

# Resilience Agenda

## COMPANY OVERVIEW

*Changing the Meaning  
of Mental Health*



# Our Mission

## The Why

Resilience Agenda's mission is to Change the Meaning of Mental Health. We imagine a future where opening up about Mental Health is normalized and no longer talked about with fear, stigma or misunderstanding. We want to make good mental health more relevant, engaging and accessible to everyone.

## The How

Resilience Agenda inspires people to think of their Mental Fitness just like their Physical Fitness and to adopt training our minds a key part of a well-balanced life. Mental Fitness empowers people to prioritize the daily actions that improve coping skills and stress management and ultimately lead to more fulfilment, better decision making, and greater happiness.

## The What

To take our message to the world, Resilience Agenda designs stylish stationery, gifts and content that motivate people to make building Mental Fitness a daily priority. We believe that an inspiring message, great design and daily reminders have the power to 'nudge' people into better habits that support good mental health.

*Why should people wait until they are at crisis point before taking action to improve their mental health?*

*We need to find a way to make it more relevant and inspiring in the first place.*

*One answer? Mental Fitness*



## Our Story

Growing up in a family affected by mental illness Resilience Agenda founder Hadleigh Fischer, like most people at the time, had internalised the stigma and shame associated with mental ill-health.

Initially embarrassed to share and open up, he went on a journey of learning and discovery and decided that making a difference in the way people think about good mental health was to become his life's mission.

Hadleigh became fascinated by how we can pro-actively maintain our mental health when we are well, know the right strategies for effective early-intervention when we do start to struggle, and find ways to inspire the people around him to share his passion for *good* Mental Health. And the idea of Mental Fitness and the Resilience Agenda was born.

Inspired by the tools of positive psychology and ancient wisdom, yet discouraged by its inaccessible language and lack of relevance to many people, Hadleigh decided to start a movement dedicated to *positive, proactive* and *preventative* Mental Health strategies using the metaphor of Mental Fitness.

Three years later and with more than 10,000 satisfied customers, dozens of corporate partnerships, and thousands more social media followers, Resilience Agenda is re-imagining the way we approach mental health inspiring awareness, hope and positive change and action around the world.

*Imagine if we talked about Mental Fitness, the same way we talked about Physical Fitness.*

*Imagine if people knew the tools, levers and strategies to impact their well-being.*

## The Mental Fitness Toolkit



Movement



Nutrition



Sleep



Relationships



Mindset



Optimism



Mindfulness



Gratitude



Re-framing



Perspective



## Our Idea

These days we are hearing more and more about Mental Health. But for too many people it remains something confusing, scary or irrelevant. But we *all* have mental health. And the best thing is, you don't need to have a problem to get started.

That's why Resilience Agenda exists.

**Our goal** is to make the way we talk about and take action on mental health more proactive, preventative, empowering and inspiring.

**Our aim** is to make improving their Mental Fitness a daily priority.

**Our vision** is a world where people talk about Mental Health just like their Physical Health.





## Our Offering



Diaries, Notebooks  
and Gift Products



Speaking and Keynote  
Presentations

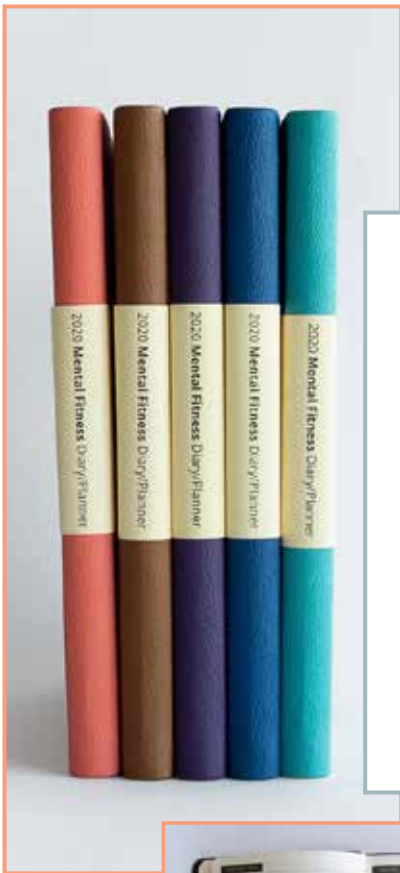


Small Group Mental  
Fitness Workshops



NOTEBOOKS

# Our Products

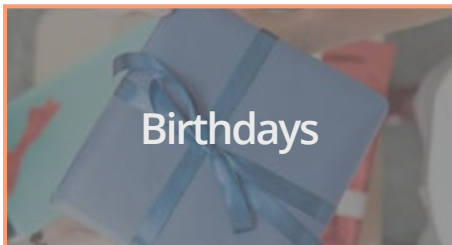


## Mental Fitness Diary

The 2020 Resilience Agenda Mental Fitness Diary is a simple daily tool with a powerful message. A carefully-designed 192 page, A5 weekly view paper diary and planner, it introduces important mental health and well-being topics in a casual and engaging way for a general audience. Packed with over 50 practical proactive mental health tips, strategies and exercises, the 2020 Mental Fitness diary empowers people to re-imagine what improving our mental health actually looks like.



For the first time, Resilience Agenda will also release a 2020/21 Australian financial year diary.



Birthdays



Christmas



Teammates

Resilience Agenda offers heavily discounted bulk orders for each year's popular diary, and we also offers custom belly-wrap branding tailored to your organisation. Just get in touch to find out more.

# Our Partners

**TEDxBasel**  
an independently organized TED event



**tonic**  
HEALTH MEDIA

**Allianz** 



 **Lifeline**

**UPLIFTING CONTENT**



*CLASSY Career Girl*

**Readings®**  
MELBOURNE'S OWN SINCE 1947

**the dad website .com**



**T TELSTRA**

**SHARP CARTER**  
SPECIALIST RECRUITMENT



**Rotary**  
Districts of Australia

# Our Stats

10,000 Mental Fitness Diary users in two years

12,000 Facebook Followers

6,000 Mailing List Subscribers

2,500 Instagram Followers

10,000 Monthly Website Views

Sales in over 12 countries around the world





# Testimonials

*One of the main reasons that I love my diary is that it's easy to follow. The information and support given is easy to understand and relates to everyday people which is important. I also love it how it explains the importance of being mentally fit, and how you can set goals and plan to become so.*

Judy Wood, Vic

*I am so thrilled to come across Resilience Agenda. As a Mental Health First Aider I couldn't agree more that our mental health is just as important as our physical health. I see the Resilience Agenda products as great icebreakers, allowing for an opportunity to talk to others about mental health, and the need to care for our mind like we do our physical body. Anything that orchestrates an opportunity to talk about mental health in a positive light is a beacon moving forward. Well done Resilience Agenda!*

Lisa Redstall, SA

*Thanks Hadleigh, your diary saved my life earlier in the year. To some people this is just a diary but within are such wise words and tips to re-scope and re-evaluate the positioning of your head in the right space.*

Barbara, Qld

*I have your 2019 diary and I love it. You do a fab job normalizing mental health, I love your 'pagely' quotes, monthly topics, colour options and the layout of the whole diary is perfect. Top job all round!*

Janine Slater, Vic

*Thank you Hadleigh, just thank you. For speaking in plain English, for speaking from the heart and for speaking openly, honestly and knowledgeably about a subject too long hidden in the depths of ignorance, euphemism and fear.*

Rachel Dawkins, NSW

*Thank you from my heart for your amazing generosity in coming out to speak to us last night. I went home and wrote down my thoughts and woke up this morning with refreshed purpose and peace. I know your message will change the conversation regarding mental health and I'm so honored to have heard your work firsthand.*

Eve Wintergreen, President - Watsonia Domestic Violence Survivors Association, Vic

*I truly appreciate your promptness and willingness to solve the problem, even when it wasn't your error. This is truly the best customer service experience I have ever had. I am a very happy and satisfied customer, can't wait to get my new order. Merry Christmas and a very happy new year.*

Judith McIntyre, WA

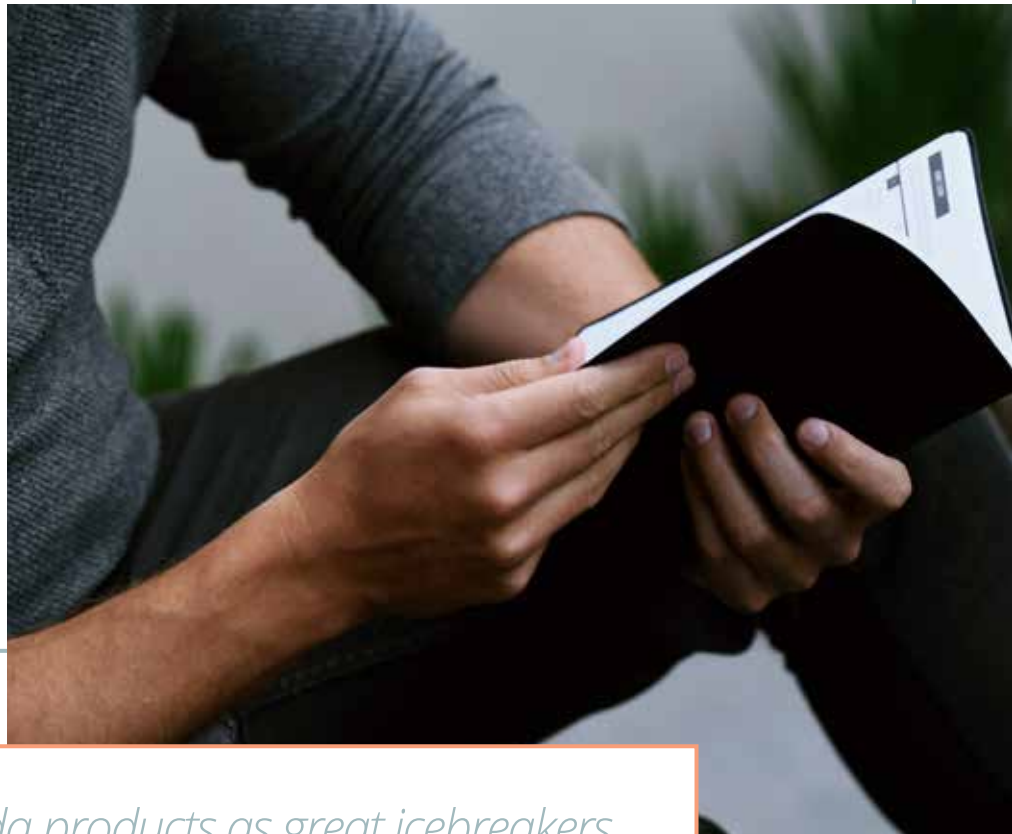
*The Resilience Agenda planners are a great tool. At Lifeline Central West we gave them to our Crisis Supporters to help them with*

*their own mental fitness. It brings wisdom and learnings from a variety of sources, and has practical strategies and simple exercises to both reflect on and put into practice. Many have said it has improved their ability to do the role, the fact it is a diary means they refer to it often and I personally love the uplifting weekly bursts of wisdom and encouragement. Why would we think twice about investing in a tool that will help us thrive and flourish to live the lives we were meant to.*

Stephanie Robinson, CEO Lifeline – Central West, NSW

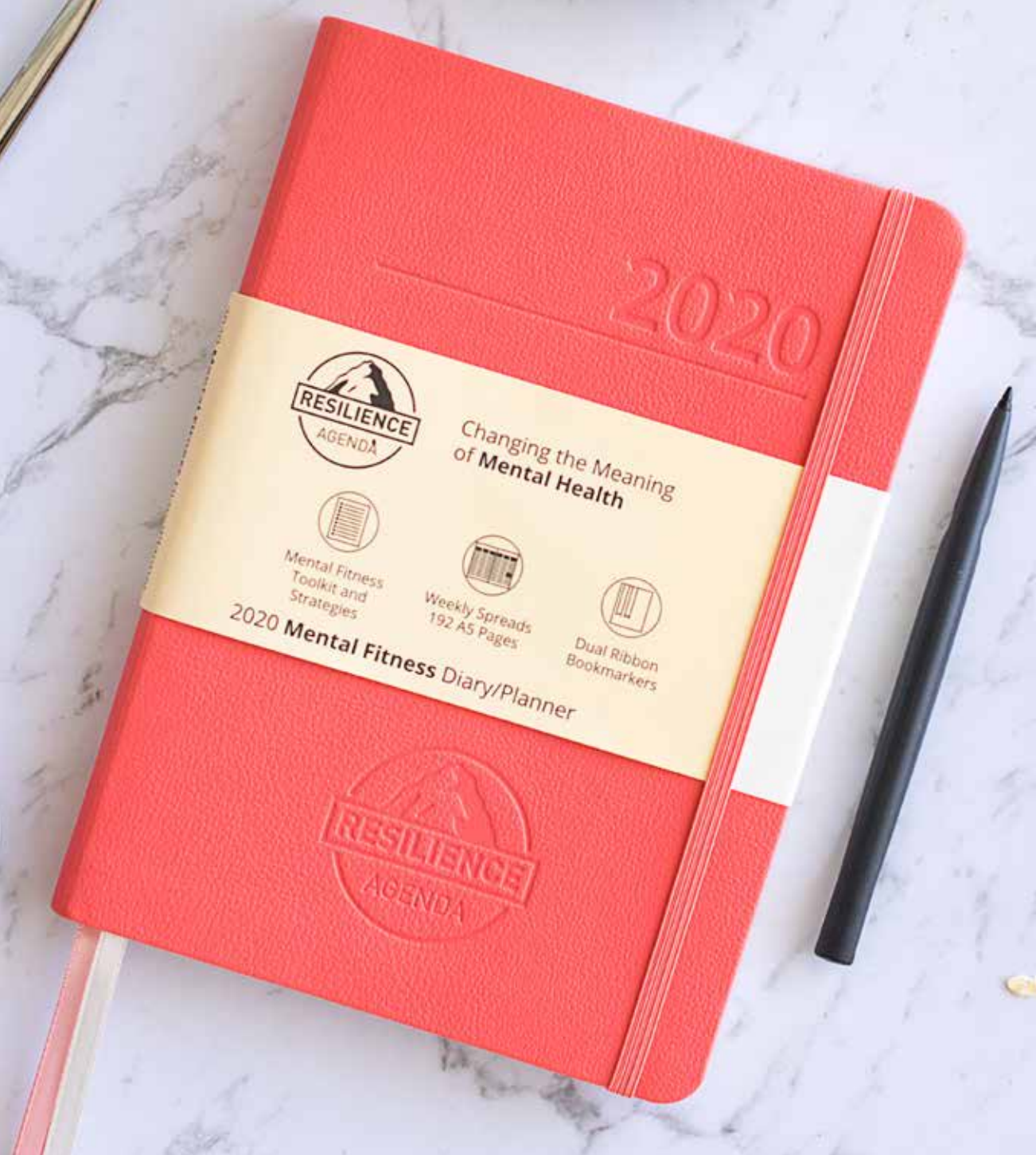
*Buying this diary has helped me to make a promise to myself to work on my mental fitness, I regularly make time for physical fitness but sometimes don't experience the best mental health. I am really looking forward to making improvements to my life in this area and wanted to say thank you for helping me start on this path.*

Carole Williams, Vic



*I see Resilience Agenda products as great icebreakers, allowing for an opportunity to talk to others about mental health.*





# Contact

## Hadleigh Fischer

Founder & Managing Director

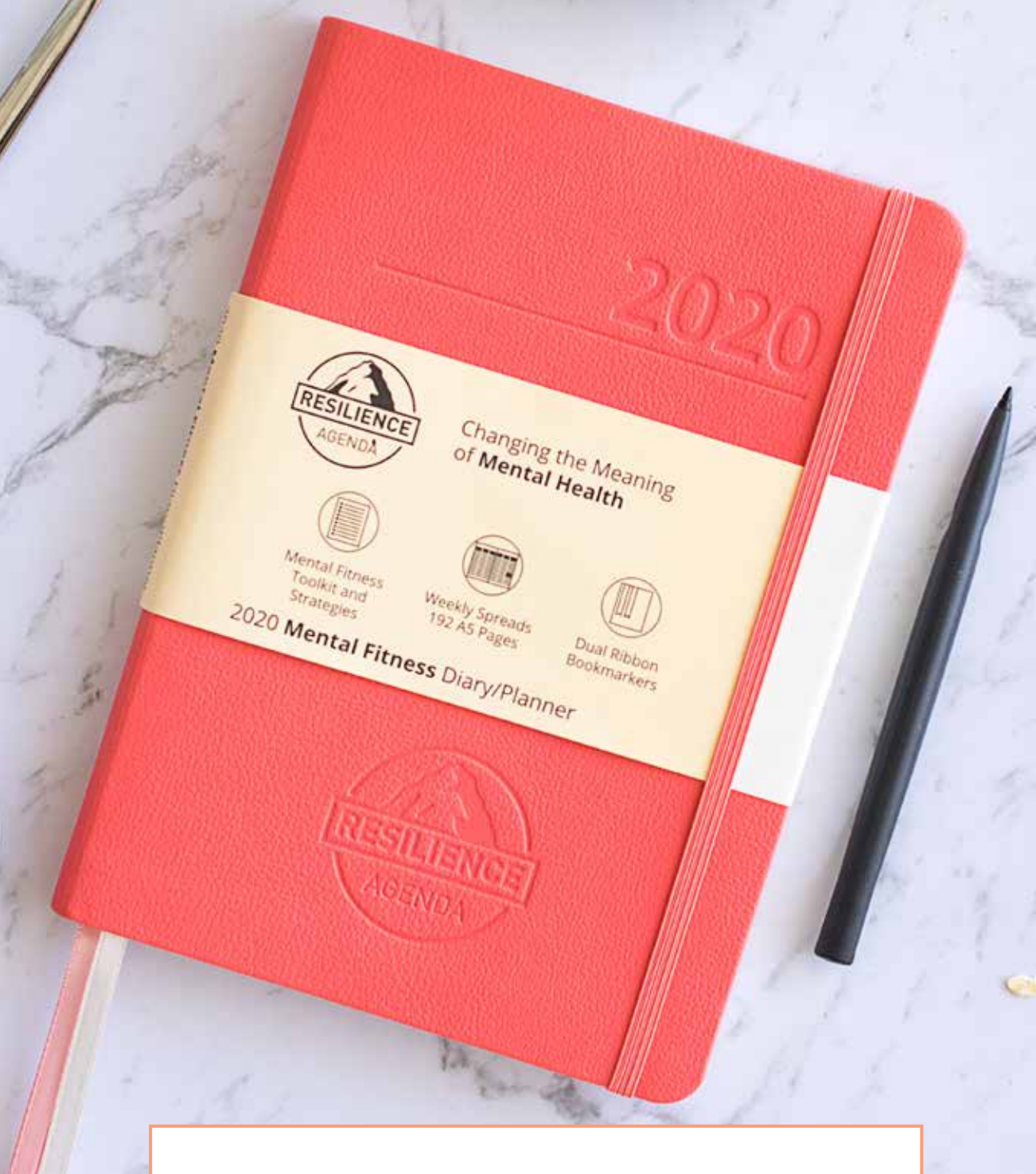
+61 481 493 577 (AU)

41 076 307 4101 (CH)

+44 7408 885 714 (UK)

[hadleigh@resilienceagenda.com](mailto:hadleigh@resilienceagenda.com)





## Contact

[www.resilienceagenda.com](http://www.resilienceagenda.com)

[letstalk@resilienceagenda.com](mailto:letstalk@resilienceagenda.com)

