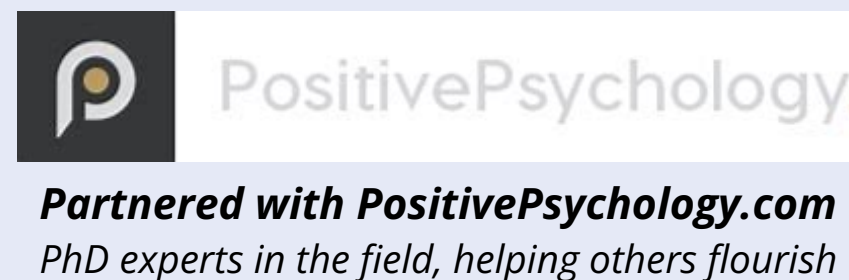


COMPANY PROFILE



What if Playground -

'Unravelling the craft of fulfillment, with Playful Curiosity as our guide

Morgan Farr - BSc LLM

Transformation Coach

Founder & CEO: 'What If' Playground

[Former Professional Programme/Project Manager]

Get Curious | Embrace Playfulness | Craft Fulfilment



WIP

OUR MISSION

**'TO BUILD A PLAYGROUND
TO UNRAVEL THE CRAFT OF FULFILMENT,
GUIDED BY OUR PLAYFUL CURIOSITY'**



We strive to support **UN Sustainable Development Goals 3 & 8** of **Good Health and Well-being, and Decent Work for all**

*A place that motivates the bottled-up to open up,
where those who are stuck or struggling reach out,
and navigate with ease to take that first step*

Explore...

WELLBEING PLAYGROUND

Explore...

To build a digital **Playground** for creatively **levelling-up Well-being, fueled by *Playful Curiosity***, and **share the power and importance of this transformative mindset with the world** to ignite a new global movement

An inclusive, fun and interactive environment for adults to step into a shared Playfully Curious Mindset, feeling psychologically safe to explore possibilities, gain insight and support, connect, find focus and strengthen motivation to act.

Exploit!

CHANGE FRAMEWORK

Exploit!

Provide a **Change Framework** for those ready to take the next steps, to **deliver fulfilling Life Changes & Passion Projects**

OUR VISION

To create a world where Playful Curiosity is THE liberating Mindset that unlocks our potential, and gets us unstuck.
The compass to navigate life and wellbeing challenges with ease, guiding us back to joy, meaning, emotional freedom and deep connections, even during the toughest of life's phases.
Choosing natural flow over relentless toughness and 'grind'

PLAYFUL
CURIOSITY
MINDSET

WELLBEING FRAMEWORK (FOR THE BOTTLED-UP)

The Bridge: *Connecting*

Being

Doing

Having

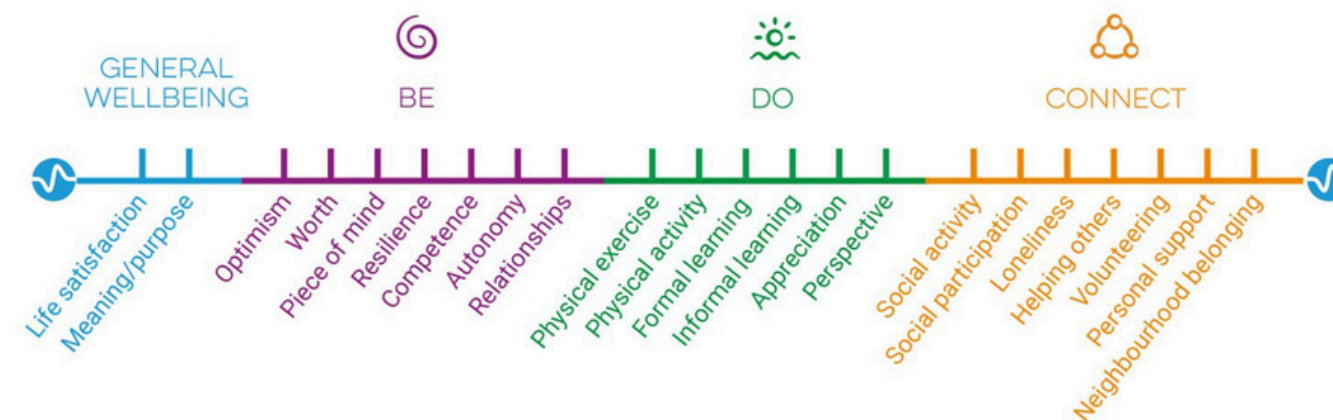
- Openness to Vulnerability
- Emotional/Psychological Safety & Trust
- Belonging & deep supportive relationships
- Self-Acceptance & Authenticity
- Expressing Emotions & Releasing feelings

-
- A
- b
- c
-
- A
- b
- c
-
- A
- b
- c


General

Subjective Wellbeing


- Life Satisfaction
- Happiness
- Meaning & Purpose
- Optimism & Hope



CORE CONCEPTS & VALUES



Craft
Fulfilment
(Level up)



FORGE
PACT
(Open up)



(Loosen up)
Playful
Curiosity



'Playful Curiosity' Definition

adjective + noun

[play-fuhl + kyoor-ee-os-i-tee]

A personality trait (and liberating open mindset)
**of holding an intense motivational desire
to explore new and uncertain activities or ways of thinking,
balanced with letting go and embracing playfulness.**

This emphasises a person's ability to experience:

- Joy, and fun interactions
- Freedom of both emotional expression and identity
- Emotional resilience (openness and adaptability during uncertainty)
- Deeper connections
- Depth of learning
- Ease in creatively navigating through life's challenges

[‘What If’ Playground, 2024]

Trait Curiosity - 'the intense desire to explore new and uncertain events' (Kashdan et al., 2009) 'and the motivational desire to act and think in new ways' (Kashdan & Silvia, 2009). According to Kashdan and Fincham (2002), "the emotional-motivational state of curiosity is associated with actively acquiring information to create, maintain, and/or resolve meaningful perceptual conflicts or gaps in knowledge" (p. 373)
The concept of flow can be considered an extreme variant of curiosity' (Fredrickson 1998)

Adult Playfulness Trait - 'a personality trait characterized by a propensity to approach life with fun-seeking motivation, uninhibitedness, and spontaneity. These dimensions emphasize a person's ability to experience joy, engage in playful interactions, and creatively navigate challenges' (Shen, Chick, and Zinn 2014)

?PLAYFUL
CURIOSITY
MINDSET



BUSINESS USP_s

Focus on self-discipline & consistency

- *Attentional focus*
- *Peak creative 'flow' states*
- *Deliberate practice*
- *Morning Routine Mastery/sleep routine*
- *Deep work*

Unique blend of expert collaborators

- *Project Delivery Experts*
- *Strategy Consultants*
- *Wellbeing & Psychology Partners*
- *Lifecoaches*

Responsible & evidenced-based

- *Evidence on display*
- *PERMA+ (wellbeing model)*
- *Self-Determination Theory*
- *Leverage wellbeing data*
- *No one left behind!*
- *Formal User Research (curiosity, play and wellbeing)*

Signature Change Framework (inc. Life-Planning System)

- *Bring agile project management methodologies to lifecoaching*
- *Deliver fulfilling life changes & passion projects*

Build a Playground for creatively levelling-up wellbeing

- *Fueled by 'Playful Curiosity'*
- *Where the bottled-up open up*
- *Those stuck or struggling reach out*
- *Make taking that first step the easiest!*

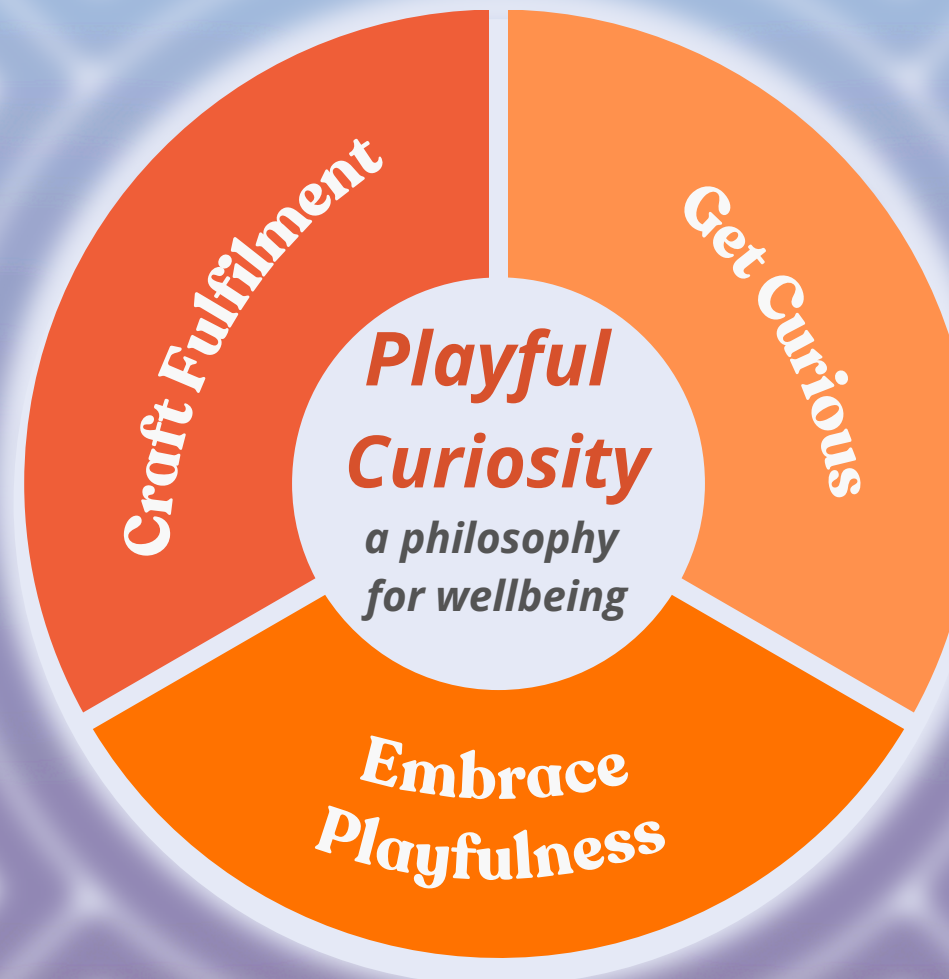
Fun Montessori-style learning environment

- *Prepared environment for play*
- *Make it feel safe to open up*
- *Collaborative learning, help others*
- *Self-directed and supported learning*

Emotional Mastery Letting Go Technique

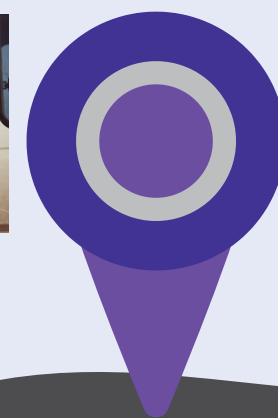
- *Emotional intelligence*
- *Emotional resilience*
- *Releasing anxiety, stress and challenging emotions*

*Emphasis on
**reconnection
with nature***

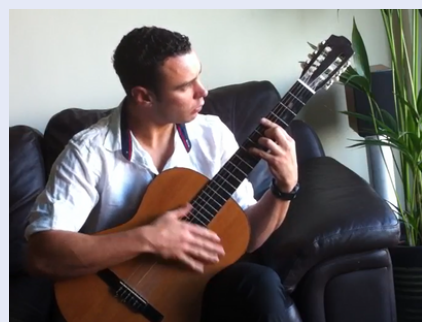


ORIGIN STORY

Met a man, a lost and unhappy truck driver who needed help...



*Channeled his pain and restless energy into **natural curiosity** and a thirst for learning/knowledge, skills, and taking on new challenges... to become 'better'*



*Guided him to his **dream job** as a Game Developer and found his life partner! Now passionate about helping others!*

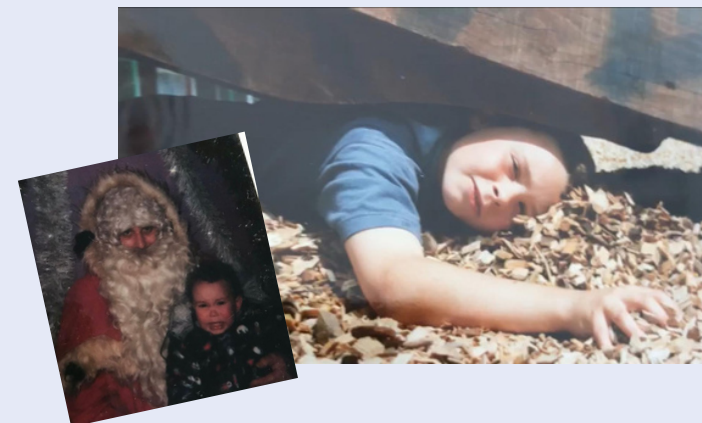


A shy village kid, never felt good enough

PLAYFUL
CURIOSITY
MANDSET



Applied Project management experience to transform his own life



WHAT WE DO

WELLBEING PLAYGROUND

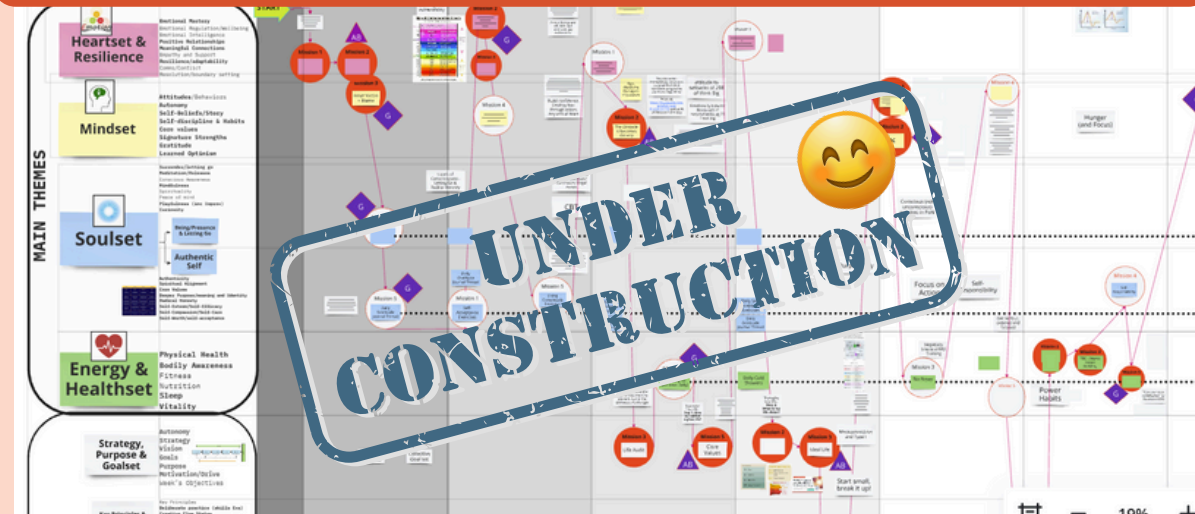
[PRODUCT ECOSYSTEM]

PLAYFUL
CURIOSITY
MANDSET

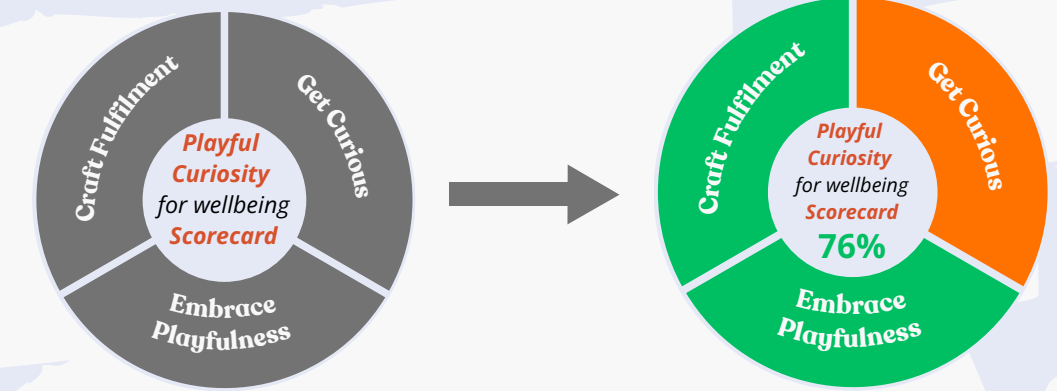
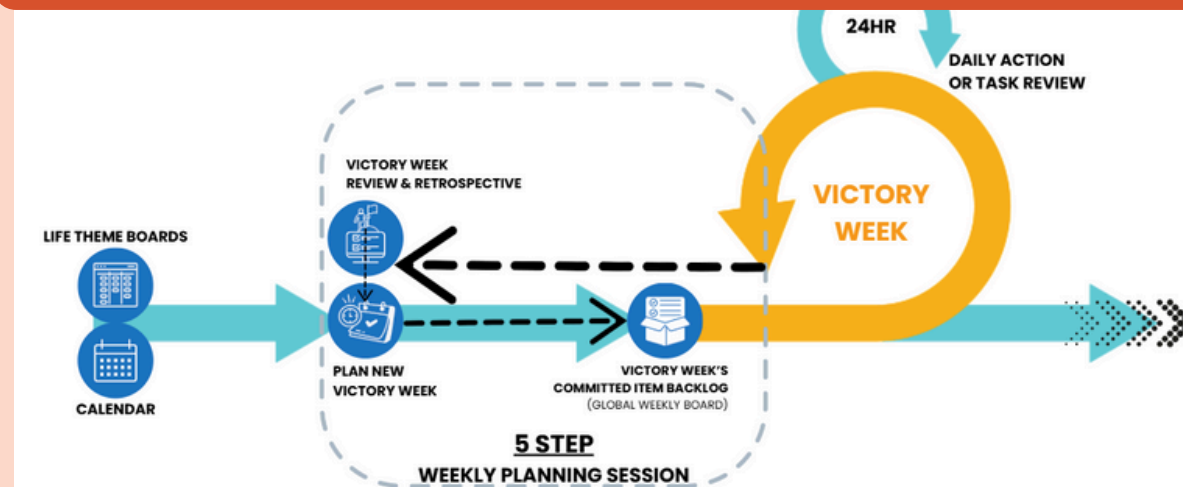
1:1 Life Coaching



Transformation Mentoring Programme



Life Planning System



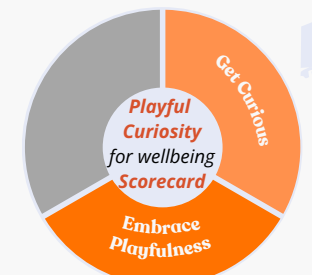
FORM ECOSYSTEM

RESEARCH SCORECARDS

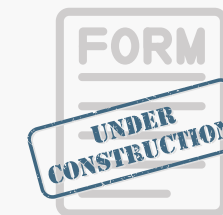
*Research purposes ONLY
(using APTS + CEI-II)



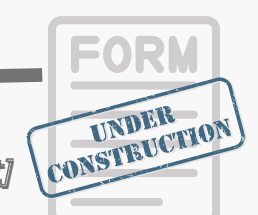
Curiosity
Scorecard
+
Playfulness
Scorecard



EOI/WAITING LIST FORMS



Join Programme
Waiting List
[confirmed but
not yet open for enrollment]
(e.g. launching soon
or spots are full)



EOI to Join
Programme
[pre-launch]
(or for upcoming events)

ASSESSMENT SCORECARDS (CUSTOMER NEEDS ANALYSIS)



Wellbeing Wheel of Life
Scorecard



Strategic Life Planning &
Productivity Scorecard
(Agile Life Planning System)



Partnered with PositivePsychology.com
PhD experts in the field, helping others flourish

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LIFE TRANSFORMATION MENTORING

PROGRAMME OVERVIEW

Type: Holistic psychological wellbeing, evidence-backed and based off latest research

Duration: 10-12 Weeks

Format: Online and interactive small group of like-minded individuals

Scope::

- Mindset (Attitudes/Behaviours)
- Heartset (Emotions and Relationships)
- Energy & Healthset (Physiological needs)
- Soulset (Being/Presence, Letting Go and the Authentic Self)

Key Principles:

- PERMA+ (Wellbeing model)
- Self-Determination Theory (Basic Psychological Needs)
- Montessori Learning Environments (Curiosity, Exploration and Play)
- Principles of 'Flow' states

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PURPOSE & TARGET AUDIENCE

Purpose:

The programme combines mentoring with a supportive and fun environment, leveraging playful curiosity to provide a more enjoyable learning and self-discovery process, as we produce meaningful life changes.

It helps participants build emotional resilience, strengthen self-belief, and develop sustainable habits, empowering them to align with their values, unlock their potential, and create a more fulfilling, balanced life.

Target Audience:

This holistic psychological wellbeing transformation programme has been created specifically for **male professionals** aged **25-44**, who are **navigating potentially difficult life phases/transitions** (such as finding themselves in their 20s, or crossing into new decades such as 30s, 40s, 50s etc), and **seeking positive emotions, a sense of purpose/meaning, discipline or consistency and clarity of direction.**

[The programme is to be designed to cater for women too, but is not the target customer focus initially]

Many in this group may also struggle with:

- bottling-up emotions
- self-acceptance/authenticity
- anxiety
- challenges around self-discipline, low motivation and finding a clear direction.
- feeling like they take life a bit too seriously, or just want more fun/playfulness day to day

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PROGRAMME FEATURES



10 X CORE WEEKLY THEME AREAS



**Self-Beliefs/Identity
& Worldview**
(Recreate yourself!)



**Self-Acceptance &
Positive Emotions**



**Self-Discipline &
Consistency (Habits)**



**Mindset &
Attitude**



**Challenging Emotions
& Letting Go Technique**



Zone of Genius (getting
into creative 'Flow' states)



**Positive Emotions
& Relationships**



**Finding Meaning,
Purpose & Values**
(including Goal setting)



**Deeper Purpose
& Motivation**



**Bigger Picture &
Continuous Growth/
Improvement**

PROGRAMME FORMAT

- Online Weekly Group Workshops and Q&A
- Group Mentoring Sessions & Accountability
- Access to support tools/resources
- Community FB Support & Peer Group
- Intro to the Signature Life-Planning System
- Personalised self-development action plan

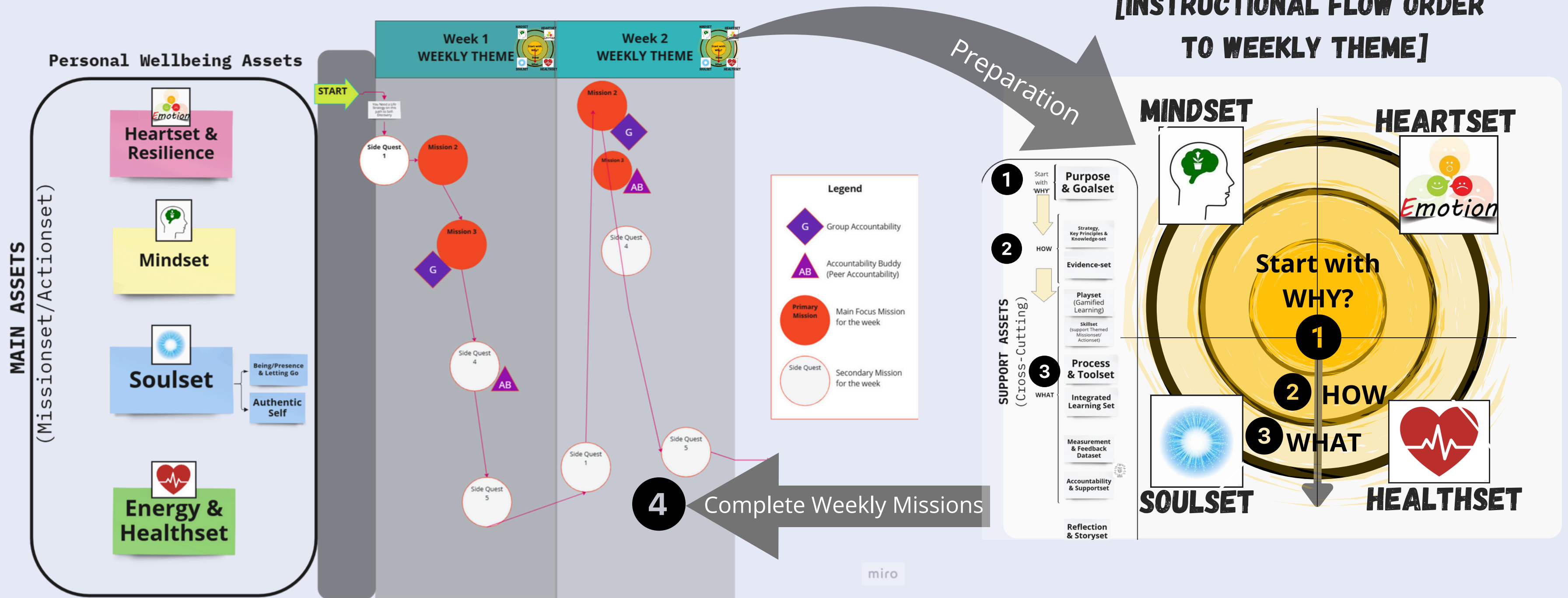
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PROGRAMME HIGH-LEVEL DESIGN

WELLBEING ASSETS VS 10 X WEEKLY THEMES

SUPPORT ASSETS

[INSTRUCTIONAL FLOW ORDER
TO WEEKLY THEME]



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PROGRAMME EXPECTED BENEFITS



Lack of energy or vitality day to day

Messy mindset, disordered thinking
struggling to navigate and resolve life's challenges

Stressed, anxious, bottle-up emotions
over-analysis, difficulty managing emotions, reactivity

Inconsistent habits/routines, procrastination,
lack structure or follow-through on goals

Self-critical, feel inadequate,
negative self-image, Imposter Syndrome

Feeling stuck or directionless, unclear priorities,
difficulty committing, struggle with decision-making

Lack of motivation/drive, disengaged from life,
no clear sense of purpose or meaning

Scattered focus, struggling to complete tasks,
passive consuming, unproductive, easily distracted

Doubting self-worthiness, validation seeking,
People pleasing, self-limiting beliefs

Feeling disconnected or lonely, relationship difficulties.
conflicts, unhealthy boundaries

Pessimistic outlook, negativity or dissatisfaction,
tendency to focus on what's wrong

No clear plan, or system/strategy
for overcoming challenges, lacks support

Enhanced physical energy/health and vitality

A NEW way of thinking, a clear Mindset as your compass to
navigate any challenge, and unlock feeling good about yourself

Emotional Intelligence/Resilience
- less Anxiety, Stress or Apathy

Self-Discipline and Sustainable Healthy Habits

Greater Self-Acceptance and Self-Awareness

Increased Clarity, intentionality and life direction

Motivation, Drive,
Purpose and sense of meaning

Indistractable Focus & increased Life Productivity
(Peak Performance and Creativity)

Empowered Identity and Self-Beliefs

Stronger connection and more positive Relationships

Heightened Positivity/Optimism
sense of gratitude, and subjective Well-Being

A Strategy, System, Plan and set of Tools
for Continuous Growth and a support community

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PROGRAMME BROCHURE EOI

(EXPRESSION OF INTEREST: PRE-LAUNCH)

I require 2 variants/types of an Expression Of Interest ("EOI") Life Transformation Programme Brochure

- to determine which Brochure/CTA converts better...

Format: Experimenting with tri-fold or bi-fold, but a priority is that it is easy to digest and view online as a PDF, or dropped into a website/landing page

1

1. EMOTION-ORIENTATED

80%

○ **PAIN-RELIEVER ORIENTATED** (targets **problem-aware people**)

- feeling relief by the programme's pain-relieving features
- needing change and feeling better etc
- highlight transformation stories and personal impact.

20%

○ **GAIN CREATOR ORIENTATED** (targets **solution-aware people**)

- unlocking potential or just wanting to level up their life, mindset and wellbeing)
- motivational, levelling-up, unleashing full potential
- highlight transformation stories and personal impact.

2

2. LOGICAL-ORIENTATED

80%

○ **PAIN-RELIEVER ORIENTATED** (targets **problem-aware people**)

- the importance/need for urgency and to act,
- imagining default future, what happens if you don't change,
- solutions and features that address problems, cost of delay etc
- Emphasize measurable outcomes— benefits, and ROI. Facilitator expertise, evidence-based, proven methods.

20%

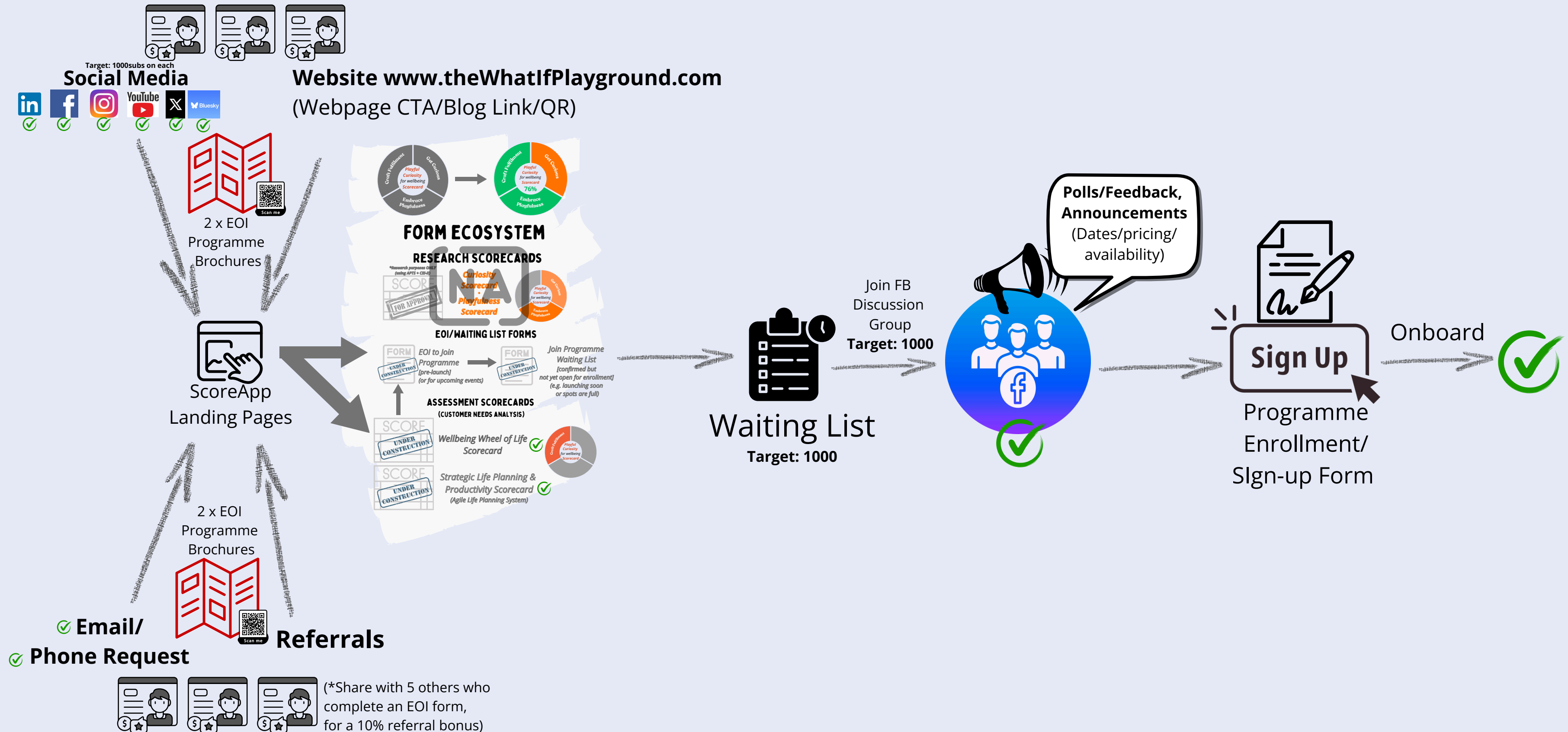
○ **GAIN CREATOR ORIENTATED** (targets **solution-aware people** - unlocking potential or just wanting to level up their life, mindset and wellbeing)

- facts, structure, detail
- emphasize measurable outcomes
- benefits, and ROI.
- Facilitator expertise, proven methods, evidence-based, proven methods.

Call to Action (CTA)

- **Include how they can sign up** -
 - **Scan Unique QR code** or follow a unique trackable website link to complete an EOI to where we will release further details e.g. dates/pricing etc
- **Limited Spots later in 2025 for initial launch intake** - Only 20 spots available for the first phase—show interest to be positioned to secure your place today!"
- From there you will be able to Join the exclusive FB Discussion group transforming their wellbeing. For early announcements and first access

CUSTOMER ACTIVATION/SIGN-UP JOURNEY



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TESTIMONIALS

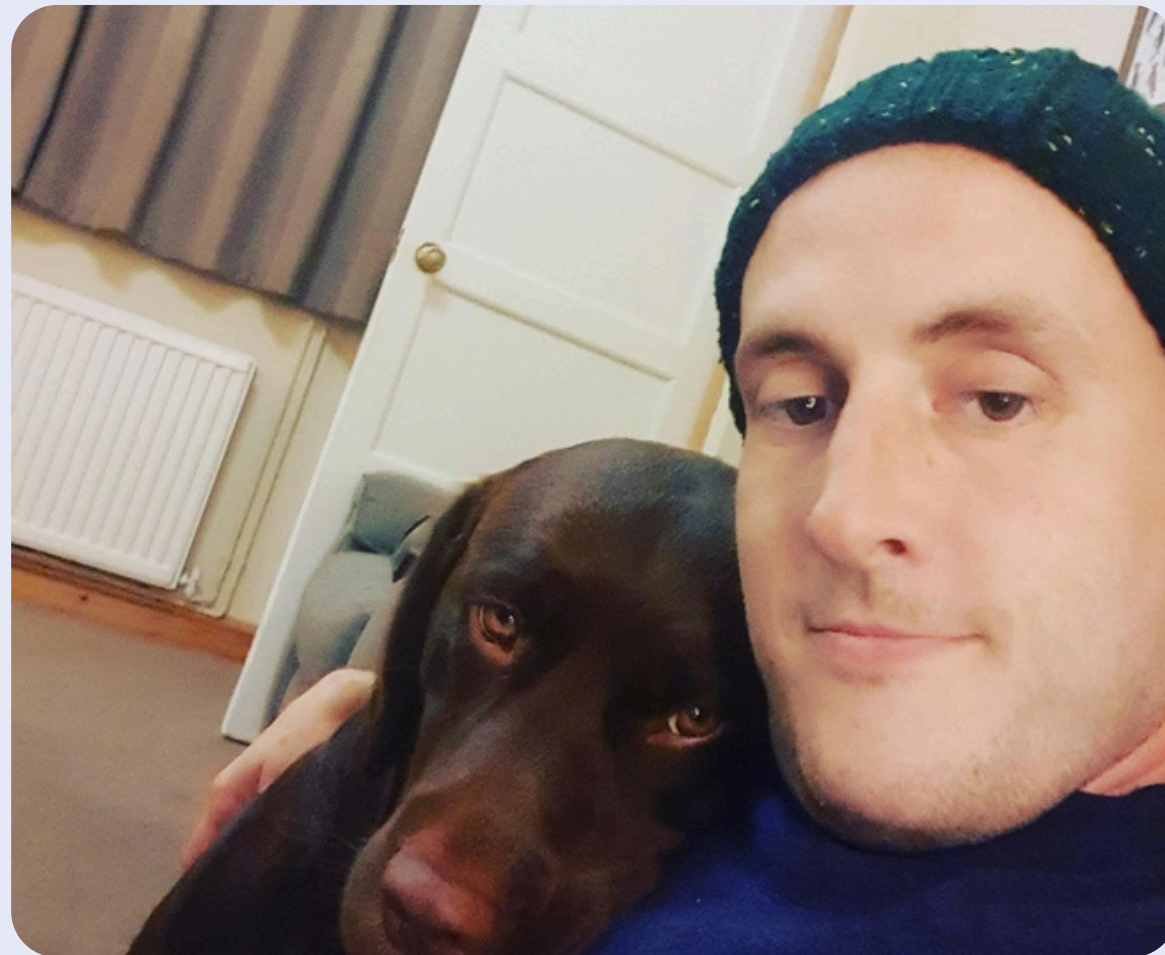


“

Andy E, UK

Over the past few years, Morgan has completely transformed the way I plan my life. I went from feeling unfocused and scattered to knowing exactly what I need to do every single day. This system is truly life-changing and makes success inevitable if you stick to the process and hold yourself accountable. If you feel like you're not making progress, this will get your life back on track!

”



“

Adam P, UK

Morgan has helped me elevate my life goals and vision, as someone who never really sits down to write plans, this made all the difference. It's made me realise that setting goals can be exciting and engaging

”



PROGRAMME MENTOR/FACILITATOR

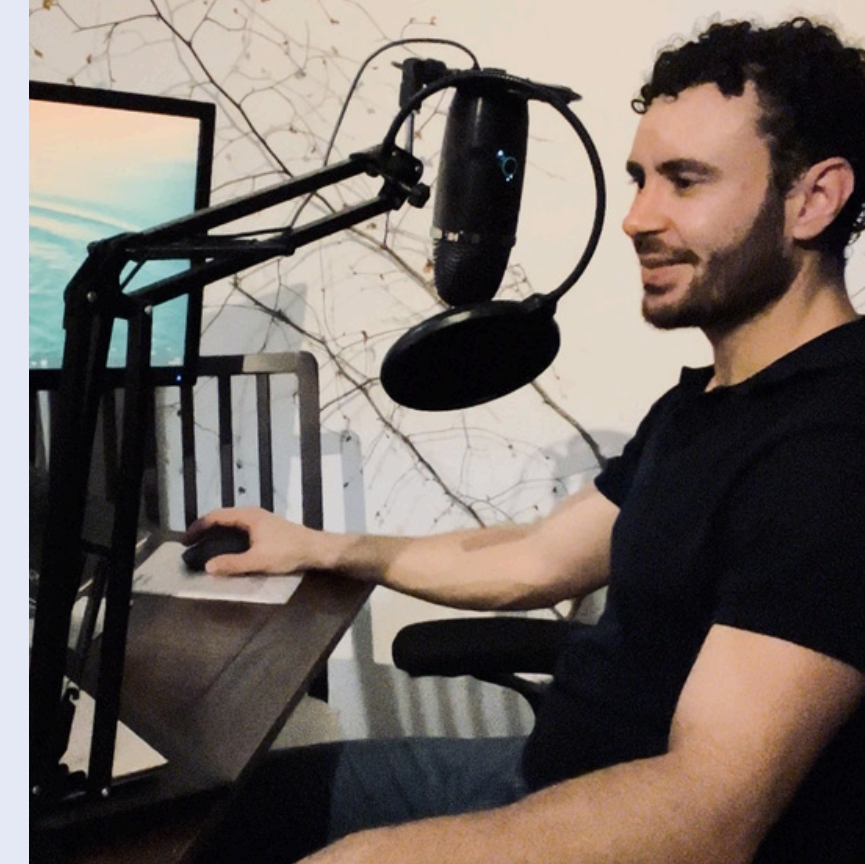
1. **Extensive Change & Transformation Experience** – Over two decades of leading business change, transformation, development, and infrastructure projects across multiple sectors.
2. **Depth of Government and Industry Experience Industry Expertise** – Worked across government departments, and within defence, manufacturing, law enforcement, legal, finance, telecoms, and IT sectors, delivering complex change initiatives.
3. **High-Value Programme Leadership** – Managed multimillion-pound programmes and projects
4. **Project Methodology Expertise** – Skilled in tailoring and applying structured methodologies and frameworks from project and programme standards institutions to drive successful outcomes.
5. **Business Efficiency & Innovation** – Led projects involving AI/machine learning, cloud migrations and services, infrastructure and datacentre migrations, and major transformation programmes.
6. **Leadership & Team Development** – Responsible for recruiting, training, managing and mentoring project management teams
7. **Coaching & Personal Development** – 3+ years of experience 1:1 and group life coaching clients, and currently receiving extensive Level 1/2 formal ACC Coaching Training and certification through 2025
8. **Bridging Project Management & Personal Change** – Adapting tried-and-tested project methodologies to help clients design and implement their own fulfilling life changes and Passion Projects/goals.
9. **Proven Success in Delivering Change** – A strong track record of ensuring large-scale initiatives are executed effectively, now applied to personal transformation helping guide clients to fulfilling life change

Morgan Farr BSc LLM

Transformation Coach

Founder & CEO: 'What If' Playground

[Former Professional Programme/Project Manager]



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PhD experts in the field, helping others flourish



ACADEMIC QUALIFICATIONS

- University of Bristol - BSc Physics: Second Class Hns
- LLM - Intellectual Property & Industrial Law: Merit (2.1)

SKILLS/AREAS OF EXPERTISE

- Programme management
- Programme Assurance
- Coaching/Mentoring
- Team management
- Project management
- Waterfall/Agile & GDS
- Stakeholder management
- Transformational change
- Information Technology
- Strategic planning

PROJECT MANAGEMENT DEPTH OF QUALIFICATIONS

- PMI: PPQ and Chartership (pending) & PMQ Practitioner.
- MSP Practitioner 2015 (BCS)
- Agile PgM (APMG Programme Management) – December 2016
- PRINCE2 Practitioner 2017 (inc. ITIL v3 Foundation 2014)
- PRINCE2Agile Practitioner (APMG) – December 2016
- Certified SAFe Agilist [Scaled Agile Framework]: Leading SAFe 4.0 – Jan 2017
- Certified Agile Scrum Master
- AgilePM (DSDM Atern) Practitioner 2014



LOGO CONCEPTS

Company name & Slogan: 'What if' Playground - 'unravelling the craft of fulfillment, guided by our Playful Curiosity'

NB - See Target Audience slide for target market

Brand personality: (Pick 3-5 words that describe your brand—e.g., modern, professional, playful, luxurious)

Modern, captures the imagination of whats possible, professional, reliable/trusted wellbeing transformation (as I am here to help them craft their fulfillment and ideal life) but guided and influenced by our natural innate flow of **curiosity and a sense of playfulness** like we are in a **playground for Adults** that's **taking us towards growth** and freedom. Taps into **natural flow**, or even potentially nature itself. Something **leaning towards masculine** more than feminine, but can accommodate both feminine too **NOT luxurious, NOT minimal**. Encourages **creativity, self-discovery**, and **joy in the process of self-improvement**.

Logo Style & Aesthetic Preferences

✓ Logo Type: (Choose one or a mix)

- **Icon + Text – A symbol alongside the brand name.** Something potentially Abstract/Minimalist (not too minimal) Symbol – Something that visually represents curiosity, exploration, or transformation. **something thought provoking...**
- **Potential use of the Japanese Enso circle** - as an example of Beginners mind as a circular paintbrush
- Optional: Lettermark (Initials-based) – I'm not sure, it could use or include "WIP" (as I was part inspired by this representing the self being a 'Work in progress'), but I feel that it would likely be better as whole words as per above.

✓ **Colors you like (or want to avoid). Playful yet calming – Bright but not overwhelming. Suggestions:**

- Soft blues & teals (calm, curiosity, clarity)
- leaning towards masculine, even potentially dark colours contrasted with bright
- Warm yellows or oranges (energy, creativity, playfulness)
- Purples or magentas (imagination, transformation)

✓ **Font Style:**

- **quirky, or modern** sans-serif to **reflect fulfillment/growth through curiosity and playfulness.**
- Avoid anything too rigid or corporate-looking
- **Modern**, potentially craftman like elegance to resemble professionalism or **the merging of the playful and serious side**, bold. Fonts that **create intrigue, curiosity, energy and passion**

✓ Examples of Logos You Like:

- See next slide

Technical Requirements

- ◆ Where will I use the logo? (Website, EOI Wellbeing Programme Brochure, all major social media profiles, business cards)
- ◆ File formats needed: (PNG, SVG, AI, EPS, PDF for scalability and different uses)
- ◆ Transparent background version? (For versatility on different backgrounds)

Additional Notes or Ideas?

- It would be good to weave in mystery or an element of puzzle-like metaphors, much like how I have done with the symbol for Playful Curiosity here. Play unlocking the key hole of curiosity. hidden symbols or meaning in the design might be symbolic of the brand....
- the logo should feel solid and reliable/serious but with a touch of fun

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& INSPIRATIONS

MY CREATION AS AN EXAMPLE



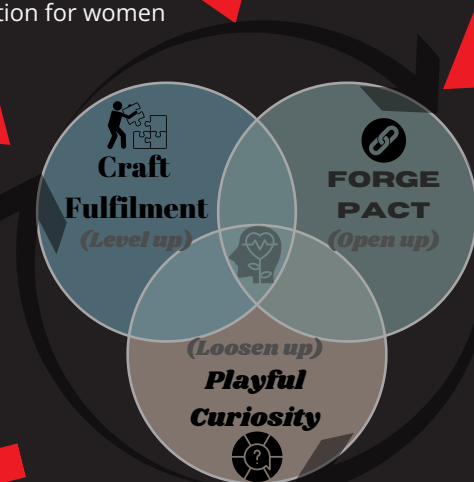
TONE/VOICE:

- Empathetic yet empowering
 - Aspirational and relatable
 - Inclusive voice adaptation for women
- (Secondary Audience)

WHAT IF PLAYGROUND

PREFERRED COLOURS

NAME: _____

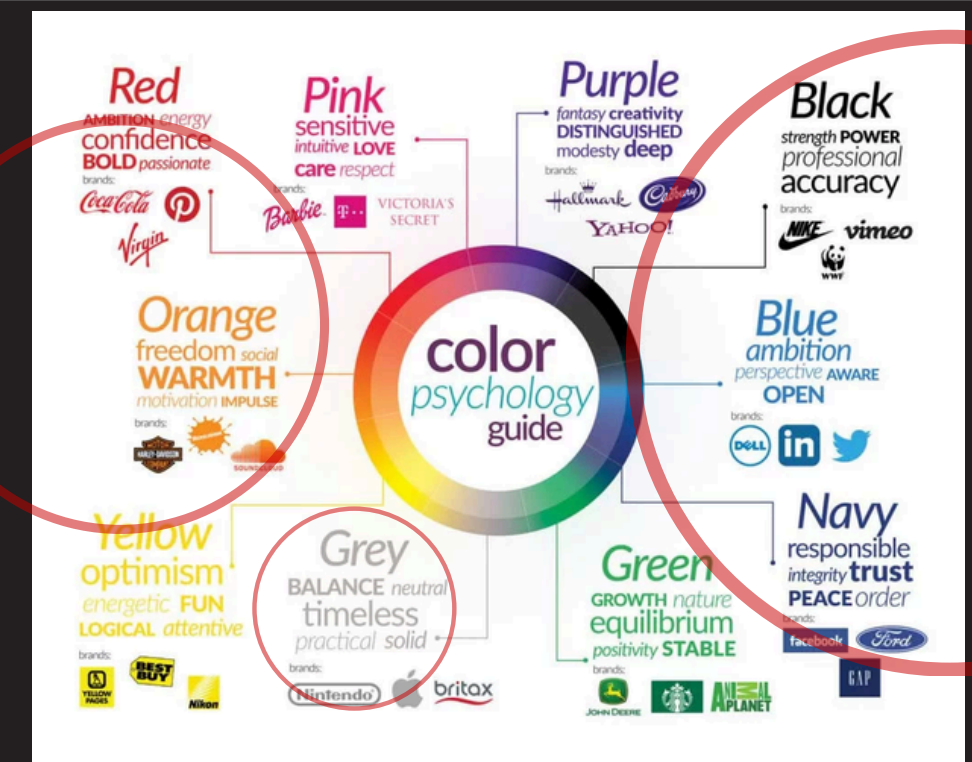


VALUES & CONCEPT

STYLE:
TEXT & ICON

BRAND PERSONALITY

- Modern
- Capable/serious but open, curious and playful
- Thought-provoking
- Professional & elegant
- Free & Creative - goes with innate natural flow
- Reliable & trustworthy
- Bold, confident and passionate
- Compassionate and responsible
- Energetic and dynamic
- Mysterious, alluring and interesting
- Leans towards masculine, accommodates feminine
- NOT luxurious
- NOT minimal
- NOT corporate



Possible colours/styles....



KEY LOGO THEMES:

- **Bring out a strong sense of Curiosity**
- Maybe **Craftsmanship**, imagery like a **sculptor** crafting himself, his growth or life
- **Font Format:** balance the word playful as a playful font (**not too PLAYFUL**) with a ' What if ' (without apostrophes) that has a different more serious tone/voice experiment with or without CAPSLOCK, as it **compels action/imagination**.
- **Balance playfulness and serious** (as we are professionally helping them craft their life). Perhaps bring in nature or the soul transforming.... themes of growth
- Like **combination of professional elegant with splashes of artistic creative colours** (e.g. **can we use the Equineflow** example)
- **Images brought into Logo must be relevant and intruding/thought provoking** (e.g. exploring ideas similar to Playful Curioisty Mindset's eg 'O' as a Key hole or 'p' represented as a key to unlock the door
- **Target Audience focused** - its a **life transformation/wellbeing company mainly targeting men 25-45**, and so colours/styles and brand vibe is to lean towards this (but not exclude the ability to appeal to women)
- Don't incorporate Slogan into Logo, or Puzzles or anything too cliché/generic

VISUAL & BRANDING INITIAL GUIDELINES

- **Colour scheme:** Open to completely changing this and all ideas! But Play and serious professional reliability are themes to draw out in the colour scheme. I initially thought Blue and Orange, but happy for this to be adapted to be more effective and impactful! The logic was that Orange seemed for play, blue for reliable/trusted but I would love to hear and see ideas. the 'What if' Playground and the Playful Curiosity Mindset should be aligned and complimentary in provoking ideas for design.
- **Fonts** - Open to all
- **Imagery** – that of Curiosity, Playfulness in a digital Playground, but also with serious professional structure to help them craft a life of their dreams, collaborative and fun.
- Bold visuals, playful but also a professional minimalism. Things that spark curiosity, with energy!
- **Images and media:** need stock photography.

Tone and Voice

Empathetic Yet Empowering

·**Tone:** Supportive, direct, and solutions-focused. Avoid overly sentimental or "soft" language while still making it approachable.

·**Why:** Many men in this demographic may hesitate to seek help due to societal norms. The voice should normalize personal development without making it feel like a "weakness" and instead frame it as an act of strength and self-mastery.

·**Example:**

- “where the **bottled-up, open up**”
- “where **those who are stuck or struggling reach out and navigate with ease to take that first step**”
- “You don’t have to do it alone. Find clarity, purpose, and tools to take back control of your life. **No one get’s left behind.**”

Practical and Goal-Oriented

·**Tone:** Straightforward, actionable, and results-driven. Appeal to their desire for measurable change and personal progress.

·**Why:** This demographic values solutions they can implement. Focus on the benefits of the programme without overcomplicating the language.

·**Example:**

- “Develop habits that stick, build unshakable confidence, and rediscover what drives you.”
- “This isn’t about hacks and quick fixes. It’s about real results that last.”

Aspirational and Relatable

·**Tone:** Visionary but grounded. Speak to their personal and professional ambitions while addressing their inner struggles.

·**Why:** Position the programme as a tool to unlock their full potential, helping them reconcile their career and life goals with inner fulfillment.

·**Example:**

- “You’ve worked hard to build your relationships/family or career—now, it’s time to build a life that feels just as fulfilling.”
- “Navigate your 30s, 40s, and beyond with confidence, clarity, and purpose.”

Voice Adaptation for Women (Secondary Audience):

The branding voice should subtly convey inclusivity without alienating your primary focus on male professionals.

·Example:

- “Whether you're navigating big transitions, rediscovering your purpose, or looking to make lasting changes, this programme is for you.”

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FAQS

(OPTIONAL/PERHAPS IGNORE AS BETTER LISTED ON WEBSITE!)

- **Q: How will this programme help me deal with specific challenges like anxiety or burnout?**

A: This programme includes targeted techniques like mindfulness, emotional regulation, and stress-reduction practices designed to address anxiety and burnout directly. Participants learn practical strategies to manage their workload, build resilience, and regain balance.

- **Q: What if I don't feel comfortable sharing personal details in group sessions?**

A: We understand that not everyone feels comfortable sharing personal experiences in a group setting. While participation is encouraged, you're free to observe or contribute as much as you feel comfortable. Private one-on-one options are also available.

- **Q: Will I need to make significant lifestyle changes to benefit from this programme?**

A: The programme focuses on small, actionable steps tailored to your lifestyle and goals. It's not about drastic changes but creating sustainable habits that fit your life.

- **Q: How does the 'Zone of Genius' part of the programme work?**

A: The 'Zone of Genius' section involves guided exercises to help you identify your unique talents, passions, and skills. By aligning these with your goals, you'll learn how to operate in flow states, boosting productivity and creativity.

- **Q: I've tried similar programmes before and didn't see results. How is this different?**

A: This programme emphasizes practical application and accountability. You'll work closely with experienced facilitators, have access to resources between sessions, and receive personalized feedback to ensure progress.

- **Q: Is the focus more on mental health or physical well-being?**

A: The programme takes a holistic approach, addressing mental, emotional, and physical wellbeing. However, the emphasis is on mental and emotional growth, with optional modules for physical wellbeing such as nutrition and movement practices.

- **Q: What happens if I miss a session?**

A: All sessions are recorded (if virtual) or accompanied by notes and resources. If you miss a session, you can catch up at your convenience, and facilitators are available to address any questions.

- **Q: How does the programme handle sensitive topics like grief, trauma, or major life transitions?**

A: Our facilitators are trained to guide participants through sensitive topics in a safe and supportive environment. While the programme is not therapy, it incorporates techniques like acceptance and letting-go exercises that can help navigate these challenges.

- **Q: Can I join if I'm already seeing a therapist or coach?**

A: Yes, this programme complements therapy or coaching by providing additional tools and community support. It's a great way to deepen your personal growth journey.

- **Q: What is the difference between self-discipline and motivation, and how is each addressed in the programme?**

A: Motivation is the initial spark to take action, while self-discipline ensures consistency over time. The programme helps you connect to your "why" for strong motivation and teaches practical habits to build discipline for sustainable change.

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LEGAL, COMPLIANCE & DISCLAIMERS

Ensure all content meets privacy and data protection regulations (e.g., GDPR), and adhere to the following Disclaimers:

Disclaimers

- **General Disclaimer**

"This programme is designed for educational and personal development purposes only. It is not a substitute for professional medical, psychological, or psychiatric advice, diagnosis, or treatment. Participants are encouraged to consult with a licensed healthcare professional for any medical or mental health concerns."

- **Results Disclaimer**

"The outcomes of this programme vary based on individual participation and effort. While the tools and techniques provided are evidence-based and effective, no specific results can be guaranteed."

- **Group Participation Disclaimer**

"Participation in group discussions and activities is voluntary. Respecting the privacy and confidentiality of fellow participants is a shared responsibility."

- **Confidentiality Disclaimer**

"While every effort is made to maintain a safe and confidential environment, absolute confidentiality cannot be guaranteed, particularly in group settings."

- **Physical Activity Disclaimer (if applicable)**

"Some activities in this programme may involve physical movement. Participants are advised to listen to their bodies and participate only within their comfort and ability levels. If you have any health concerns, please consult your doctor before starting."

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EXAMPLE BROCHURES OF INTEREST

Brochures Online:

- <https://www.toniqwellness.com/courses/toniq-life-10-weeks-online> (NB - I like the Video intro!)
- <https://lifecoachprajakta.co.uk/10-week-transformation-program/>
- <https://mobiliseyourpotential.com/10-week-transformation/>
- <https://www.julienhimself.com/8p> (but less cheesy/american)
- <https://hippocrateswellness.org/programs/resort-programs/life-transformation-program/>
- <https://www.qualitymindglobal.com/life-coaching/12-week-life-program/>
- <https://yourwellbeingguide.co.uk/our-12-week-programme/>

Other Fiverr Brochure designer styles of interest/inspiration:

- [https://www.fiverr.com/shailene_george/design-professional-brochure-and-catalog?
context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=1&seller_online=true&imp_id=8a4d491a-3484-4b4f-8909-944993b7d651](https://www.fiverr.com/shailene_george/design-professional-brochure-and-catalog?context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=1&seller_online=true&imp_id=8a4d491a-3484-4b4f-8909-944993b7d651)
- [https://www.fiverr.com/ck__design/design-professional-tri-fold-brochure?
context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=2&imp_id=98df19aa-f22b-4ab5-be0a-01932c00c1cb](https://www.fiverr.com/ck__design/design-professional-tri-fold-brochure?context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=2&imp_id=98df19aa-f22b-4ab5-be0a-01932c00c1cb)
- [https://www.fiverr.com/mariamt06/design-a-proffesional-trifold?
context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=3&imp_id=62d0bcb1-adbc-46bf-a835-99135151d382](https://www.fiverr.com/mariamt06/design-a-proffesional-trifold?context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=3&imp_id=62d0bcb1-adbc-46bf-a835-99135151d382)
- [https://www.fiverr.com/akundagang1234/design-professional-trifold-brochure?
context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=5&imp_id=ebf8645d-2100-4ba1-868b-1f443c3a16b4](https://www.fiverr.com/akundagang1234/design-professional-trifold-brochure?context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=5&imp_id=ebf8645d-2100-4ba1-868b-1f443c3a16b4)
- [https://www.fiverr.com/sanjamicro/create-professional-and-modern-trifold-brochure?
context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=7&imp_id=0f31bc1b-bb79-4b73-8f7a-fbbc222551e6](https://www.fiverr.com/sanjamicro/create-professional-and-modern-trifold-brochure?context_referrer=collection_page&ref_ctx_id=b3aa05809a8242ad9779593acfe8d06a&pckg_id=1&pos=7&imp_id=0f31bc1b-bb79-4b73-8f7a-fbbc222551e6)

OUR PRIOR RESEARCH & GOALS

We're excited to present 'What If' Playground's most recent User Research!

The findings aim to inform an **initial campaign** to design and build a **personal wellbeing transformation programme**, leveraging '**Playful Curiosity**' to help:

Male professionals aged 25-44, navigating the transition into their 30s/40s, and its challenges in finding meaning, purpose, and greater life satisfaction.

Such individuals may also struggle with:

- **bottling-up** emotions, **anxiety** and **hesitating to seek support**
- **poor self-discipline** or low **motivation**
- **self-acceptance/self-worth** issues



“

'Surfing pulls me into the **present**, **focusing** on the wave, the water, the **enjoyment** of being up on the wave.
When out of the water, I get a **physical glow** from doing it, the **mind feels its had a bit of a rest...**
bit of **a break from itself...**

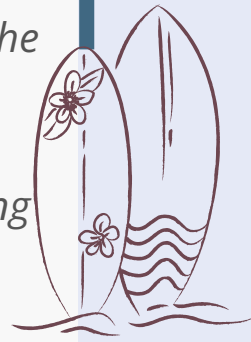
Genuine joy and commitment for it. Can't think of anything else when Surfing.... does me a lot of good.
Gives a **sense of wellbeing and relaxation** afterwards'

”

'it's that: "I'll be happy when..."
phrase...

When you get those things,
its not how you imagined'

'I've always has a belief behind it that:
"**I think it's possible**", which has
been massive in helping me... it **gives**
me purpose... something to anchor to
to move forwards'



'have the feeling of **doing life alone...**'

“

'...when you get in that place in life
where you kind of **stagnate...**

stuck in limbo, it doesn't feel good

I like curry but if someone forced me to eat it every
day I'd be fed up of it. Wouldn't like it,
it **lacks novelty and spontaneity.**

We like that process of discovery, and learning'

”

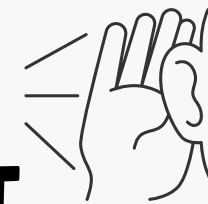
'recently, I've been trying to reignite the passion.

More passion gives you more energy and enthusiasm...

when you have that passion it gives you that focus, you're **excited to learn** about it'

USER RESEARCH INSIGHTS

HOW OUR TEAM SHAPED THE PROBLEM STATEMENT



“

'**Passion** creates the
process of ideas.
What can I do...?'

”

'I [now] have a knowing that you can change...
I guess the big change for me was:

"YES, you CAN change these things"

'...**hobbies done with friends** are **so much more satisfying'**

'have to be honest with yourself...
maybe it is time
to **make a good change,**
shake it up and make it more
interesting'

'I've always had a drive for more...
there's a **mundaneness** of life
you can fall into'

“

'I'm **following that inner feeling**
and inner compass...
allowing myself to flow...
just need **to get myself out the way!**

”

'doesn't feel like I have a **release** from
everything, to be able to talk a bit of
@#&% and not worry about work and
family life.

It makes me **feel a bit lonely.**
I could step outside and talk to a
neighbour, but its not the same'

'...**we gravitate to what makes us feel good.**
School made me feel bad, so I did less of it'

USER RESEARCH DISCOVERY MILESTONES



August

- Week 1-2: Finalize Research Proposal Outline and Objectives
- Week 3-4: Conduct Literature Review on Relevant Theories and Concepts

September

- Week 1-2: Develop Research Methodology and Instruments (Qualitative and Quantitative)
- Week 3-4: Obtain Ethical Approval and Permissions for Data Collection

October

- Week 1-2: Recruit Participants for Qualitative Interviews and Focus Groups
- Week 3-4: Conduct Qualitative Data Collection

November/December

- Transcribe and Analyze Qualitative Data
- Define Top Problems
- Identify Emerging Themes
- **Build Customer Personas and Customer Journeys (ongoing)**



*How can we adapt our
Transformation Programme
design to incorporate
(and cultivate)
Curiosity and Playfulness?*

UP NEXT...

DISCOVERY PHASE

DELIVERABLES CLOSE-OUT

& ALPHA PHASE

1. Discovery Research Report:

Summarized findings and insights.

2. Harmonized Personas: Profiles with interests, lifestyle, and expendable income details.

3. Customer Jobs & Journey Maps:

Highlighting pain points and barriers.

4. Problem Statements: Top 2-3 prioritized user problems.

5. Prioritized Backlog: Opportunities for Alpha exploration.

6. Risk Register: Identified risks and assumptions for Alpha validation.

FAMOUS ARCHETYPES

PLAYFUL
CURIOSITY
MANDSET
for wellbeing

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Walt Disney

Animator,
producer



“When you're curious, you find lots of interesting things to do... Ideas come from curiosity... It's kind of fun to do the impossible”

Overall Score **Playful Curiosity** **V HIGH**
for wellbeing

Curiosity 9/10
Innovated storytelling, animation, and theme park design, always questioning how to make the world more magical

Playfulness 10/10
Created whimsical characters and built Disneyland to bring childlike wonder to life.

Crafted Fulfillment 10/10
Overcame multiple business failures and personal setbacks to create Disney, building a legacy of joy and creativity

Marie Curie

Polish
Physicist



“Be less curious about people and more curious about ideas. Nothing in life is to be feared, it is only to be understood.”

Overall Score **Playful Curiosity** **HIGH**
for wellbeing

Curiosity 10/10
Her breakthroughs in radioactivity were driven by unrelenting curiosity. Experimenting with the unknown, earning 2 Nobel Prizes

Playfulness 8/10
Demonstrated a form of intellectual playfulness through her hands-on experimentation and problem-solving

Crafted Fulfillment 10/10
Curie overcame immense personal and professional challenges, including gender discrimination, to find fulfillment

Steve Jobs

Businessman,
Inventor



“The only way to do great work is to love what you do...It's more fun to be a pirate than to join the navy.”

Overall Score **Playful Curiosity** **HIGH**
for wellbeing

Curiosity 9/10
Revolutionized technology, pushing innovation. Jobs had an insatiable curiosity about the intersection of technology and art

Playfulness 8/10
Creative marketing campaigns like "Think Different" and playful product reveals. Jobs brought a sense of fun/excitement to tech

Crafted Fulfillment 9/10
Ousted from Apple, found fulfillment in his return, leaving a lasting legacy of commitment to innovation

Carl Jung

Psychiatrist,
Psychotherapist



“The debt we owe to the play of imagination is incalculable.”

Overall Score **Playful Curiosity** **V HIGH**
for wellbeing

Curiosity 10/10
Explored the depths of human unconscious, archetypes, and the collective unconscious, seeking to understand the psyche

Playfulness 9/10
Embraced creative play in his approach to therapy, often using myths, dreams, and symbols in a playful way to explore the self

Crafted Fulfillment 10/10
Overcame doubts and isolation to understand the mind, helping others find fulfillment through psychological exploration

Leonardo Da Vinci

Artist/Engineer



“Learning never exhausts the mind.”

Overall Score **Playful Curiosity** **V HIGH**
for wellbeing

Curiosity 10/10
Explored multiple fields and relentlessly questioned the world around him

Playfulness 9/10
Sketched whimsical inventions ahead of their time, blending art with imagination

Crafted Fulfillment 9/10
Lived a multifaceted life of creativity, finding fulfillment through continuous learning and pushing boundaries.

Albert Einstein

Physicist



“I have no special talents, I am only passionately curious... Play is the highest form of research”

Overall Score **Playful Curiosity** **V HIGH**
for wellbeing

Curiosity 10/10
Transformed science by questioning time, space, and the universe, fundamentally changing our understanding of reality

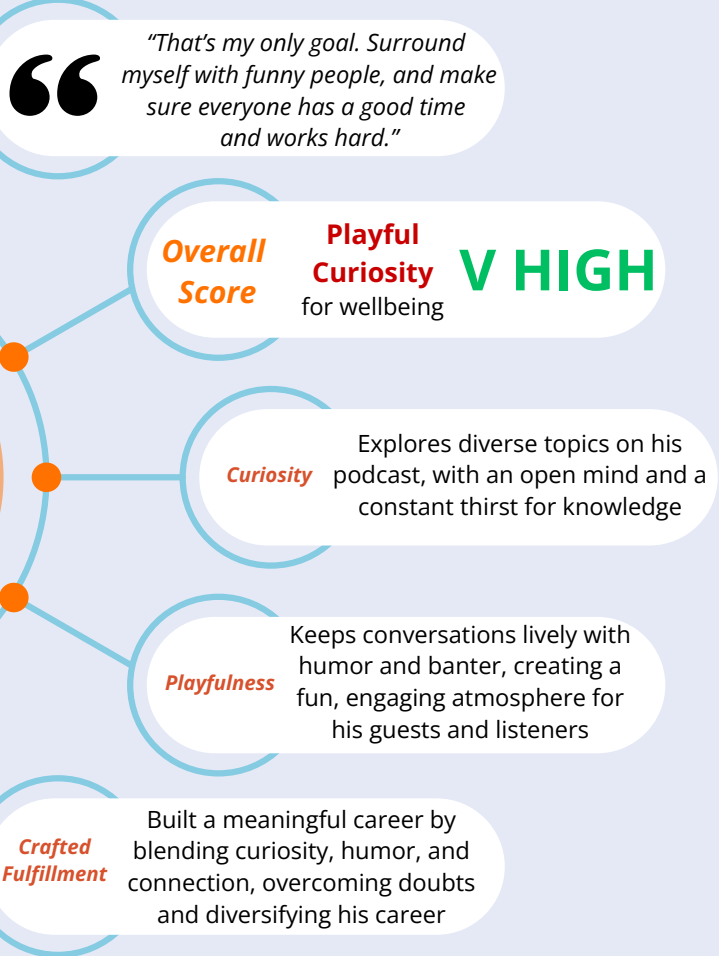
Playfulness 8/10
Loved thought experiments and had a great sense of humor about himself eg. imagining riding a beam of light

Crafted Fulfillment 9/10
Overcame early academic struggles and loss, found joy in discovery/simplicity, dedicated life to truth as a humanitarian

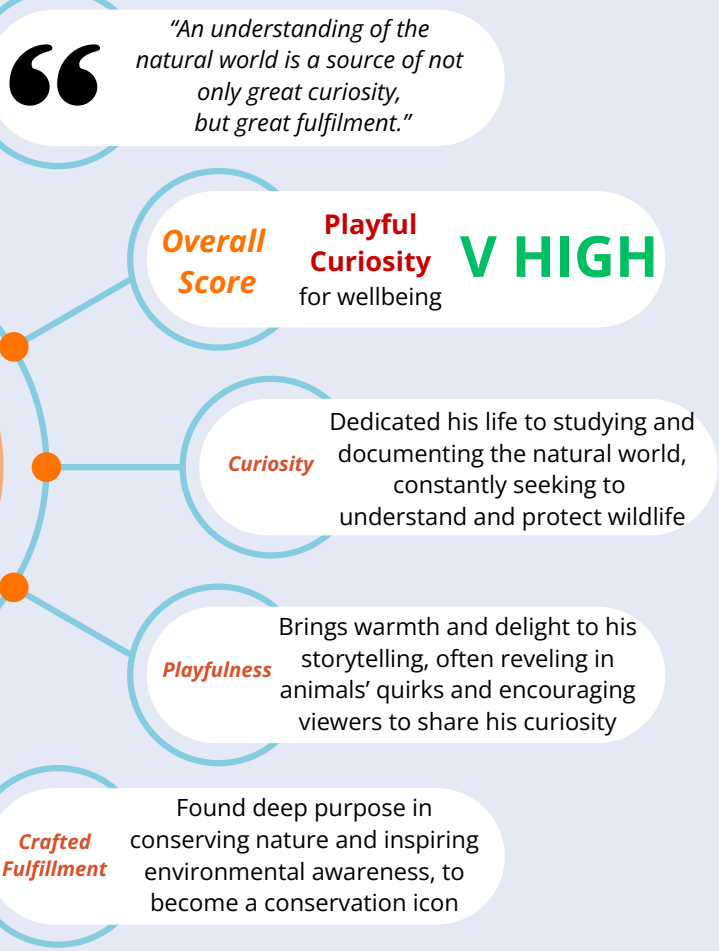
[OF THE PAST]

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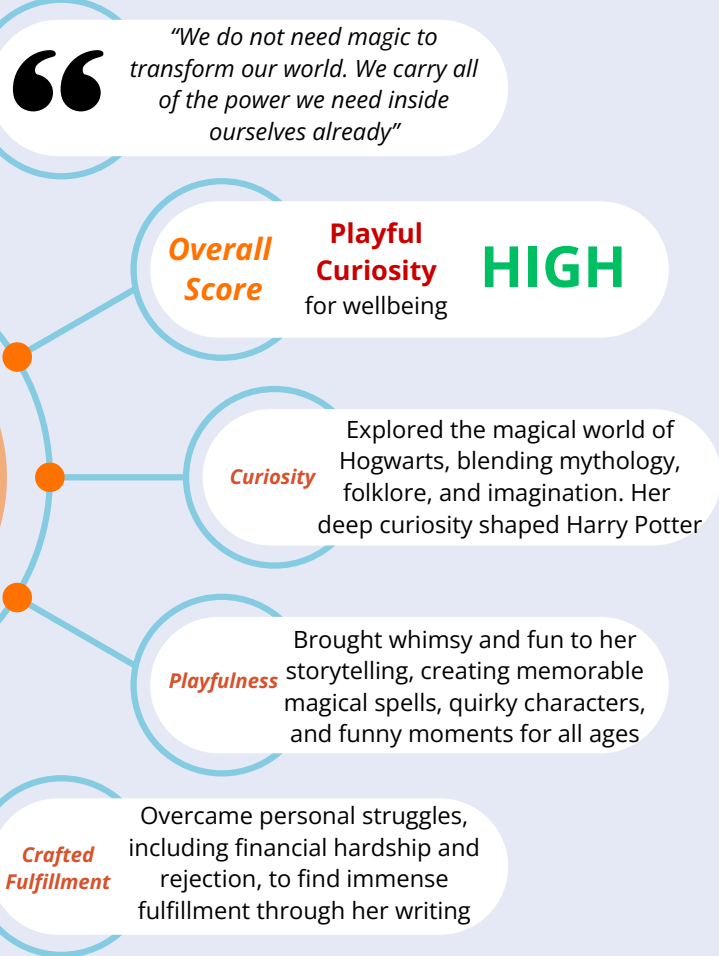
Joe Rogan
Podcaster/
Youtuber



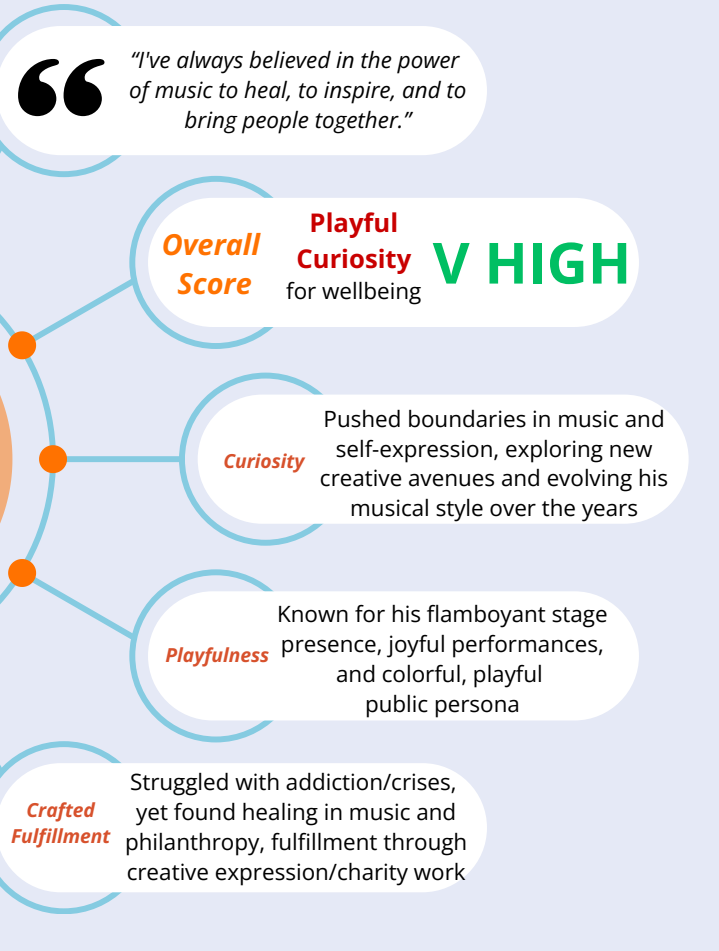
David
Attenborough
Broadcaster,
Biologist



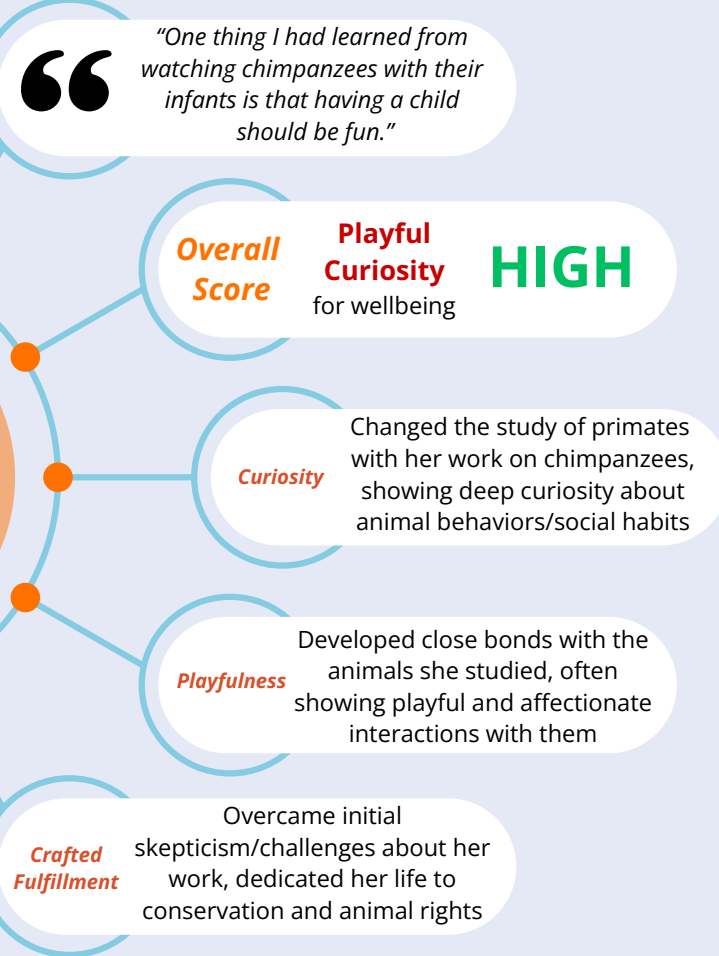
J. K. Rowling
Children’s
Author



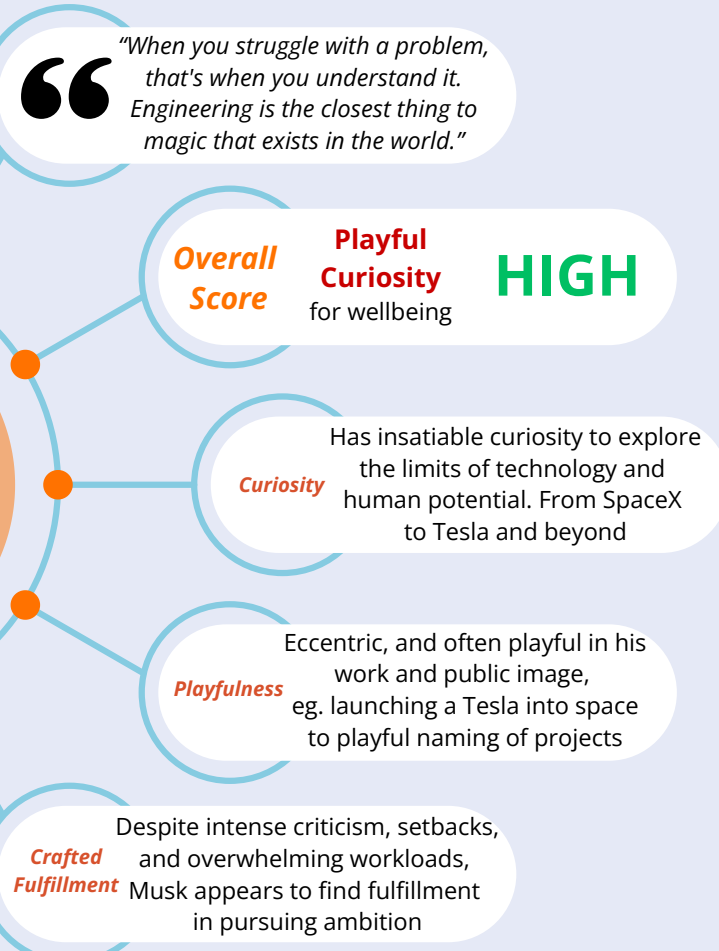
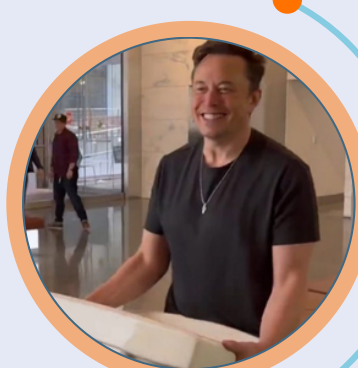
Elton John
Musician



Jane Goodall
Zoologist,
Primatologist



Elon Musk
Entrepreneur





Rats "laughing" during play bouts

Chimps deprived of play became hostile and even homicidal

Young Brown Bears who play, live longer!:

'Young bears that played more were more likely to survive to independence. This association did not result solely from condition, litter size, salmon availability, or maternal characteristics'...

'This effect seems to exist in the young of other species as well'
[Evolutionary Ecology Research, 2009, 11: 1053-1067]



[AND THE ANIMAL KINGDOM...]

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