



# The Challenge of Change

Neuroscience in Action • Empowering Performance

## CoC • Resilience Training

### The Flat Earth Approach

Conventional stress management assumes that life events like changing jobs and moving house are inherently stressful, but if that were true there'd be no such thing as managing stress - how many of the events that occur in your life can you avoid? Another popular idea is that stress is good for you, and can even be 'your friend', but nothing that makes you miserable can in any way be good for you.

### Pressure and Stress

In the **CoC • Resilience Training** we distinguish between **pressure** and stress. Pressure is just a demand to perform. It can be motivating and useful, but it has nothing to do with stress. We define stress as **ruminating about emotional upset** - churning over what-ifs and if-onlys. All that events do is to offer you something to ruminate about, and you can choose not to. Coping isn't about struggling to keep your head above water. Real resilience is knowing there's no water to keep your head above.

### A Radical Alternative

The **CoC • Resilience Training** programme grew out of Dr. Derek Roger's ground-breaking research that began at the University of York in England, and the solid foundation in internationally-recognised research is a major strength of the programme. The training itself provides simple, practical tools for developing resilience that have been shown to impact significantly on job satisfaction and performance.

[www.challengeofchange.co.uk](http://www.challengeofchange.co.uk)

## Key Benefits

### For Participants

- Enhanced well-being & performance
- Understanding of personal strengths & weaknesses and development of Personal Action Plans
- Simple 4-step strategy for enhancing resilience
- Improved communication skills
- Ongoing strategies for relaxing body and mind
- Ability to readminister scales and measure achievement

## Why Pursue The Challenge of Change?

- Backed by Established Research
- Results Focused and Measurable
- Practical Tools for Individuals and Companies to Succeed



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### CoC • Personal Profile

The research identified the characteristic, habitual patterns of behaviour that make people more or less resilient, and the findings were used to build a unique pre-training psychometric questionnaire called The Challenge of Change Profile. The scores on the Profile provide a valid and reliable assessment of behaviours that might need to change, and the training programme shows how to make these changes.

### CoC • Resilience Training : 4 Steps to Success

#### Step One - Waking Sleep

Drawing on experience to plan for the future can be done in an intentional way, keeping the present as the frame of reference, but unfortunately we're often drawn into the daydreams that the training calls waking sleep, or the nightmare of ruminating about emotional upsets. Since you can't work and sleep, waking up must be the first essential step.

#### Step Two - Controlling Attention

What happens during waking sleep and rumination is that we lose control of our attention. Nothing gets done without attention. The second step in the programme is keeping control over our attention and giving it intentionally to what needs to be done here, now.

#### Step Three - Becoming Detached

When you're awake and controlling your attention, the dreams and ruminative thoughts can be seen as just that: imagined scenarios. Being able to put things into perspective in this way is the third step in the programme, and is called detachment.

#### The Final Step - Letting Go

Ruminative thoughts don't solve anything. Seeing them for what they are, from a detached perspective, we are free to take the final step of letting them go.

## 4 Steps to Success

Wake Up



Control Attention



Become Detached



Let Go

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### The Wider Perspective

#### Well-being

The link between stress and health is explained in the training programme using simple diagrams, and the four steps form a simple sequence of practical tools that ensure well-being. Systematic mindfulness techniques for relaxing both body and mind are included, downloadable directly from The Challenge of Change website.

#### Personal and Interpersonal Skills

Individual techniques learned in the **CoC • Resilience Training** programme are extended to an interpersonal context, showing how the four steps can be used to enhance communication skills.

#### Ongoing Support and Follow-ups

In addition to a comprehensive handbook and practical action plans developed during the training, access to a web-based Challenge of Change Refresher video is sent automatically to participants 90 days after the workshop. The video is divided into three modules, and provides ongoing reinforcement and consolidation of the training principles.

## Key Benefits

### For Organisations

- Increased retention and loyalty
- Increased productivity and performance
- Increased insight into individual strengths and weaknesses
- Improvements in overall organisational capability
- Better company-wide communication
- Ability to pursue longer term employee care strategies

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