

How leaders can  
**double** their **energy**,  
**maximise fulfilment**  
and **take back control**.



**Reduce stress, increase your vitality and create a lifestyle you love.**

*"In a way Jo is to blame for our success."* Wendy Norris

PEPP® Up Your Life

Jo  
Hassan

According to the Australian Psychology Society's research almost 40% of people say they experience stress. Work burnout is the feeling of exhaustion and lack of interest in daily work, resulting in poor performance. Unfulfilled leaders who are burned out usually feel like they're on their own, and have to do everything themselves because they don't trust their people to be accountable for their work.

**Often leaders:**

- » Are **feeling overwhelmed**
- » **Can't remember** when they last had family time, a holiday or even a day off **when they didn't think about their role**
- » Have organisation **overload** trying to be and do everything for everyone at their workplace
- » Are **working too many hours** on too many different aspects of their role
- » Feel like they have their **work whirling around in their head** 24 hours a day.

They don't talk about it but what's often going on is these leaders do everything themselves because they want to. They want to control everything because they don't trust anyone else to do anything as well as them. No one can do it as well as them because they don't have any systems or enough systems to delegate even simple tasks.

They can typically identify themselves somewhere along this **Vitality Journey**.

Activity	Focus	Vitality%
Balanced	Lifestyle	100%
Managed	Empower	75%
Relieved	Delegate	50%
Committed	Systemise	25%
Exhausted	Mindset	0%
Limited	Health	-25%

*Progressing through the Vitality Journey is a bit like breaking a bone, having a plate and pins inserted and moving through the recovery process to the freedom of movement you had previously.*

At the worst “beige” level of “-25%”, leaders fear:

- » Failure – what will their family/team/clients/accountant/other people think?
- » Missing their children grow up especially if they took a role to have more flexibility around family.
- » A heart attack or some other life-threatening disease.

***But what we want to do is take them up the Vitality Journey to “100%” where they have the balance in their lives that they dream of... they have the most vitality they can imagine.***

Any journey has a starting point and a destination. Sometimes those points are deliberate and sometimes they are deliberately not deliberate for example when we’re on holiday and/or looking for adventure.

Sometimes where we’re starting from gives perspective to the destination and is hard to work out. We need other markers to help us like when we’re apparently lost in an unknown city and we might use a church or a road intersection to help us find our bearings.



## **Balanced | Lifestyle | 100%**

On the **Vitality Journey**, how we’re feeling and what we’re focusing our attention on are like the roads that we need to find an intersection for.

If you feel completely **balanced** and “free”, living the **lifestyle** of your dreams then you have 100% vitality. Perhaps turning up to work in the traditional sense is optional. You have a team who are following systems and everything works “like clockwork” whether you are there or not. You are available to build relationships and work on strategy, and the profits flow - however you define them as it’s not only about money - so you are free to spend time on whatever you love to do. If you had broken the top off your arm, you would have complete movement restored and may even be ready to push yourself further than before.

## Limited | Health | -25%

At the other end of the spectrum, activity of any sort is extremely **limited** and you are in immense pain. If your arm was broken you would need a plate and pins as well as extreme medication for pain relief. You would also need a support team of professionals such as a surgeon, nurses and physiotherapist to guide you. Your vitality is actually a negative number (-25%) and you are really unable to progress with much in your life until you focus on improving your **health**.



Sometimes people feel this way without actually having any broken bones. Mental illness is just as important to fix as physical disease and also usually requires a support team of professionals. It is possible to recover in time by yourself but it would require extreme commitment and knowledge to know how, as well as taking a lot longer.

One in five people in Australia live with mental illness. Amongst leaders this percentage may be higher as they endure the stresses of overwhelm and responsibilities in their organisation. And they may do this with limited “true” holidays or even days off, sometimes for years. They are also worrying about internal and external stakeholders, team members or trying to find the right team members, customers, cashflow and how to increase profit. They feel like work is whirling around in their head 24 hours a day.

## Exhausted | Mindset | 0%

Once they actually recognise that they are **exhausted**, changing the **mindset** – either by themselves or with the support of some sort of professional or coach – is the starting point to improve things (0% vitality). In the broken arm analogy they've had the x-rays to confirm what's really going on inside and they have a plan to fix the damage.

## Committed | Systemise | 25%

Being **committed** to the recovery journey is really important. Having surgery and taking medication to heal inside and/or pain relief will help, but is just the start. Then there's physiotherapy but not just what happens in the practitioner's rooms. Doing the exercises at home between visits is fundamental and is an essential part of the healing process.

In the Vitality Journey the equivalent is to **systemise** your role as much as possible: get information out of your head which will make it much easier to share tasks. To feel supported and minimise decision fatigue do the same - believe it or not - with you personal life.

## Relieved | Delegate | 50%

As you have more confidence to **delegate**, stop doing everything yourself and more tasks are performed by team members you will feel immensely **relieved** and your vitality and happiness will improve to 50%. In the broken arm analogy it's like when the physio measures your improvement and submits a report to the surgeon ahead of your follow-up visit.

## Managed | Empower | 75%

In time as you become more fulfilled as a leader you will **empower** your team and take time away knowing that everything is managed. In time, organisational systems will actually improve with your absence as by being away you'll establish what's not working and fix it. At this point you're at 75% vitality.

*How long it takes you to fully embrace vitality will depend on your starting point and your speed moving through the stages. It is a journey with its own system though, just like mending a broken arm.*



## PEPP® IS THE ANSWER

PEPP® is a re-frame on work and life through the lenses of Purpose, Energy, Pleasure and Profit.

When you have balance it is a bit like what you need to move forwards or backwards on a unicycle. You may decide though that you'd prefer to ride a bicycle or tandem. And that's perfect too: each person's definition of balance is unique to them.

**Everyone, not just leaders will benefit from considering PEPP® – Purpose, Energy, Pleasure and Profit - all the time. The emphasis/priority/order that you give each one will vary from person to person, and within an individual may change in time depending on what else is going on for them. And, your currency may not be “profit” in the traditional monetary sense. You may, for example, instead be looking for team harmony or greater engagement with an audience.**

A leader with a new baby will have different weightings for each aspect of PEPP® to the day she began in the role. And that will be different again to her nephew who is starting out in his first role working in a fast-food outlet.



**Take scheduled time out for pleasure every day. Be aware of your energy levels.**

Take time to listen to your body... if you stop, take some quiet time and ask the question of yourself, “What do I feel about doing this activity?”, you will get the answer for what is right for you now.

Listen to your gut! It is the most powerful/sensitive of our three brains (in our head, heart and stomach). Your gut knows what's good for you if given a chance to “speak”.

If you don't self-regulate to decide a healthy balance of activities then your environment or “The Universe” will have an uncanny knack of bringing you back to balance.

*Jo recalls a time about 20 years ago when she tripped on her front door step and fractured her ankle. The very first thought that popped into her head was “Oh thank goodness... I can stop now!”*

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Jo  
Hassan

Depending on where you're at, "balance" may mean getting more sleep or more exercise to adjust your energy, taking a lunch break or a holiday, working less or perhaps more hours or identifying a purpose to move closer to. It also might be deliberately taking time to PinkTank® or brainstorm a re-brand, new strategic plan or review costs to increase Profit.



## PURPOSE

Living without purpose would be like starting the engine of your car and not knowing where you are driving to. Your purpose might be as simple as setting a good example for your children or as complex as to leave a legacy that changes the world. As a leader you need to be clear on the purpose of your role in the organisation so you can share it and inspire others to support you in supporting the purpose of the organisation.



## ENERGY

Many leaders are so exhausted that their routine is in a downward spiral energetically. This filters through to their team, customers, suppliers and everyone they are in contact with. And then they take this "vibe" home to their family. Imagine if we flipped this around and made the energetic vibe effervescent like when a champagne cork pops. It would be truly life changing!



## PLEASURE

Along the way we all want pleasure... allowing yourself to be playful like a child. Schedule time for pleasure whilst being open to having spontaneous fun. Do more than just work, eat and sleep. Taking time out for pleasure will actually benefit the organisation because you will return revitalised and refreshed ready to work harder, make better decisions and be more creative than when tired. Happier leaders are healthier and create happier teams.



## PROFIT

To continue in a role we need profit in some form. Profit is not everything but most organisations need it in some form. As a leader, "profit" is the return for investing your time and energy. You need to feel fulfilled yourself to be focused and innovative as well as to inspire and motivate others: to uplift your audience, whoever that is. To guide your team through challenges and change. And all the while managing relationships, image and politics.

We bring these four elements together so that you consider them before making decisions about anything. It becomes a way of life.

**A way to make life more vital.**

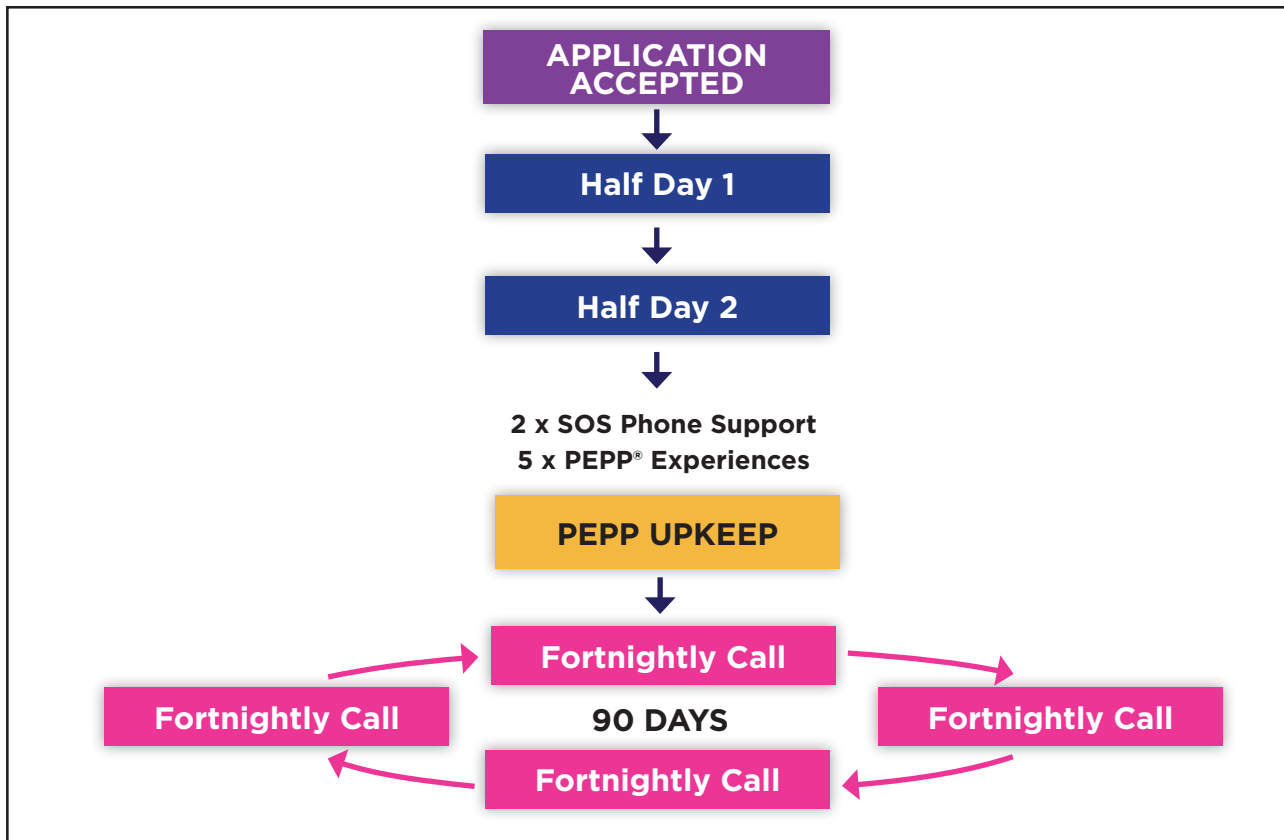
**When leaders improve themselves they improve all their relationships... engagement with their whole community. They ooze vitality in all that they do. *How they do one thing is how they do everything.***





## FLOW CHART OF THE PROCESS

As a fresh approach to happiness in work and life in general, the **PEPP® Coaching Program** is a 90 day commitment to move along the Vitality Journey: UP the scale towards 100% Vitality.



## THIS PROGRAM IS IDEAL FOR

- » Corporate leaders
- » Individuals with “busy disease”
- » Anyone looking for a different approach to self-improvement

## THIS PROGRAM CAN HELP YOU AS AN INDIVIDUAL TO

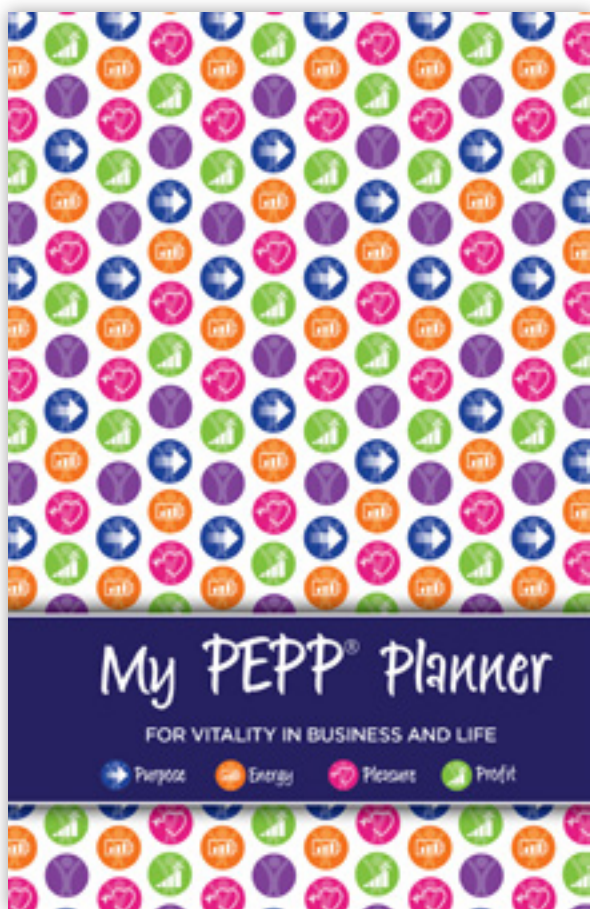
- » Increase your energy/vitality and bring balance back to your life
- » Get work out of your head to implement systems and processes which removes decision fatigue
- » Delegate and build trust in your team so you can relax on days off and holidays: separate work from home
- » Bring pleasure, fun and joy back into your life for greater fulfilment and connection to yourself and your loved ones.

## THIS PROGRAM COMES WITH NUMEROUS INCLUSIONS:

### One-on-one Coaching

Once your application is accepted, you will spend 2 half days in very practical “hands on” coaching sessions adjusting your mindset around your relationship with your leadership role. PEPP® will be fully explained: the relationship you have with your PEPP® - Purpose, Energy, Pleasure and Profit.

You will receive supporting **system templates** to make implementation fast and easy, and your own **workbook** including a copy of the **slides**. Full **catering** is provided.



### PEPP® Planner

You will receive your own “**My PEPP® Planner FOR VITALITY IN BUSINESS AND LIFE**” which is a unique fully customised goal and diary management system.

This will help you stay focused and on track with your intentions around **Purpose – Energy – Pleasure – Profit** every quarter, week and day.

### Check-in and Accountability

In this era of information being available to most people in the world in abundance, the implementation of ideas and plans is where the value to the individual is. Working independently gives some people satisfaction but most have their results stimulated and accelerated by a commitment made to others. Knowing that you have an appointment to prepare for and someone else to be accountable to is what spurs many on to make progress and lasting change.

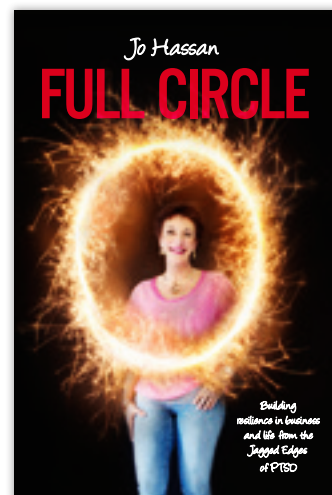
**Planning to live with PEPP® and so “PEPP® Up Your Life” can be an instantly made decision but many say it takes longer, much longer, than that to cement a new habit. We want you to create habits that will last beyond the check-in and accountability calls.**

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## Full Circle Book

The book “Full Circle – Building Resilience in Business and Life from the Jagged Edges of PTSD” is included as background reading. Jo Hassan recovered from post-traumatic stress disorder (PTSD) twenty years ago but the resilience lessons she learned along the way form the basis to her relationship with business and are why she so passionately believes in considering **Purpose, Energy and Pleasure** as well as **Profit** in the **PEPP® Model** on which this program is based.



## Weekly PEPP® Up Email Tip

Whilst you'll have your **Slides & Workbook** to refer to, receiving an idea directly to your email Inbox each week will be sure to inspire you, or at the very least remind you to take action!

## PEPP® Experiences

**An hour of play beats a year of conversation.** People often share with Jo that they follow her on social media, especially Facebook, because they want to vicariously experience life as she lives it! That's the reason she has created **PEPP® Experiences**: events where people can simply “hang out” with her doing fun stuff.

She has put together a calendar of very varied activities from physically challenging to thought provoking to practical “using your hands” to simply enjoying being together with a group of people all trying to **increase their vitality**. Some will be current clients and some not yet clients. What brought them together was simply “being” with Jo and (perhaps) enjoying the challenge of trying something different.



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# PEPP® Coaching Program

## THE SUPPORT YOU WILL RECEIVE INCLUDES:

2 Half Days <i>Valued at \$2,500</i>	✓
Fortnightly 30 Minute Check-in & Accountability Sessions <i>Valued at \$300 each</i>	7 ✓
Weekly PEPP® Up Email Tip for 90 Days <i>Valued at \$150</i>	✓
Slides & Workbook <i>Valued at \$150</i>	✓
System Templates <i>Valued at \$1,000</i>	✓
SOS Phone Support <i>Valued at \$400 per call</i>	2 ✓
PEPP® Experience Events <i>Valued at \$100 each</i>	5 ✓
Catering <i>Valued at \$40</i>	✓
Copy of Full Circle book <i>Valued at \$30</i>	✓
Your own PEPP® Planner <i>Full: Valued at \$900</i>	✓
<b>Value</b>	<b>\$8,170</b>
Investment	\$5,000
Deposit	\$3,500
<b>2 Monthly Payments after First Half Day</b>	<b>\$750</b>

All prices exclude GST

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## TESTIMONIALS

*"Thanks again for coming into our lives – we benefited so much, especially from the first couple of days training and from the wonderful group that we met with during your visits. Made us realise how important it is to network with other business owners."*

**Leah and Jaydon Hirst**, JMH Mechanical

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*"This is what winning feels like!" (thumbs up 🍷)*

**Tim O'Brien**, Computer Logic

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*"Jo Hassan had the ability to communicate what could be achieved with the right mindset... I would like to sincerely thank Jo for her ability and untiring effort to create what she has done."*

**Mark Combe**, Fibercon

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*"In a way Jo is to blame for our success."*

**Wendy Norris**, Taylored Office Solutions

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*"Jo Hassan has a very dynamic personality and is great at just getting things done. Thanks Jo for all your help."*

**Bruce Cook**, Kickbike Australia

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*"Systems are the key to a life of freedom. You will feel more energised in your life and business once you know that others can follow your systems to achieve the same or better results. Jo is a walking example of what can be done in life and business. Her energy is contagious so enjoy the journey with some Pink in it!"*

**Marisa Wiman**, Greymouse

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*"... so thank you Jo for teaching Michael such important strategies, and to believe that our business will and can survive without him. Yay for real family holidays where our boys can have their dad's full attention and a happy mama!"*

**Anne-Maree Hopkinson**, Hopkinson Painting

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## FACILITATOR PROFILE

Jo Hassan: Vitality Expert | Author | Speaker | Business Coach

## CONTACT DETAILS

**Email:** support@johassan.com

**Website:** www.johassan.com

**Phone:** +61 7 3350 4874



**Jo Hassan's obsession is VITALITY and helping people have more vitality in their lives.** What makes her unique is that she's lived through some of her own challenges: she has the battle scars through mental health issues having experienced clinical depression and post-traumatic stress disorder.

In her experience working with leaders of small business, their profit, their team, their customers and everyone their business “touches” suffer if they are suffering from high stress and battling on in silence. They do this because of the stigma attached to mental health challenges which sometimes occurs if they find that leading and/or growing a business is harder than they thought it would be.

**Jo creates a special environment for personal development and growth.**

For the last 28 years she's owned small businesses herself. These have included an electrical contracting business and a pet resort as well as 12 years of business coaching. Jo has been coaching and facilitating groups for 25 years.

**Jo believes leaders can get their life back and embrace being a person first rather than *only* being a leader and/or business owner.** They can achieve their goals faster and live a more fulfilled life along the way. They can truly live with **Purpose, Energy, Profit and Pleasure** - however they define that.



## BY THE WAY... Jo Hassan lives and breathes the PEPP® Model

The metaphor of a broken arm in the **Vitality Journey** is very real. These images show Jo Hassan's complete recovery from a crazy accident when she fell off her footbike (like an adult scooter with bicycle wheels) whilst "hi 5ing" a friend on the finish line after kicking 50 km in The Great Brisbane Bike Ride in 2014.



By following the systematic advice of her support team, she made a complete recovery and in 2017 achieved her goal of kicking 100 km in one go. She wore her trademark fuchsia pink and enjoyed flamboyant fun with feather boas trailing behind her for the whole 7 hours!

She really tries to live by the words **A Vibrant Business, A Vibrant Life**.

## CASE STUDY

Tim O'Brien from Computer Logic was completely overwhelmed and exhausted as a leader. He had team members but they weren't working as efficiently as they could until they created systems for just about everything.

Tim has worked to organise his business and team so that the business ran without him recently whilst he took 2 months off when his first baby was born. He's now choosing to work part-time, because he can and says he's "Operating from a point of power and effectiveness". He also enjoys flying his kite more.





## STEPS FROM HERE

*If you are a leader who would like to double your energy, maximise fulfilment and take back control, please **COMPLETE THE APPLICATION FORM on the next page.***

You have an opportunity now to reduce your stress levels, increase your vitality and create a lifestyle you will love.

If you are a leader, whether or not you have currently have a team, the **PEPP® Coaching Program** can help you to:

- » Increase your energy/vitality and **bring balance back to your life**
- » Get your role out of your head to **implement systems** and processes which removes decision fatigue
- » **Delegate and build trust in your team** so you can have days off and holidays
- » Not think about work when you're not at work
- » **Bring pleasure, fun and joy back into your life for greater fulfilment and connection to yourself and your loved ones.**



Whilst having pleasure time herself, Jo took this "heart" photo from a seaplane. It is Galesnjak in the Pashan Channel near Zadar in Croatia.

Name 1: \_\_\_\_\_

Mobile 1: \_\_\_\_\_

Email 1: \_\_\_\_\_

Name 2: \_\_\_\_\_

Mobile 2: \_\_\_\_\_

Email 2: \_\_\_\_\_

**Business Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

## CREDIT CARD AUTHORISATION

### Card Holder Information

Name: \_\_\_\_\_

Card Type:  Visa  Mastercard CVV: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

I \_\_\_\_\_ authorise Jo Hassan to process a charge against my credit card account for the amount of:

\$3,500+GST Deposit (see page 12) then \$750+GST per month for 2 months (see page 12)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*The information you provide is for the sole purpose of purchasing the PEPP® Coaching Program and will not be passed onto any other party.*

*A record of your credit card number will not be retained after the completion of this transaction.*





# PEPP® Coaching Program

