



FOCUSSED FARMERS

TAKE CONTROL OF YOUR FOCUS
TO ACHIEVE MORE
WITH LESS STRESS

"Focussed Farmers offers grassroots farmers and anyone working in the agricultural sector, a mindfulness based, self-leadership programme, to develop more focus in your life and support you in creating a vision for what you truly want to get from life; from your business, your family, friendships, your health... and everything in between."

Holly Beckett, Director Focussed Farmers



There's only one way to know what a tomato tastes like...

This programme will not change who you are – it will just make you a souped-up version of yourself.

Holly Beckett, Director Focused Farmers



My work is firmly based in modern cognitive psychology and neuroscience...

It takes a few simple steps to regularly focus your mind, better handle stress, achieve extraordinary success, a great work/life balance... and happiness.

Willie Horton, Co-founder Focused Farmers

"Focussed Farmers is not about farming, it's about farmers. It's not about service provision – it's about service providers.

Your life is your own, to lead your own way and what you choose to do with it is your business to take charge of.

Alongside the good times, life is full of challenges and this will not change, but how you face these times and deal with them, can.

When you raise your expectations of a life you've not yet lived, with a few simple tweaks, you can truly get the best you can, from every moment."



Developing Purposeful Focus

Psychology of Success

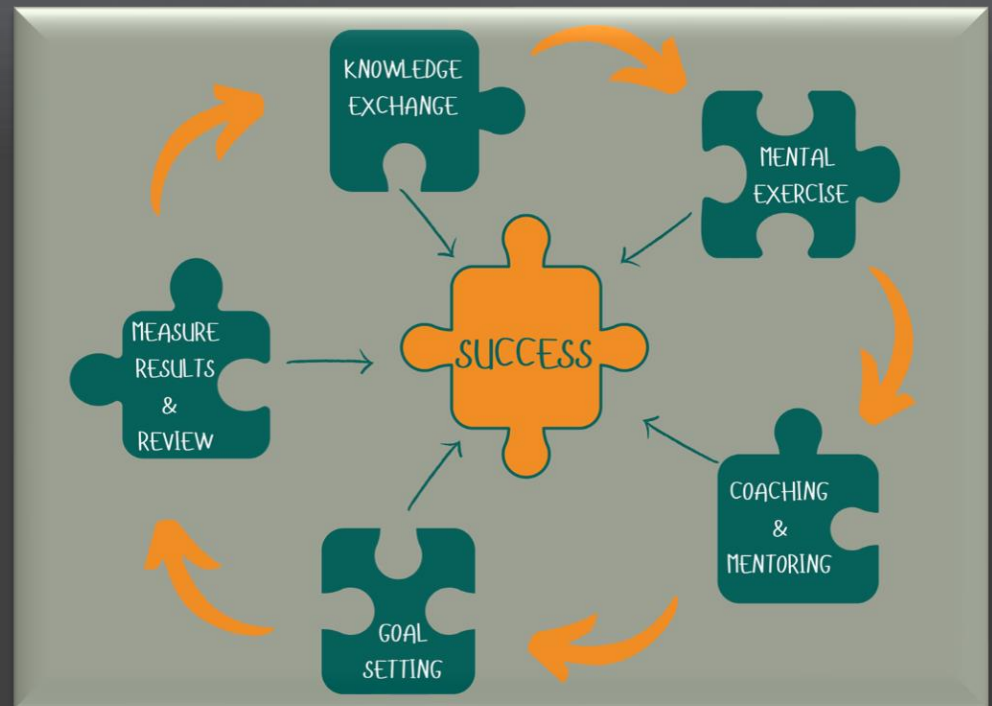
To fully understand what success looks and feels like for you, a bit of background knowledge is required to understand how the mind and body work and what neuroscience is showing us happens to the brain through mindful mental exercise.

Time Commitment

The initial coaching programme is carried out over a flexible period of 12+ weeks* and requires at least 10-15 minutes commitment of your time each day, partly to include regular mental exercise of a few minutes as you choose. You should get this back through increased focus!

Taking Control

The goal setting element of the programme enables you to gain clarity around your future actions, make decision making stress-free and developing purposeful focus enables achievement of these goals to be easier and in some cases, effortless.



* Length of programme will vary with businesses, organisations or discussion groups wishing to introduce a group programme to their employees/members.



Programme Structure

Mindfulness Measurement Index (MMI)

The programme begins by completing a Mindfulness Measurement Index survey. This comprises of 100 statements that provides a psychological snapshot of self-discipline, focus, state of mind and stress levels and allows your coach to see the areas of focus to look at with you. This also provides you with a baseline to measure your progress across the programme.

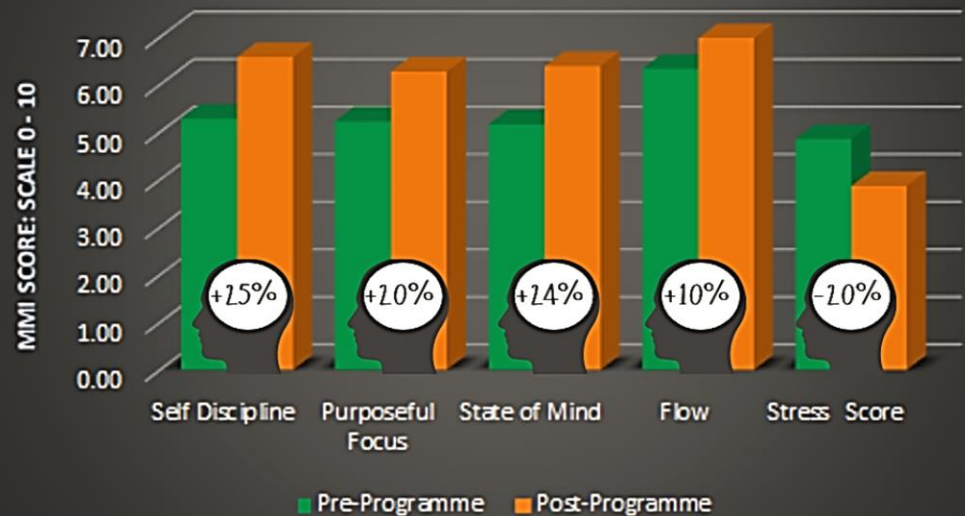
One to One Coaching

Following completion of the first MMI, one to one coaching is conducted via phone, video or audio to suit you. The coach will use the MMI results in the first instance to establish areas of development for individuals, ensuring that a personalised programme is offered – one size fits all is never a good look...

Group Facilitation

For businesses, organisations and discussion groups, working as a team more effectively requires training together. A number of group sessions facilitates a smooth transition towards new goals or objectives identified. The MMI and one to one coaching may still be offered to individuals outside of a group setting if required,

Results of Pilot Programme (Mean Average)





Programme Support

Daily Mental Exercise

Participants will be directed to an app to download on their smartphone. The **MypsyberCoach** app includes a range of mental exercises that can be used to reset your focus and start switching on your Central Executive, the area of the brain associated with attention and coordination, that is rarely activated in the adult brain without exercise.

Coaching Support Leading to Results

A number of coaching sessions will be carried out over the course of the 12+ weeks, offering various mindfulness development techniques and goal setting exercises personalised for you. (Or your team within group work). Your coach is continually on hand to answer questions or queries you may have via email or phone. A second MMI is conducted towards the end of the programme to measure the results and evaluate personal development at that point.

On-going Support

A WhatsApp group is open for clients to stay disciplined with their daily mental exercise and remains accessible to the alumni after the initial programme is completed... The first few months are just the beginning of your journey to achieve your highest goals and regular online video calls are held with the alumni to provide continued support. It will be down to you to implement your new tools into your life, the way you choose, to truly take control of your state of mind,



Ten minutes daily mental exercise is scientifically proven to activate the area of the brain called the Central Executive. The brain function that is rarely active in the average adult brain without training.



Personal Development is Personal



"The main benefits from this programme is gaining clarity of your goals and knowing what to do in every time frame;

Gives you more energy – Gives you more focus – Gives your more belief."

Aaron Hughes, Beef & Sheep Farmer,

"The programme has helped me readjust my focus as I venture into the next phase of running the farm and restructuring the business."

Katrina Dunford, Dairy Farmer.



"In my tool-box I have many items but the most important are my brain, my body and my family. The Focussed Farmers programme has helped me protect all three."

Aled Davies, Owner/Director Pruex Ltd.



“The essence of the programme is to banish the brain fog for good, develop true self-mastery and take control of the one thing we truly have the ability to control in our life – our own state of mind.”



Programme Costs

(This is a programme of training and is 100% Tax deductible – subject to accountant approval)

One to One Coaching Programme

The Focussed Farmers Programme is inclusive of the following;

- Access to 12 part mini-series.
- 2 x Mindfulness Measurement Index (beginning and end of programme).
- MypsyberCoach app to support development of mindfulness & daily mental exercise.
- One to One coaching through the whole programme for support in developing purposeful focus and defining vision and proper goal setting. (flexible to your requirements).
- Open & continual dialogue via email and WhatsApp when needed.
- Access to alumni group via WhatsApp & regular online group discussion.

30 DAY TRIAL PERIOD

If you are not completely satisfied after 30 days of starting the programme, we offer a full refund of the first payment.

Flexible Payment Options

Option 1: Pay in full upfront to receive a 20% discount.
- £800 invoiced at start of programme

Option 2: Spread across payment plan;

| | |
|--------------|---------------|
| Week 1: £250 | Week 5: £250 |
| Week 9: £250 | Week 13: £250 |

Option 3: If you are not in a position to take up option 1 or 2, we will consider accepting you onto a 'pay as you can' payment option. The programme is received in full and you pay when you can – whenever that is.

For Group Based Programmes

A bespoke programme will be designed for businesses, organisations or discussion groups.

Please contact us to discuss your requirements.



Questions?

FOR QUESTIONS OR TO GET STARTED PLEASE GET IN TOUCH

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With thanks for support

