEPRINT  
ALLOWS YOU TO BECOME IN  
COMPLETE ALIGNMENT WITH YOUR  
CORE AND TRUE SELF SO YOU  
OPTIMISE PERFORMANCE IN ALL  
ASPECTS OF LIFE.

THERE IS NO 'BEST VERSION' OF YOU -  
THERE IS SIMPLY 'YOU' IN ALL YOUR  
UNIQUE GLORY

## VALUES

Important + guiding factors for  
your goals, behaviour and life

## AUTHENTICITY

Your truth without the mask - a  
way to create energy & success

## LEADERSHIP

Self leadership: who you are,  
what you want, how to get there

## UNDERSTANDING

Understanding vs judgement = growth +  
happiness vs stagnation + stress

## AMBITION

Continued striving for success in  
life while maintaining health

## BEHAVIOUR

Adopting, shifting and integrating  
behaviours that serve you for the better

## LEGACY

Living a fulfilling, purposeful and  
inspiring life

## EXCITEMENT

Passion, sustained excitement,  
energy and connection

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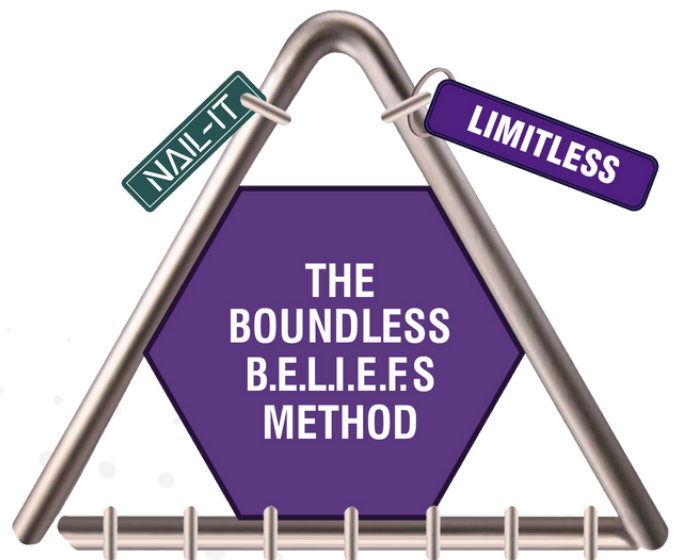
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# LIMITLESS

THE BOUNDLESS B.E.L.I.E.F.S METHOD

THE BOUNDLESS B.E.L.I.E.F.S  
METHOD AIMS AT THE TARGET OF  
FREEDOM AND FEARLESSNESS

THE RESULT: THRIVE IN STRESS, FEEL  
FULFILLED, HAVE MORE FUN AND  
SET THE BAR HIGH WHILE STILL  
ACHIEVING



## BELIEFS

Altering your belief system to  
make it powerful and effective

## EMPOWER

Giving you confidence and strength  
to incorporate new beliefs

## LIMELIGHT

Giving focus and attention to desired  
objectives and recognising truth vs true

## INSTIL

Breaking old habits and creating new ones

## ENERGY

Core-dynamics and energetic  
influencers impacting behaviour,  
flow and performance

## FEARLESS

Overcoming fear and anxiety

## STRESS-FREE

Embrace vs cope, thrive vs  
survive, achieve vs fail

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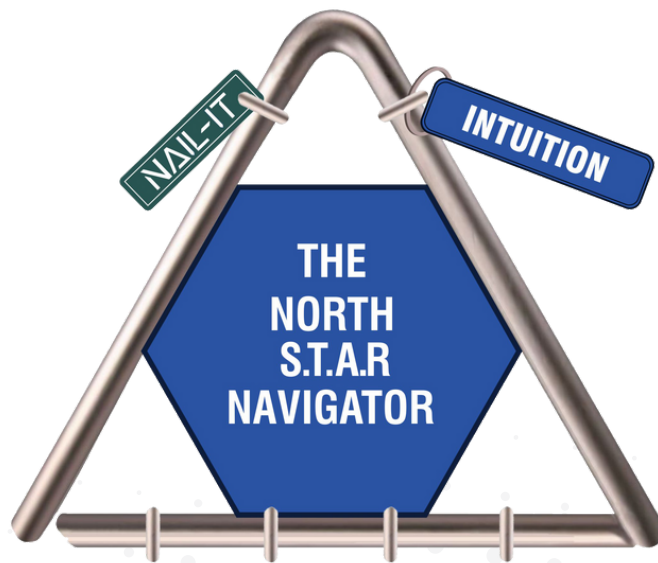
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# INTUITION

THE NORTH S.T.A.R NAVIGATOR



**THE NORTH S.T.A.R NAVIGATOR IS A POWER TOOL  
FOR DECISION MAKING AND MAXIMISING POTENTIAL**

## **SILENCE**

Create space, eliminate distractions, enhance wellbeing, improve focus and productivity

## **TRUST**

Eliminate procrastination, improve relationships, increase engagement and productivity

## **ATTACH**

Strong connection is a key driver in the feeling of fulfilment, having a desire to engage, perform, and maintain focus and direction.

## **RECOGNISE**

Make complex conscious decisions and unblock creativity by avoiding over-thinking, analysis by paralysis, a need to be perfect, fear of failure and feeling overwhelmed

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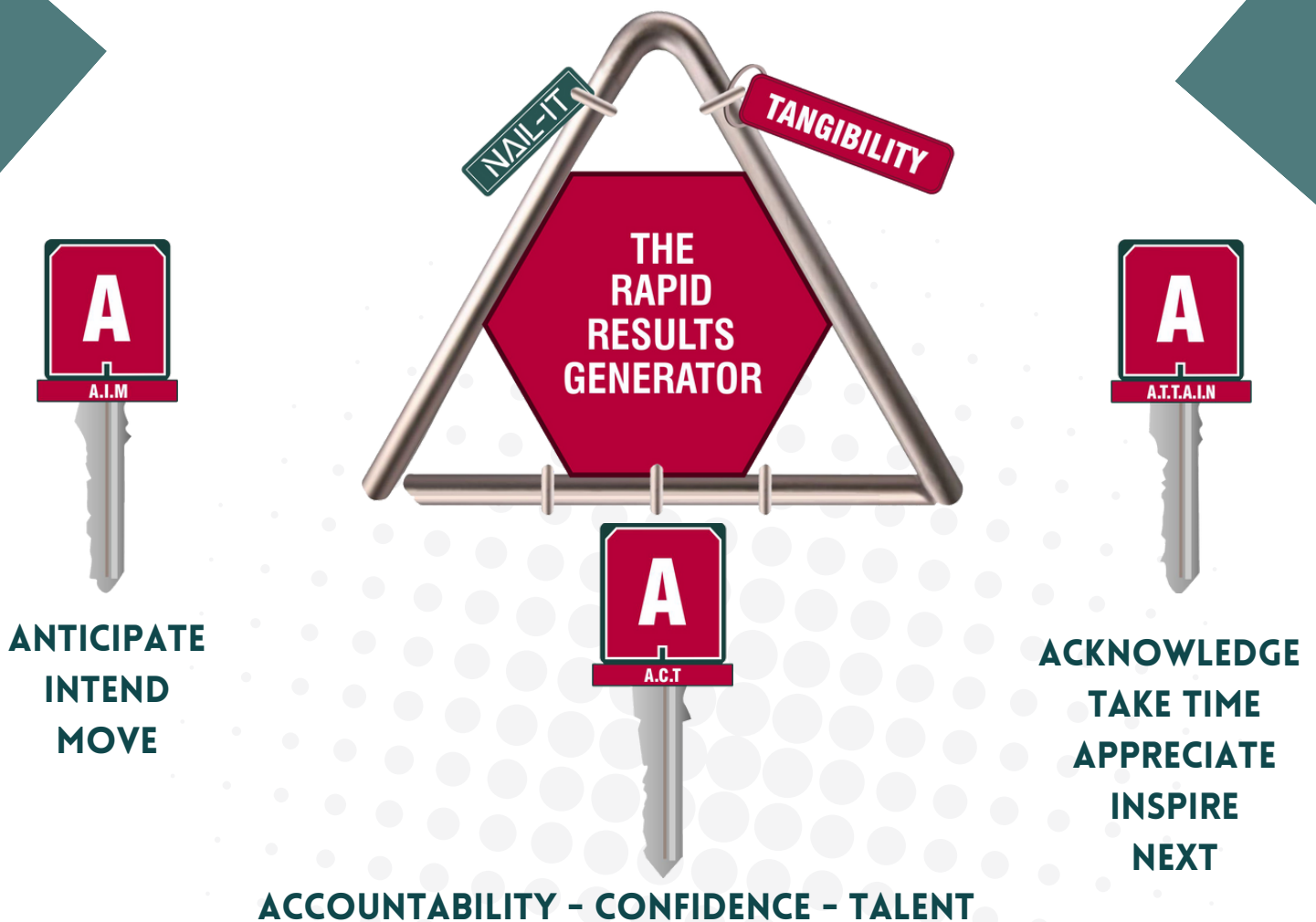
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# TANGIBILITY

THE RAPID RESULTS GENERATOR

THE RAPID RESULTS GENERATOR ALLOWS YOU TO MAKE  
SUSTAINABLE AND REMARKABLE CHANGES WHILE BRINGING  
OTHERS WITH YOU ALONG THE WAY



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NAIL-IT  
OPENS THE  
DOOR TO  
OPTIMAL  
PERFORMANCE

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## FULLY COMPREHENSIVE LEADERSHIP, PERSONAL DEVELOPMENT AND WELLBEING

### FUN | GROWTH | LEADERSHIP | WELLBEING

### LEARN AND GROW SO MUCH MORE THROUGH EXPERIENCE

THE NAIL IT PHILOSOPHY IS TO TAKE YOU THROUGH EXPERIENCES THAT  
SUBLIMINALLY MIMIC YOUR LIFE AND CHALLENGES

THE RESULT: YOU DEVELOP AND ENGAGE IN SKILLS WHEN YOU LEAVE THAT  
ENVIRONMENT 90% MORE EFFECTIVELY THAN IF YOU JUST READ A BOOK  
OR SAT IN A CLASSROOM

WE GET YOU COMFORTABLE WITH THE UNCOMFORTABLE AND HAVE FUN DOING IT!



Marc, Business Owner

Gita, Dentist



"NAIL IT Experience was a thoroughly enjoyable experience. It was well thought out, perfectly structured and brilliantly executed! I was on an unbelievable high the week after. Highly recommend!"

"I thoroughly enjoyed the NAIL IT Experience - it was fun, thought-provoking, challenging, insightful and extremely beneficial. I have found myself making true changes now, clearer thinking and decisiveness, and moving forwards with what I want in my life"



### WHAT PEOPLE SAY ABOUT US

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## LED BY HEALTH AND PERFORMANCE EXPERT AND MULTI-AWARD WINNING COACH, SPEAKER & AUTHOR DR RANA AL-FALAKI



Founder and CEO of ALFA LEADERSHIP & WELLBEING and INSTIGATOR OF THE ULTIMATE ACHIEVEMENT FORMULA designed to be implemented through experiential training. I am passionate about making an impact with everyone I meet every single day and helping them enjoy life - both professionally and personally. What's the point otherwise!? I have an exceptional team of professionals who together bring a wealth of expertise and create the strength that is NAIL-IT.

As a leader in my field of health for over 20 years, a multi-award winning business owner, an award-winning certified professional coach and energy leadership master practitioner, an international speaker and trainer, researcher, visiting professor, AND a #1 international best-selling author and expert writer on empowerment, being happy, stress management, behaviour change, leadership and work-life balance, I have a wealth of life and professional experience and expertise to help you on your quest to be an optimal performer.

Training clients from Google, Amazon and Johnson & Johnson in emotional intelligence skills; professionals in communication, conflict resolution, team-building and stress management; business owners and entrepreneurs in how to optimise productivity, prioritise, trust, make decisions; executives and leaders in influencing, inspiring, presenting, reflecting, and achieving; and every client we engage with in how to have fun, feel free and be fearless!



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LET'S HAVE A CONVERSATION  
SCAN TO SET UP A CALL ▶



**BE AN OPTIMAL PERFORMER**  
**REVEL IN SUCCESS IN ALL ASPECTS OF LIFE:**  
**HEALTH | RELATIONSHIPS | CAREER | SOCIAL |**  
**LEISURE | FINANCIAL | GROWTH**  
**YET BE HAPPY AND BALANCED AT THE SAME TIME**



Julian. CFO

"An excellent way to challenge yourself and be challenged, to guide you towards what you really want, and how you can achieve it. Go with an open mind and you will have the best experience"



Nicola, Health Advisor

"The NAIL-IT Experience has given me food for thought and a kick to move forward in my personal life and career"



Andrew, Former Barrister

"A life experience that will have unbounded benefit to the self and those that we interact with. Thank you NAIL IT!"

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