



GROW → EVOLVE → TRANSFORM

LIFE HACKS
wellbeing

mcivormarketing.com



ABOUT US

With over 13 years of digital marketing and media experience, Mclvor Marketing is here to help with all of your current and future needs.

Are you familiar with the Chaos Theory? It has been said that something as small as the flutter of a butterfly's wing can ultimately cause a typhoon halfway around the world. By changing one thing (personally or professionally), you can change everything.

The only constant in business and in life is change.

We live in a day and age where the lines are blurred and managing your business goals + managing your personal brand both need attention. Just like the butterfly effect, when you change one thing, you have the ability to change everything. Let's change together.

SPARKING WELLBEING CONVERSATIONS





WELLBEING IN THE WORKPLACE

-
- POSITIVE EMOTION
- ENGAGEMENT
- RELATIONSHIPS
- MEANING
- ACCOMPLISHMENT
- HEALTH

WHAT IS PERMAH?

THE SCIENCE BEHIND SUCCESS

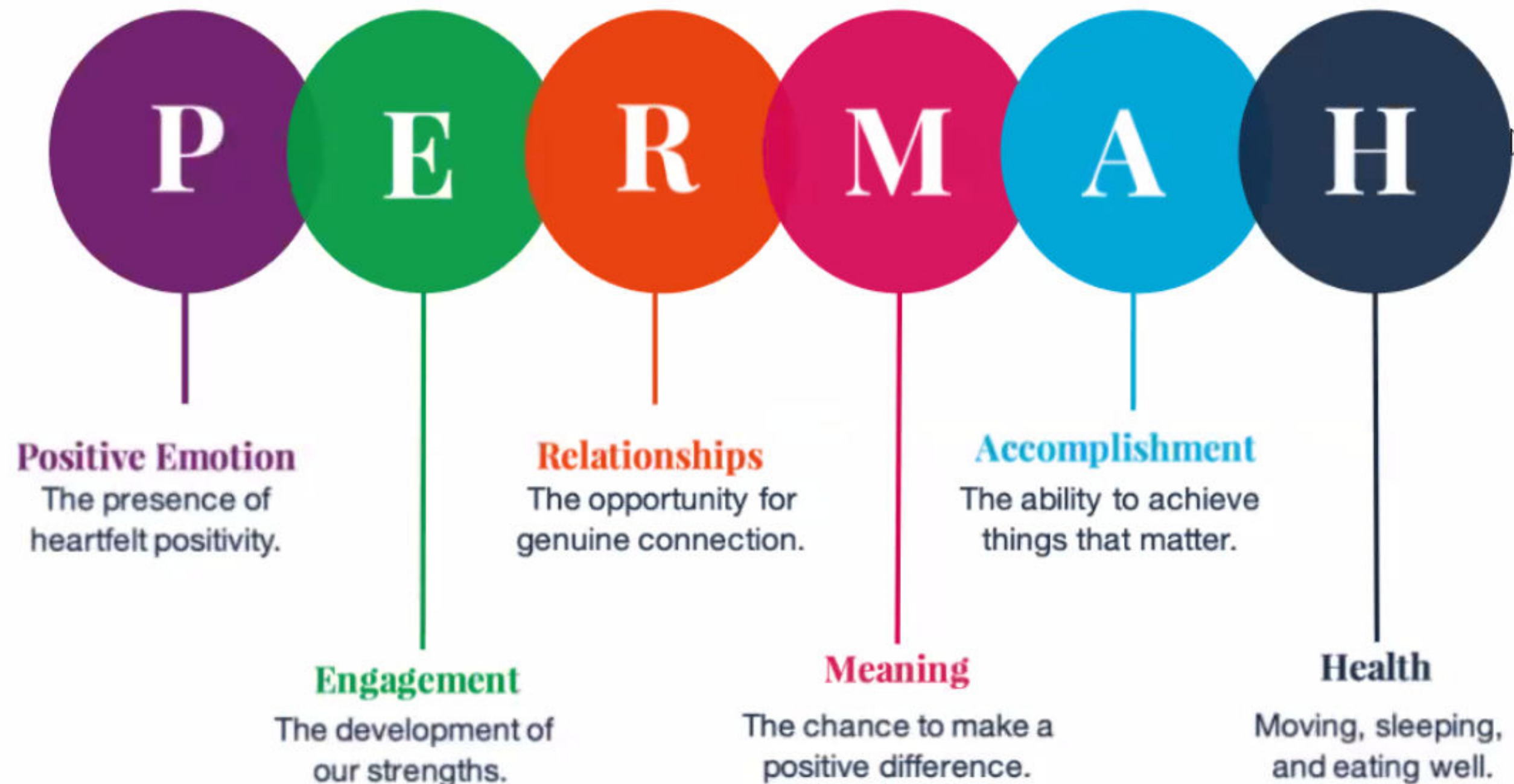
Professor Martin Seligman, one of the world’s leading researchers in **positive psychology** and human flourishing, suggests that wellbeing is cultivated by the presence in our lives of **positive emotion, engagement, relationships, meaning, and accomplishment**. This framework is often referred to as ‘PERMA’.

Other researchers also believe that the cultivation of your **Health** by eating well, moving regularly, and sleeping deeply is one of the hygiene factors of wellbeing. Everything just gets easier when this is present.

POSITIVE EMOTION	ENGAGEMENT	RELATIONSHIPS	MEANING	ACCOMPLISHMENT	HEALTH
the right balance of heartfelt positivity to boost our resilience	the regular development of our strengths – those things we’re good at and enjoy doing	the creation of authentic, energizing connections	a sense of connection to something bigger than ourselves	the belief and ability to do the things that matter most to us	eating well, moving regularly, sleeping deeply

PERMAH

PERMAH provides a framework for specific, actionable ways that you can build your wellbeing. Just like muscle groups, or areas of fitness, these domains of wellbeing can be tested, targeted and developed through the practice of ongoing 'Positive Interventions'.






YOUR **TINY HABIT** RECIPE

Making positive changes in a small way and building upon those, behavior you'd like to start or something if it were a habit would be so much better, you can do it through a Tiny Habit.

A.B.C.

- Anchor Moment (Trigger)
- DO the "Tiny" Behavior
- Celebrate It!



There are three common derailers when it comes to changing our behavior: I don't know how, I don't want to, I don't think I can.

PROFESSOR JAMES PROCHASKA



Let's work through your ABC's!

1. Choose an Anchor moment, something you already do in your day.
2. Tie the Behavior you want to build into that anchor.
3. Finally, pick a way to Celebrate your small accomplishment!

TOOL TO TRY

Tiny Habits Recipe Card

Create a recipe for your new habit.

After I ...

Anchor Moment

An existing routine in your life that will remind you to do the Tiny Behavior (your new habit.)



I will ...

Tiny Behavior

The new habit you want but scaled back to be super tiny - and super easy.



Then, I celebrate!



Celebration

Something you do to create a positive feeling inside yourself.

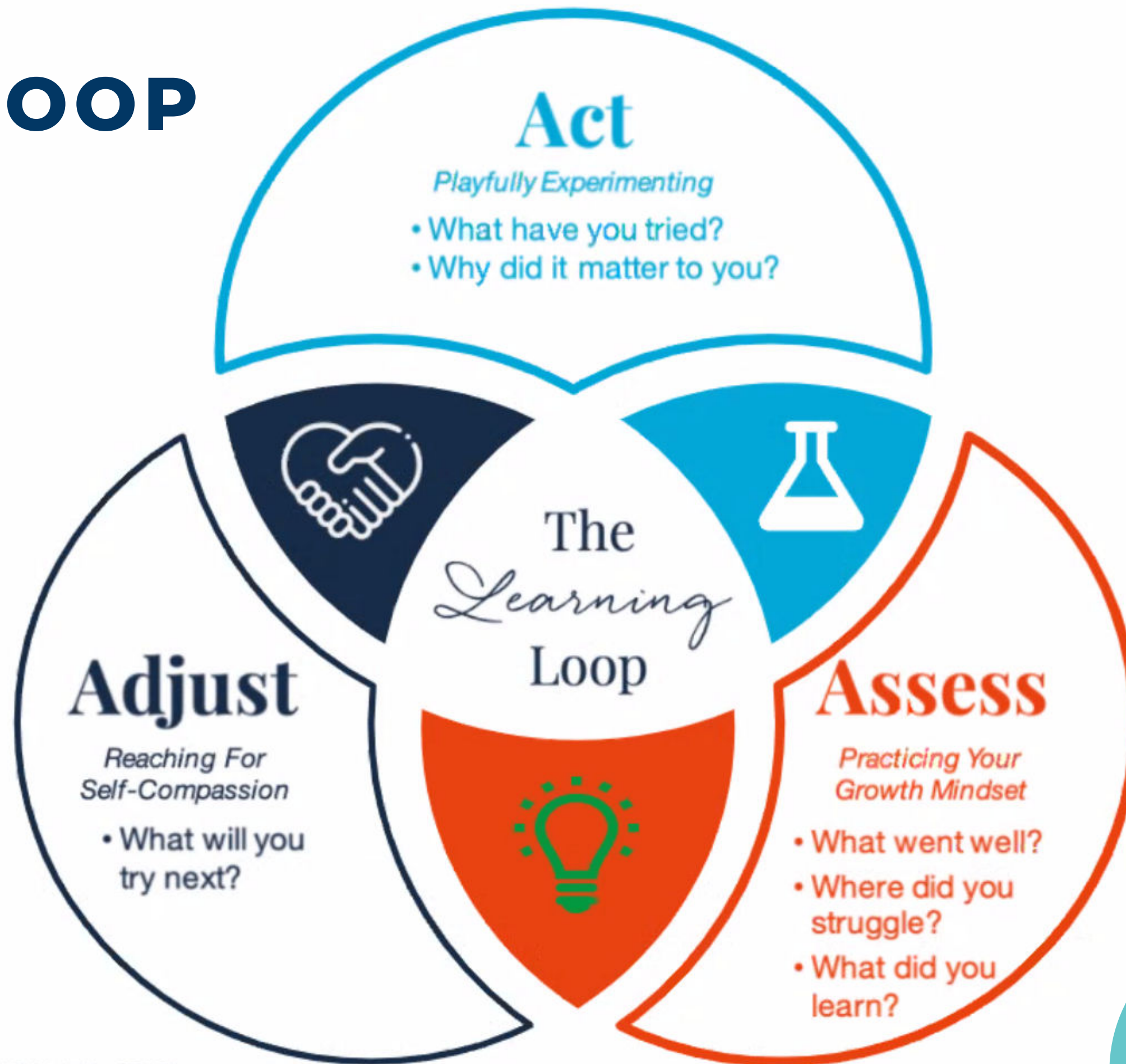


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While we can't control everything in our lives,
we do have more control than we might think
about our own wellbeing.

LEARNING LOOP



(McQuaid & Melville, 2019)

MORE WELLBEING TIPS TO TRY



Negative to Positive Self-Talk:

- Thoughts Are Just Thoughts
- NOurish - sometimes things we say no to actual NOurish us.



**CHANGE ONE THING
CHANGE EVERYTHING.**

LET'S CONNECT

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