



PSYCHED



Engaging the whole self

Transformational leadership
programmes for pioneering minds

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

Bob Nelson

Time to get Psyched?



BEN MCKIE AND KATHLEEN SAXTON

In recent years, we have become increasingly enlightened to the needs of both our cognitive and emotional selves and the ability to consider the whole self and how we interact with our wider environment.

And it's not before time. The ever-increasing expectations, growing demands and always-on mindset faced by our leading executives can threaten even the sharpest, brightest and most resilient of minds. It would come as no surprise to anyone at the pinnacle of their career that the World Health Organization has cited stress as the number one health epidemic of the 21st century.

Workplace stress costs us dearly. Financially it's estimated to cost the US economy alone \$300 billion per annum, and personally, with a recent study from Harvard Business School and Stanford University concluding that high work stress increases odds of a diagnosed illness by 35% and the chance of early death

by 20%. Stress is deemed to be as bad for us as second hand smoke!

So while the business world has rallied to recognise the importance of physical health in leadership performance, we believe that more can be done to ensure the whole self remains in peak condition. A 2016 survey by leading executive search firm The Lighthouse Company concluded that many leading executives will use their own techniques to refocus and reboot by either spending time with those personally close to them or with a qualified professional. It also showed that 80% of leaders are open to methods of psychoeducation and therapeutic programmes to progress their professional development.

The traits that help propel senior executives to the top, such as super-human stamina and resilience, can also mask signs that something is amiss – after all who wants signs of fatigue or unhappiness to be seized on by subordinates or indeed competitors? Furthermore, a

2016 report from the Chartered Management Institute found the majority of UK managers spend 29 extra days a year working outside of office hours, more than cancelling out their entire holiday entitlement. Given the great leaps we've made in understanding the interplay between physical science and neuro-science, is it not time to take greater care of ourselves and those we lead?

Psyched has been designed to meet the demands of today's leaders, be that through one-on-one executive therapy or by taking part in one of our exclusive residential retreats. Whatever your needs, or indeed those of your team, we believe that the power of Psyched can be harnessed and tailored to deliver tangible, measurable benefit to your business and, most importantly, your people.

We have a duty of care to those that we lead, to those that lead alongside us and to ourselves as leaders.

"Mental toughness is to physical as four is to one"
Bob Knight, basketball coach

To get Psyched is to liberate from what binds

THE WHY

Our embodied experience is forever – it is not facilitated by intellect. To grow ourselves we need to do things differently to create other experiences and inspiration. This creates changes in our state that engages our emotions and activates creativity.

Our programmes are designed to tackle a wealth of challenges that are created by modern life, be it ill health, stress, conflict, relationships, anxiety, poor performance or low esteem – we aim to move you swiftly back to a healthy balance.

Our guiding Psyched principle is to take you away and give you the space to 'be more'. Neuroscience tells us that it is only by removing ourselves from the barrage of external stimuli, useful or not, that we can reconnect both physically and mentally, emotionally and cognitively, to what matters most and access the parts of our minds where true creativity can flourish.

THE WHAT

Through our programmes we aim to develop you from the inside to the outside, building and strengthening your core being and developing a greater connection to your instinct, your intuition and your internal processes.

We work with you on physical, emotional, biological, relational and psychological levels in order to support your growth as a whole.

Together we will create the experiences that foster innovation by bringing together the people and creating the space required to further inspire.

It is a constant process of discovery where you absorb the useful, reject the useless and add what is specially your own. Through this we will develop a community of leaders who inspire, ignite and impact on the different dimensions of individuals, teams and organisations.

THE HOW

All of our programmes are uniquely tailored to the needs and requirements of the individual, team or organisation. Ultimately we are driven by delivering more success back to your business and we fundamentally believe that self-knowledge is a critical component of this, and allows us to understand the world in a more accurate way.

Our programmes focus on the whole self and how each individual participant interacts with his or her own environment. From adrenal and heart rate variability monitoring to leadership coaching and executive psychotherapy, each programme aims to achieve maximum wellbeing, where every part of the self is working optimally.

Through the delivery of Psyched initiatives, the individual will accept responsibility for personal wellbeing and the everyday choices required to maintain peak condition.



**BEN
MCKIE**

PG Dip, Advanced
Dip, MBACP, UKCP
Registered, AHPP
(accred), MNCP
(Senior accred),
UKPTS, ESTSS

Ben is a qualified and accredited psychotherapist and supervisor, executive coach and mentor. With a focus in the field of change and development, Ben nurtures the individual's capacity to develop and change with a combination of eastern and western philosophies.

Having globally facilitated high impact radical change and leadership development programmes for more than fifteen years, Ben also has great familiarity of media and advertising through his positive work with organisations such as Channel 4, Shine and the BBC, and his deeply personal and highly professional relationships with individuals at many of the industry's leading organisations.



**KATHLEEN
SAXTON**

Business woman,
entrepreneur,
board and
strategic advisor,
mentor

As founder and CEO of executive search firm The Lighthouse Company and co-producer of the annual thought leadership festival, Advertising Week Europe, Kathleen is one of the most influential and highly connected individuals in the UK media and advertising industry.

The Lighthouse was set up to bring a psychological lens to the world of executive search, ensuring that the individual nature of new leadership hires is at the heart of any appointment.

Kathleen's curiosity of the human mind has led to her completing initial psychotherapy studies at Regent's University and she is now completing her MA in Psychotherapy at CCPE, practicing weekly at The Grove.

Introducing the Psyched team

With the ambition from the outset to create a set of programmes exclusively for the modern leadership mind, Psyched co-founder Ben McKie has purposefully handpicked only the most cutting edge and pioneering practitioners from the clinical, medical and therapeutic worlds to join the team.



ANDREW SUTTON
Psychotherapist
and Supervisor



SIMON JACOBS
Psychotherapist
and Group Facilitator



TAMSIN OLIVIER
Psychotherapist
and Yoga Teacher



GLENN NICHOLLS
Psychotherapist,
Coach and Trainer



LAURA WILLIAMS
'Time to Think' Trainer,
Coach & Facilitator



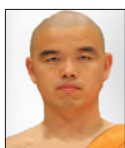
VALI LALIOTI
Professor of Leadership



DR. ELAINE TICKLE
Private GP (Harley Street)



PETER COX
Clinical Nutritionist



SHIFU HENG WEI
Shaolin Master



TONY WONG
Shiatsu and
Chinese Massage Therapist



DR LI
Chinese Doctor
and Acupuncturist



MICHAEL FOY
Psychotherapist



GIA BADENHORST
Psychotherapist



DUNCAN JOHN
Psychotherapist



JEFF REID
Wudang Daoist



REBECCA NEVATT
Programme Coordinator

PSYCHED – The Retreat



We have devised our flagship programme 'Psyched – The Retreat' to reflect the extraordinary ask that is being placed on CEOs and executive teams on a daily basis. Businesses have an increased duty of care to look after their leadership talent, just as much as the individual has an increased responsibility to look after their whole self.

This residential experience will take place in the tranquillity of the Gascon countryside in the south west of France. 'Psyched – The Retreat' will have exclusive use of an ancient stone farmhouse, Les Cardayres, not far from Solomiac and approximately 45 minutes from Toulouse.

By extracting top performing executive teams from their day to day working environments, we allow them to recharge and refocus on the things that are important to delivering better results for the organisation through the optimisation of their entire being. This programme, which will be tailored to the business's

individual demands, has been developed to meet the commercial realities facing those in industry today. Each retreat will cover three core tenets of Psyched programming:

- 1 Clinical** – to include full GP health assessments, heart rate variability tests, nutrition appraisals, blood and adrenal tests
- 2 Leadership coaching** – including time with experts such as Laura Williams (Time to Think) and Vali Laloti (Professor of Leadership)
- 3 Therapeutic** – covering group and individual therapy, acupuncture, massage, meditation, Tai Chi and Shaolin Kung Fu

While the heart of 'Psyched – The Retreat' is the four day residential experience, the programme also consists of a number of pre sessions to establish the agenda for the retreat, as well as individual assessments and group therapy with all participants. Many of the clinical tests will be completed before departing for France,

with results available for discussion during the residential element of the programme.

On return to the workplace, follow up sessions will take place both on an individual and group basis to identify future requirements and next steps.

We believe that 'Psyched – The Retreat' will deliver fundamental change to your leadership team that can have profound impact on how your business performs.

DISCOVERY:

During this programme, individuals will go on a unique journey that will enlighten and empower, but at the same time do this as part of a peer collective.

BEING MORE:

At the core of all Psyched experiences, we want our participants to be able to identify how to give more to meet today's demands, while simultaneously being more of the person that they truly want to be.

PRIORITIES:

Together we will uncover what is needed from ourselves, the collective group and the wider business in order to deliver against personal and professional growth and ambitions.

SELF ACTUALISATION:

From a very personal perspective the true understanding of 'Who am I?' and 'How do I make this right for me?' becomes a very potent tool for participants' future development.

MOST SUITED TO:	Boards, CEOs and Executive Teams
DURATION:	5 days
LOCATION:	Solomiac, south-west France



OUTLINE PROGRAMME ITINERARY

PRE

- CEO agenda setting dinner (with Founders)
- Initial Executive Psychotherapy session
- Heart Rate Variability testing
- Adrenal testing
- GP assessment

FULL RESIDENTIAL (FOR FOUR DAYS)

- **Group Tai Chi/Qi Gong**
- Breakfast
- **Group Morning check in**
- **Individual Sessions**
(including massage, executive therapy, personal training, leadership coaching, acupuncture, meditation)
- Lunch
- **Group Process**
- **Individual Sessions**
- **Group check out and meditation**
- Dinner

POST

- CEO follow up dinner (with Founders)
- Executive Psychotherapy wrap up
- Feedback and forward planning

Executive Therapy Service

one-on-one or group based



Talking in complete confidence with a professional psychotherapist can help individuals to vocalise their internalised fears and assumptions. Creating the right space, time and environment to heal and relieve tension can be highly effective at promoting peak performance or indeed preventing the onset of physical illness.

Whether you're looking for an onsite psychotherapy provision for your team or company, or an offsite discreet one-on-one service at our London W1 practice for yourself or others, the Psyched team of accredited psychotherapists has been specifically chosen to meet the specific needs of those working in high pressured environments.

We believe our psychotherapists to be the best in class, and as such they have all met the necessary accreditations and standards for registration. These standards cover training, continuing professional development, supervision and a commitment to an ethical framework.

Like all of our programmes, our Executive Therapy Service can be tailored to your specific needs – our psychotherapists can confidentially work with you or your team on a personal or professional basis.



Exclusive Rehabilitation Programmes

This unique Psyched service is designed to deliver maximum benefit from the treatment, whilst ensuring that discretion, confidentiality and privacy are a priority. Tailored to each client's needs, the programme's location, duration and specialist team will be chosen to deliver the most effective treatment to support the recovery process in absolute privacy.

We immerse you in nature and your own process in order to maximise your experience and understanding of the presenting issue; such issues may include depression, addiction, psychosexual, anxiety, relational, stress, co-dependency, burnout, trauma, low self esteem, change, PTSD, bereavement or inspiration.

This programme is not a one-size-

fits-all – unlike other rehabilitation services participants will input into the programme by setting goals and defining what is needed.

Through this investment and contribution, combined with our expertise and implementation of

Eastern and Western philosophy and psychology, our rehabilitation programmes will deliver a whole body experience and greater understanding of personal process. By knowing one's process more, it is easier to navigate through life in a healthier and happier way.



An oasis of creativity with 'Psyched in the Desert'

We created 'Psyched in the Desert' to allow the most adventurous creative minds to liberate themselves

from the bind and grind of daily routine. Taking place in either the Siwa Oasis or the Moroccan Sahara Desert, both locations are brimming with olive and palm trees and reflect a slow-paced oasis life that is literally miles away from the reality of our day to day.

The aim of this programme is to reconnect with your creative drive while at the same time regaining your instinctive vitality that is regularly at risk of being suppressed by routine, set approaches and formulaic process. This is achieved by trekking on camels through the expanse of

the desert sandscape whilst working together as a group, setting up camp at sundown where we facilitate individual work, before bedding down for the night under the stars.

We fundamentally believe that in order to innovate, we must first experience. This programme has been designed to access the subconscious and open you up to other ways of being. For those open to new ways of thinking, 'Psyched in the Desert' creates the space, room and freedom to challenge and cross boundaries and see the world from a much wider perspective.

This programme helps participants to coax that shy animal of creativity out of its shell. By ensuring a literal oasis for uninterrupted thinking, breaking

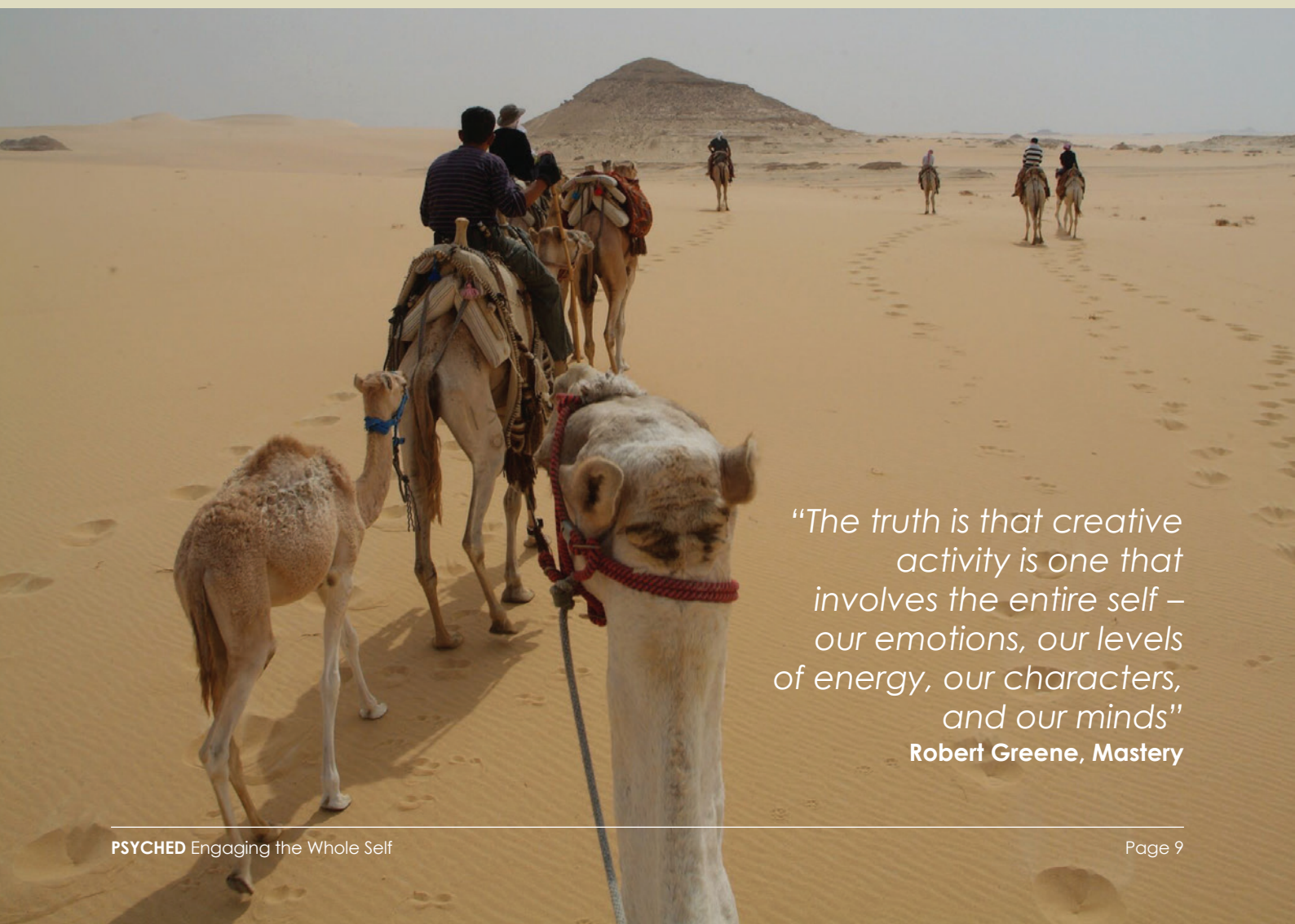
routine patterns and exposure to new and different experiences, we can more easily tap into our own internal sources of inspiration and ideation.

While external stimuli will always be available on your return to the working day, 'Psyched in the Desert' will provide the space, the stillness and the serenity to reactivate your innate sense of you and your natural sources of creativity.

MOST SUITED TO:
Adventurous creatives

DURATION:
7 days

LOCATION:
**Marrakech, Morocco
or Siwa Oasis, Egypt**












"The truth is that creative activity is one that involves the entire self – our emotions, our levels of energy, our characters, and our minds"
Robert Greene, Mastery

Start your Journey

While Psyched offers programmes bespoke to your individual needs, there are many common outcomes that ensure maximum wellbeing where every part of your whole self is functioning in the very best way possible.

ULTIMATELY, PSYCHED WILL HELP YOU TO 'BE MORE'

-  To evoke other perspectives and to find space for your own self.
-  To ignite insight and to attain creativity through self experience.
-  To raise self-awareness and to get to know each other better.
-  To be challenged and to be inspired.
-  To be taken care of and to learn how to take more self care.
-  To be yourself and to hear yourself.
-  To connect and to be supported.
-  To be part of a community and to better value yourself.
-  To be part of the Psyched leadership alumni.

Through the unique and individual journey taken by each programme participant, there are a number of positive outcomes that can be directly taken back into the office environment.

Participants will be able to communicate more effectively while developing an enhanced ability

to 'be with the other'. At the same time they will identify the personal armoury required to enable clearer objective perspective while understanding the projections and assumptions that can impede growth. Our aim is to give you the tools to increase your self-knowledge, understanding and working with your systems to

deliver even greater success, both personally and professionally.

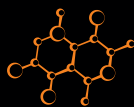
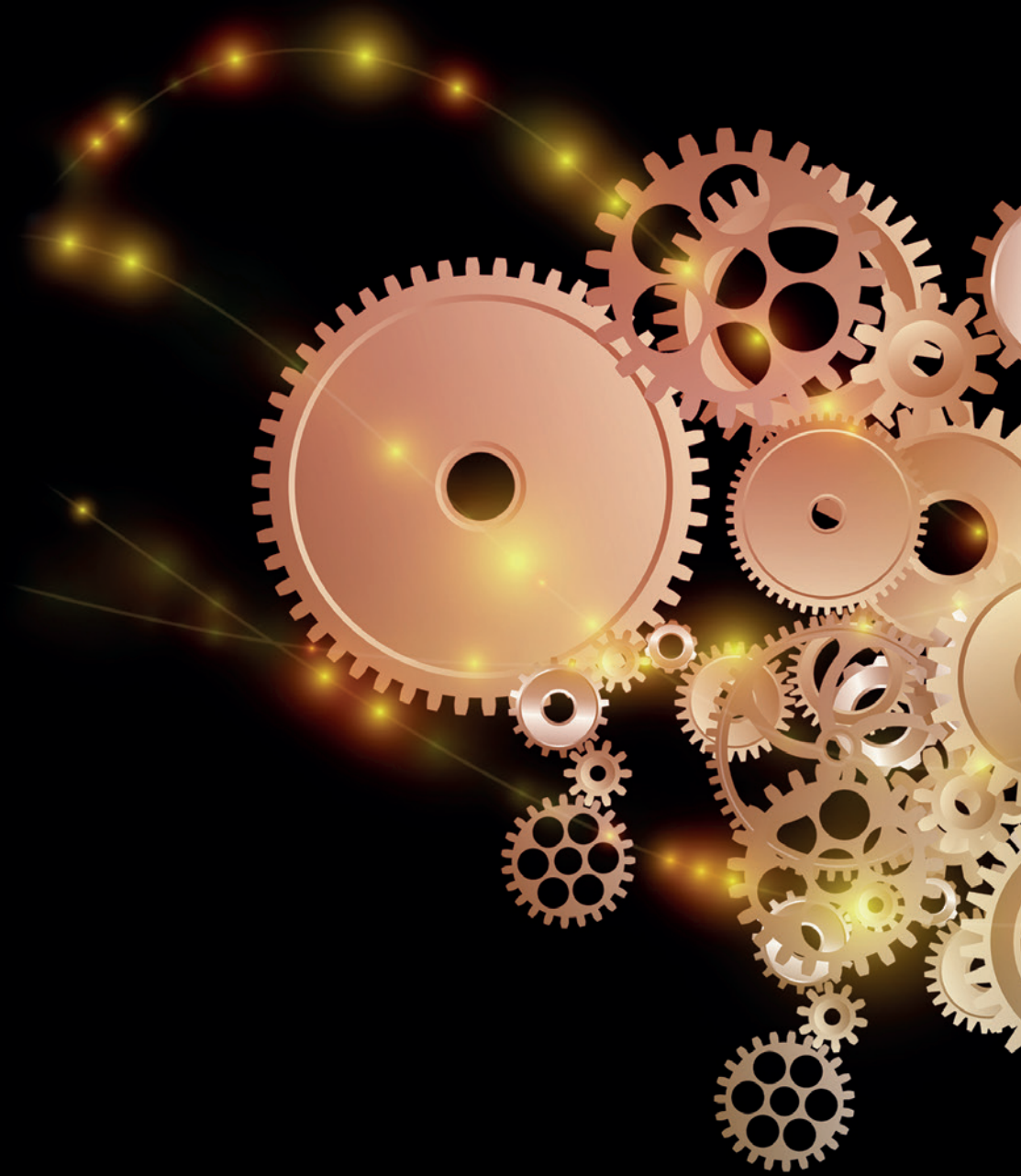
We believe that our portfolio of bespoke programmes can inspire great change in your own self, your people and ultimately your organisation.

TO GET PSYCHED, SIMPLY GET IN TOUCH:
ben@psychedglobal.com or
kathleen@psychedglobal.com

"Wheresoever you go, go with all your heart"
Confucius



*“ Vulnerability is
the birthplace of
innovation, creativity
and change ”*

Dr. Brené Brown
‘The Power of Vulnerability’



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