



WE CAN CHANGE THE WORLD

CONNECT FOR CHANGE

**INVEST IN YOUR PEOPLE, YOUR PLANET
AND YOUR ORGANISATION'S ABILITY TO
THRIVE.**

COMMENCING JANUARY 2023

CONNECT FOR CHANGE | 29/09/22



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The Programme

Introducing **Connect for Change**

Connect for Change is a **4 month transformative educational programme for your people**, to support the evolution of your organisation.

Empowering them not only to thrive as individuals, and as an organisation, but equipping them with the tools and understanding they need to **support the world to thrive**.

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We focus on **re-building the bridges of connection, to self, to community, and to the planet** for the individuals that make up your organisation. The programme will be **delivered online** with the option for in office sessions depending on the number of people joining from your organisation.

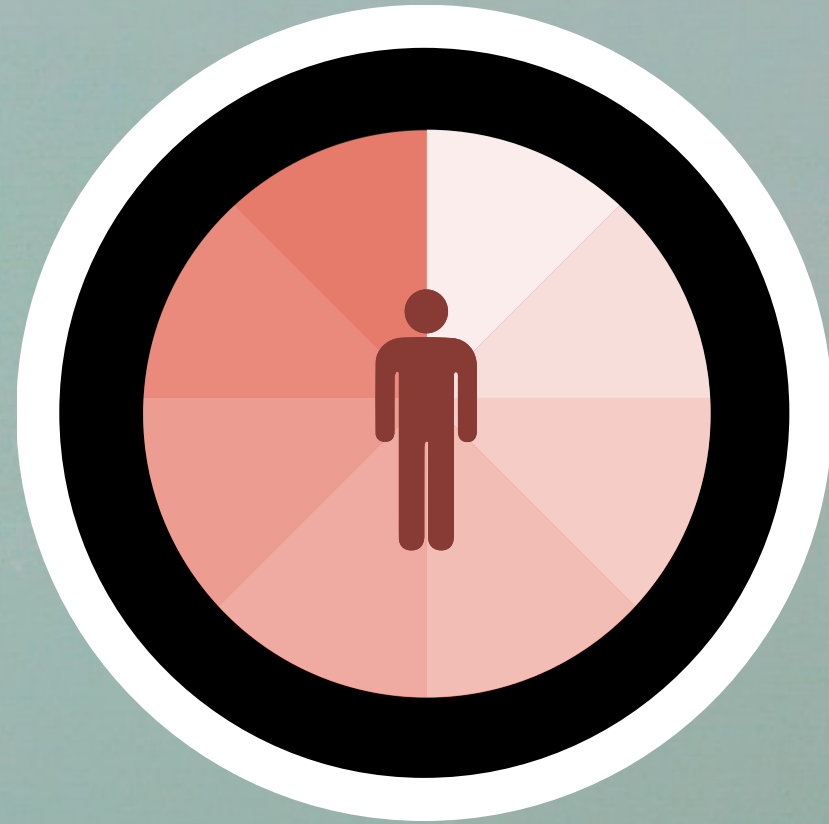
Feedback from our pilot

83% of participants on our pilot would recommend our course to their peers.

2 individuals claimed our 3 week pilot had been **more empowering and effective** in connecting them to self **than 6 months of professional therapy**.



WE CAN CHANGE THE WORLD



SELF

As above, so below. To create thriving organisations and a thriving planet, we first need thriving individuals. Responsibility is the **ability** to **respond**, our ability to thrive is our ability to respond.



WORLD

As within, so outside. We are not separate from the world around us. To feel so is the rotting root beneath so many of the challenges we are facing today.



COMMUNITY

Humans evolved because of our ability to create socially cohesive communities. **A sense of community** within and outside our organisation is essential for the evolution of both.

The Programme will be split into 2 sections:

SELF + WORLD

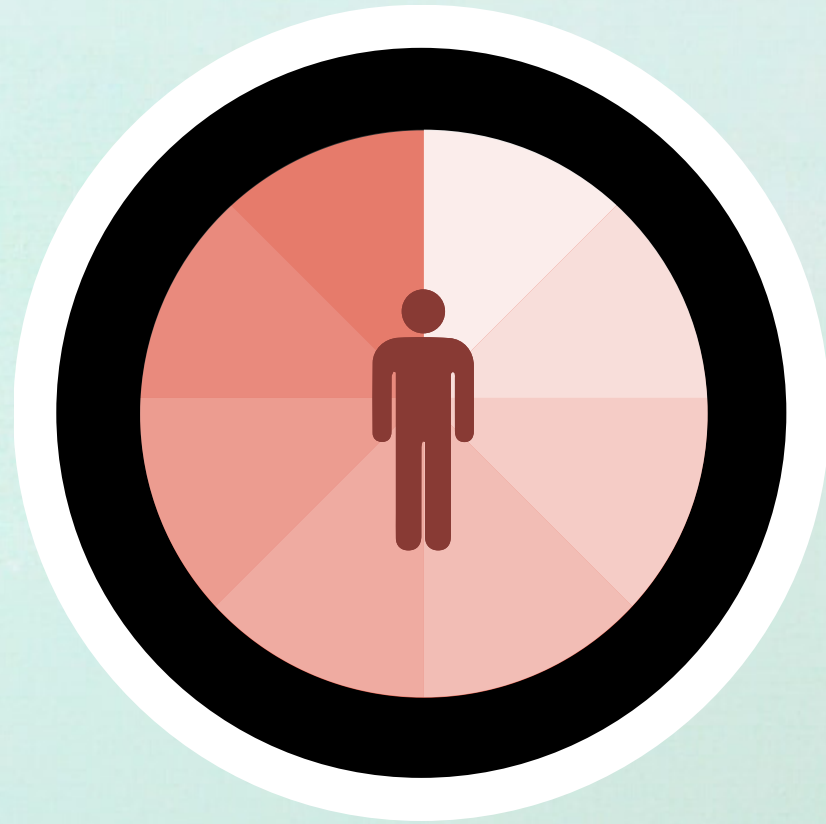


PLANET

With 7 years on the doomsday clock, the corporate world needs to evolve, quickly. If you want your organisation to **lead the way** towards a brighter (but not hotter) future, then this programme is for you.



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SELF

As above, so below. To create thriving organisations and a thriving planet, we first need thriving individuals. Responsibility is the **ability** to **respond**, our ability to thrive is our ability to respond.

Businesses thrive when their people are thriving, and people thrive when they feel connected to themselves, their purpose, their community and the natural world. **9 Out of 10** people are willing to earn less money to do more meaningful work (HBR, 2018).

70 million workdays are lost each year due to mental health problems in the UK, costing employers approximately **£2.4 billion per year**. The huge **value increase**, in production and innovation, of a thriving individual is being lost in the disconnect.

We are each unique, yet share common threads owed to our humanity.

Our lives are fast and our priorities often lie outside ourselves, this can lead to a certain level of disconnect with some **parts of self left neglected and even forgotten**. This may show up in fatigue, depression, anxiety, low self-esteem, mind fog, forgetfulness, physical illness and many more.

Connect for Change focusses on the educational aspect of transformation by giving you the **tools and the support you need to find your unique way into a greater depth of connection with self**.

This section develops three important areas of how we interact with the world within us.

PHYSICAL: movement, fuel, and breath.

MENTAL: survival mechanisms, belief systems, values, and purpose.

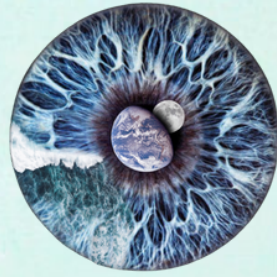
CIRCULAR: self as part of the whole, cycles within and outside, and integration.

We will explore the following themes:

Self-sustainability
Belief systems and values
Discomfort and change
Compassion
Conscious connection

HOW IT IS DELIVERED:

Per week there are 2 sessions:
60 minutes educational content [lecture]
+ 30 minutes interactive reflection session [live discussion with optional breakout rooms]
60 minutes practical session [live session with practitioner]



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WORLD

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The science is clear, **we need drastic change in order to survive.**

The corporate world is a huge cause of destruction, however, it also has the capacity to be **the most powerful instigator of change.**

The urgency the climate crisis incites, brings with it **great opportunity** for organisations and leaders with the foresight and bravery necessary to lead us to a better future.

Ethical consumerism is rising faster than ever, your customers are demanding climate friendly practice.

Organisations now more than ever need people who are **informed** about the issues we are facing. People **resilient** enough to change course when necessary, and **empowered** to think outside the box to co-create a reality where the corporate world can live in thriving harmony with the natural world.

The overarching aim of Connect for Change is to equip your people with the tools and support they need to cultivate a connected whole. To become **empowered and able to move from destructive behaviours towards regenerative ones.**

This begins with self, and becomes whole when we shift our self to encompass the broader ecosystem of Earth that we are each a part of.

This section develops three important areas of how we interact with the world around us.

UNDERSTANDING THE CLIMATE CRISIS as an individual. Developing conscious interaction.

CONNECTION PRACTICE. Deepening your personal relationship to the natural world.

HOW TO FOSTER SUSTAINABLE PRACTICES within your organisation and the world at large, reimagining our future.

We will explore the following themes:

Community
Ecosystems
Consumption
Storytelling
Reimagining organisational structure
ACTION

HOW IT IS DELIVERED:

As in the previous slide.



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The Commitment

Connect for Change

The course can be conducted in a total of **32 minimum contact hours (educational content + practical sessions)** and **8 optional discussion hours**. For the sessions delivered outside of working hours, (practical sessions), we recommend this time is offered for staff to take back in lieu.

There is no minimum number of individuals per organisation. However, we recommend to have between **5-10% of your organisation** go through the course for the greatest effect.

We offer **two free workshops** specifically for your organisation and sector if you have 25+ individuals taking part, one at the beginning of the programme, and one at the end, both delivered in person where possible.



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Our Budding Team



Sian Gatenby

DIRECTOR / FOUNDER

Change-maker, coach, climate activist, and social entrepreneur.



Kirsty Jackson

CONTRIBUTOR / ADVISOR

Transformation and holistic well-being practitioner.



Bruce Parry

ADVISOR / COMMUNITY

Documentarian, indigenous rights advocate, author, explorer.



Mac Macartney

CONTRIBUTOR / ADVISOR

International speaker, writer and multi-sector changemaker.



Natalie Fée

CONTRIBUTOR / ADVISOR

Award-winning environmentalist, author, speaker, and CEO.



Louise Gatenby

ADVISOR / LEADERSHIP

Ethical entrepreneur, leadership expert, CEO, WeMindtheGap Trustee.



Dr Megan Cowles

CONTRIBUTOR / ADVISOR

Clinical psychologist, Yoga teacher, and Nature-based practitioner.



Kathrine Maceratta

CONTRIBUTOR / ADVISOR

Sustainability & purpose strategist, sustainability for business advisor, speaker.



Dave Allan

ADVISOR / BUSINESS DEVELOPMENT

Founder ?What If!, growth and innovation specialist, investor.



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Meet our team

Mac Macartney is an international speaker, writer and change-maker. He has worked with many international leadership teams including Unilever, Vodafone, HSBC, and H & M, amongst many others.

Mac was a member of **Danone North America's Advisory Committee** (2017-19) and in the past he has also sat on the **sustainability advisory panels** for Lafarge, Lend Lease, and Procter & Gamble. He currently sits on the board of **The Climate School** (Kite Insights Ltd).

Over a period of twenty years Mac was mentored by a group of **indigenous elders**.



Mac Macartney

During this training and ever since, he has attempted **to bring two worlds together** – an ancient world-view that emphasises relationship, interdependence, and reverence for life with the significant challenges and opportunities of the twenty-first century.

"At WCCTW I have the pleasure of offering you a workshop that explores **Conscious Connection**.

At such a critical and important time, what better than to be engaged on a project that is specifically aligned to the great internal and external shifts that are required of every single person dreaming of a fair, just, and flourishing future. **WCCTW is all of this.**"



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Meet our team

Dr Megan Cowles is a Clinical Psychologist, Yoga Teacher and Nature-based Practitioner. As a Clinical Psychologist for the NHS she works with adults experiencing complex and severe psychological distress. As a private therapist she weaves different healing approaches together.

She co-founded, and continues to direct, the **Bristol Yoga Roots Project CIC**; working with under-represented populations to make yoga more accessible. She also offers classes, workshops, retreats, and facilitates wellbeing workshops and **psychology trainings for various organisations.**

At WCCTW I explore compassionate ways to connect to self, other, nature, and



Dr Megan Cowles

the bigger picture.

"Organisational culture has a far-reaching impact and is a crucial place where we can really change the steps we make on this beautiful planet, our home. **I believe each person who engages with WCCTW will find growth, healing and shifts in their outlook** that make a difference not only at work, but out into their wider circles of influence.

Organisations who commit to showing up responsibly and compassionately through this approach **are setting themselves up for a happier workspace**, where reflection, connection and creativity form the foundations of an ever evolving and conscientious offering."



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Meet our team

Natalie Fée is an award-winning environmentalist, author of *How to Save the World for Free*, speaker and founder of City to Sea, a UK-based organisation running campaigns to stop plastic pollution at source.

In 2019 Natalie won the **Sunday Times Volvo Visionaries Award** for her campaign work with City to Sea, and in 2018 she was listed as **one of the UK's '50 New Radicals'** by The Observer / Nesta. In the same year the University of the West of England awarded her the **Honorary Degree of Doctor of Science in recognition of her services to the environment.**

She won the Sheila McKechnie Award



for Environmental Justice in 2017 for City to Sea's #SwitchtheStick campaign and is proud to have been named Bristol 24/7's **Woman of the Year for 2018.**

"At WCCTW I will be helping you to explore your **consumer habits and how you interact with the world** through your actions and beyond. We have incredible power as individual consumers, *and* as decision-makers in the corporate world to create a thriving future.

I believe this course delivers the perfect combination of education, transformation, and compassionate empowerment to ensure your organisation is aligned to this future. "

Natalie Fée



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Meet our team

Kirsty Jackson is a transformational therapist, empowerment coach and health and well-being facilitator. With over 20 years experience in the world of personal development, health and well-being, she incorporates a diverse range of processes, techniques and healing modalities into her work which enable her to work effectively with individuals to support their transformation.

It is her mission to **facilitate peoples liberation from restrictions, obstacles, negative imprints and conditioning.** Thereby, setting them free so that they are able to take positive action and implement profound, powerful, lasting changes



Kirsty Jackson

in their personal and professional lives enabling them to **truly thrive** and enjoy life.

"For the challenges we are facing at this time both personal, global and existential, I believe WCCTW offers a potent remedy. **A means to expand what your organisation is, and how it communes with the rest of the world.**

My passion is to inspire and empower people who desire to live a rich, vibrant, healthy and fulfilling lives, do just that. I believe it is through the liberation and empowerment of individuals that we are able to curate a brighter future, **in alignment with the needs of each other, and our planet."**



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Meet our team

Kathrine Maceratta is a Sustainability Consultant for Business and founder of GAEA COLLABORATION LTD. Following a successful **20 years career at Unilever**, leading marketing strategies for global brands of over **1 billion Euros**, she left her corporate role in 2017 to fully dedicate herself to a new purpose: **to integrate sustainability at the heart of the business.**

Kathrine believes the only way for business to thrive, in the current context of the world, is by **incorporating sustainability as a critical pillar** of success alongside profit and sales.

She helps companies to amplify the impact of sustainable ideas, to integrate sustainability as part of the "business as usual" ,



Kathrine Maceratta

and to find regenerative ways to develop business models that balance Profit, People and Planet.

"At WCCTW I will support you to explore how to challenge your organisation to **evolve more sustainable practises** and ways of doing business, and to understand the **important role you play in creating a different narrative**, where business can thrive alongside people and planet.

I am so excited to be lecturing on this course. I have worked with many businesses of all sizes on their sustainability strategy, and I feel so strongly that **the hope for change lies with the empowerment and awareness of individuals throughout the company**, not just at the top. This course succeeds in doing just that."



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Meet our team

Bruce Parry is an English documentarian, indigenous rights activist, author, explorer, trek leader, and former Royal Marines commando officer.

He has explored extreme environments, lived with remote indigenous peoples, and **highlighted many of the important issues being faced on the environmental frontline.**

He is currently exploring new ideas around **hierarchy, ownership, healing, conflict resolution and decision making.**

Mixing combined experiences of indigenous wisdom, crafts and skills to find ways of living respectfully, regeneratively and wildly with each other and the surrounding local environment we will call home.



Bruce Parry

His unique experiences have shown him that **human societies can coexist in vastly different ways**, and some societies can live very balanced lives indeed.

"I feel sure that crafting a way of being that not only reduces our impact on the planet but prioritises the well-being of future generations will bring about great rewards in health and happiness.

I look forward to sharing this exploration amongst my other learnings with individuals going through the Connect for Change programme.

It is clear the structures we live within need to change if we are to survive as a species. We Can Change the World has tasked itself with supporting this shift in a way I am excited to see the results of."



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Message from our Founder

We are in a pivotal point in time. A time where the corporate world has an immense **opportunity to evolve** and become a force for good.

It is a profoundly exciting, and important time to be a leader when facing into the opportunity a choice of evolution or extinction brings; but also a difficult one.

We exist to support you and your people to co-create an environment of thriving people, a thriving organisation, and a thriving planet.

I very much look forward to meeting you and your team.



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Testimonials from our Pilot

In May 2021 we ran a pilot which was half of the 'self' section of our Connect for Change programme.

We had over 50 people take part, from a mixture of backgrounds and professions. Below are some of the testimonials we recieved.

"We Can Change the World helped to bring an overwhelmingly large concept into bite sized, personally approachable pieces. I now feel confident that there are many things I can do in daily life to influence change on a larger scale. For anybody that's interested in making changes, either for themselves or for the world on a bigger scale, I can highly recommend WCCTW."

Nick, Public Servant

"I feel extremely positive about the course, such great skills to be sharing with people, which will certainly have a lasting impact on their own lives and the lives of others around them, if they continue to cultivate the skills and practices delivered in the sessions."

Rob, CEO, Innovator

"The WCCTW Pilot showed me how life should be approached in a way that I have never experienced before and would never have considered off my own back. If everyone allowed themselves the time and self-care to join the program, it would have a dramatic impact on how society respects each other and themselves."

Riara, Sustainability Consultant

"An initiative that is holding space to create true change in the world through deeper transformational practices that evoke new ways of seeing, hearing, feeling and walking upon this earth. Providing tools and resources to continue these practices in a way that carry yourself in a truly calibrated trajectory further and beyond into your wildest visions yet. It's an incredibly important initiative and I can see it transforming the lives of many and the world for us all."

Cassandra, Documentary Producer and Yoga Teacher



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The Investment

An investment is nothing more nor less,
than a relationship between the present and the future.

We need that relationship to reflect and to reclaim hope.
- Tim Jackson

Connect for Change

We are offering the first **25 individuals** invested in a much reduced price of **£695 for the 4 month programme;** including a **1-2-1 session** with one of our practitioners before the course commences to understand their needs and tailor their experience throughout the 4 months.

We understand that we lead busy and full lives and that 4 months may feel like a big time investment. To soften and to support your employees to feel able to commit to this course, we deliver the lecture session **in work hours**.

While we are confident that the time invested engaging with this course will reap rewards much greater than the time and price itself, for those hesitant to commit to the full programme upfront we have an offer of **4 payments of £200 (paid per month)**.



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The Process from Here

If reading this was your first interaction with We Can Change the World, welcome!

We would love to connect with you personally, **please reach out to us at sian@wecanchangetheworld.earth to explore our vision and so we can hear yours.**

If you are ready to invest in your people, organisation, and planet through this programme, **congratulations!**

I have no doubt this will add value to every corner of your organisation.

Next Steps:

#1 Get in touch with us and let us know how many individuals you are inviting on the programme, and their contact details.

#2 They will be sent a brochure and timeline, and then directed to an application process so we can better understand their individual needs, and organise their 1-2-1 call.

#3 The Journey Begins January 2023.



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Priority SDGs



Though we support all the SDGs, especially through our community section, these are the three we are actively challenging internally.

better business
act

Proud to be an early signatory to the Better Business Act.

betterbusinessact.org



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Thank you

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