



*"Continuous effort, not strength or intelligence is the key to unlocking our potential"\**

Maximising your potential is about doing things you never knew you could do and reaching heights that you can only dream about. It's about pushing yourself to become a better and stronger person. The same is true for many businesses, the potential is within the team, the challenge is to unlock it and use it to drive success and improve profitability.

At Baobab Growth we work with you to break down your limits and barriers, to understand your values and what motivates you to go that extra mile. 80% of performance is governed by emotion, we use 'emotional intelligence' to unlock personal insight and new perspective. We begin with people's beliefs, attitudes and mindset and then build skills and knowledge on these foundations.

For a business to achieve great success it needs to work together with shared values and goals to release the full potential of the business. Even solo adventurers can't walk to the South Pole or sail around the world entirely on their own. Behind them are teams of people providing them with support, know-how and inspiration.

We believe businesses have untapped reserves of potential. At Baobab Growth we coach you to increase self-awareness and understand the emotional needs of you and your team. Our programmes include action orientated activities that challenge your team, provide share positive experiences and build resilience. You will learn techniques to enable you to motivate, inspire and support your team to achieve greater success. At Baobab Growth we work with you to develop relevant, practical steps that you can take back to the workplace, to release your business potential.

*"Often, it's not about becoming a new person but becoming the person you were meant to be, and already are, but don't know how to be." – Heath L. Buckmaster*

\* Winston Churchill