



THE BRAVEHEART PROGRAMME

EMPOWERMENT COACHING FOR VETERANS

*“I don't measure a man's success by how high he climbs
but how high he bounces when he hits bottom.”*

General George S. Patton (1885-1945)

Why The Braveheart Programme? Citizens who freely join the Armed Forces are empowered individuals. The selection and training processes they undergo magnify this. All who have walked this path have started this heroic journey in their lives by passing out of basic training with a real feeling of achievement, personal empowerment and sense of self. These multiply throughout a military career: the greater the challenges the greater the empowerment.

Unlike some professions the use-by date of most servicemen and women expires just as they reach their most productive years as adults (40s-60s). Some make the psychological transition to civilian life easily; some not so easily. Some silently carry with them the traumas of their service years while others lose that feeling of empowerment and sense of self as they step out of uniform. For many, their personal power was given in service to the country. Whether a veteran is suffering Post Traumatic Stress Disorder, a disability, readjustment difficulties or a loss of sense of self the unifying element seems to be a loss of personal power and, in some cases, loss of personal identity.

What is The Braveheart Programme? Established by former members of the Armed Forces, Braveheart is a grass roots programme designed to help veterans empower themselves in order to allow them to lead as fully productive a life as possible. In the same way that a falling rubber ball contains the potential energy that allows it to bounce so too do people. The Braveheart Programme unlocks these hidden resources allowing people the possibility to bounce back to their full potential. We do this both at the psychological level and the physical:

- Through specialist performance coaching, both one-to-one and in small groups.
- By supporting physical empowerment programmes, e.g. prospective para-Olympians etc.

How Does The Braveheart Programme Work? At Braveheart we've all had our tumbles and bounced, so we know what it takes and we walk our talk. And, we're interested only in what works. As a result we have acquired a unique set of coaching skills, techniques and methods that have proven themselves in enhancing the performance of corporate executives, athletes and other professionals. These coaching modalities use some of the latest understandings in the new fields of neuroscience. Usually only affordable at the high end of the corporate and private sectors, our coaching programmes, whether one-on-one or in groups, aim to teach delegates these methods and thus equip them with their own personal armoury or tool kit of techniques with which to empower themselves. There is no magic wand here. We don't do anything to our delegates - these are 'do with' not 'do to' processes. Instead we teach them to do it for themselves. This is part of the empowerment process.

What If I Attend The Braveheart Programme? First of all, as a delegate you have to have served in the Armed Forces – Regular, Reserve, or Territorial - the programmes are also open to dependents and the bereaved. Second, you will be responsible for the results that you get – as with any other course, what you put into it you'll get back out. Delegates who really want to get rid of their 'stuff' and move forward will. Those who think it will be done for them won't. Third, the material and many of the techniques you'll be introduced to and taught may challenge your beliefs and place you outside your mental comfort zone. Bring your baggage along but leave any preconceived ideas behind. Be prepared to suspend your disbelief; be ready for anything. Fourth, we're committed to you so we expect your commitment in return both in effort and in the form of a voluntary contribution to our fighting fund. Finally, bring along a sense of humour.

What's Next? If you think this is for you pick up the phone or drop us an email.

“I am not what happened to me. I choose what I become.” Carl Jung