



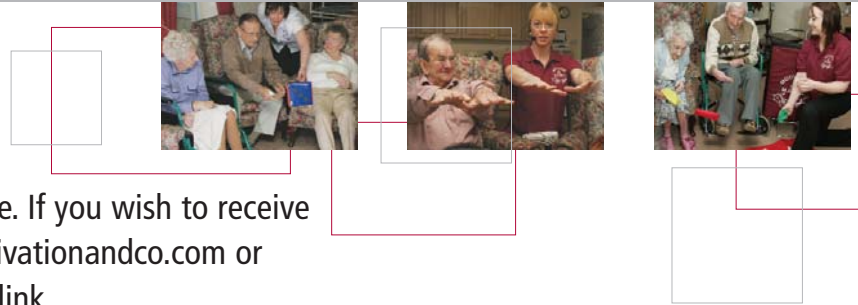
Newsletter

Jun/Jul/Aug
2009

www.motivationandco.com

Welcome

This is the first issue of our quarterly Motivation & Co Newsletter from Head Office. If you wish to receive this newsletter via e-mail, contact info@motivationandco.com or down load from our website from the News link.



Researched by Leeds Metropolitan University

The Service: Its been proved what we already knew.

As many of you are aware the Motivation Class has been researched by Leeds Metropolitan University by Dr Mima Cattan, Centre for Health Promotions Research along with Geriatricians from St James teaching Hospital NHS, Dr L J Goomez, Dr G M fox and Dr J C Mccreanor, the report concludes that the Motivation Class does make a difference to the well being of the participants. The full report is available in the News link of our Website: www.motivationandco.com

The Oz Press Release



Left to right: Sharon, Denis, Lance, Elaine & Warren

Motivation & Co is going to Australia! Yes the innovative and exciting service to care home residents that has been developed in the UK will soon be available to the residents of care homes in Australia. Sharon Blackbeard and her daughter, Jenna are coming to the UK for training, ready to take the service to Australia. Sharon is really excited and is convinced that the Motivation & Co Class will have an amazing effect in the care sector of Australia.

Sharon found out about the business via her brother who lives next door to Elaine Everett, Managing Director and founder of the Motivation & Co business in the UK. She decided to proceed with the franchise in Australia after visiting the UK in March and spending some time viewing the Motivation & Co classes and seeing for herself the effect the service has on residents. Sharon said, "You really do have to view the class to appreciate the effect the service has upon the residents. You physically can see an 'awakening' of the residents due to the techniques being delivered within the class. I am so looking forward to my training with Motivation & Co."

Motivation & Co is the brainchild of founder Elaine Everett, who launched the business in 1998 after visiting her grandfather in a care home and discovering many residents appeared to be whiling away the time, day after day, with little to stimulate them. With special advisors, Elaine developed a series of Mental Stimulation techniques & exercise programmes including a Patented Game and launched the business.

Residents have regained movement, awareness and mental ability they thought they had lost forever. Classes really have a purpose and everyone will enjoy them.

Motivation & Co now has 19 franchisees in the UK who are delivering 1,000 classes per month to 20,000 residents. As Elaine explains "The business in the UK is now well developed and we are really seeing a huge amount of positive impact upon the residents in the care homes in which we work. We still need more franchisees in the UK to help us achieve our objective of being able to offer the service to every care home in the UK. Our system is now well developed and we are confident that Sharon and her team are the right people to replicate that success in Australia."



Sharon doing her first training session

For further information contact: Elaine Everett

Email: info@motivationandco.com Tel: 01937 557166 www.motivationandco.com

Good Reading in Reading

A poem by May Sadler,
Abbeyfield, Reading (Sadly
passed away 24th April 2009,
aged 92)

There is a house in Reading Town,
A house that is well known.
It caters for the elderly folk
Who cannot cope alone.

The powers that be in this wonderful home
Thought the residents need stimulation,
So one afternoon Sue Barlow arrived
To talk about Motivation.

On our legs we stood on our rumps we sat
We twisted our ankles and feet,
We brought into play other body parts
Which for years were fast asleep...

Sue laid on the floor a carpet of squares
Each square a number bore,
We looked at each other in total alarm
Wondering just what this was for.

We were given in turn a small bag of sand
And we waited for Sue's command
Just toss your bag onto the carpet,
Most of them fell on the floor.

These simple exercises help of course
But they have to be regularly done
No good doing them once in a while
That will get us nowhere.

Now please solve a problem Sue for me
Tell me the meaning of motivation
Is it the same as we think it is,
The same as stimulation?



May Sadler

National Customer Survey

Head office have completed a report on a survey that took place in April 2009 on the service we provide.

The conclusion proved we present an all round approach of professionalism in our personal service by way of class delivery and presentation. The survey showed that there was a lack of communication regarding information about the business on a national basis and a lack of knowledge of the information available on our website. The results therefore backed our decision to produce a quarterly Newsletter. The full report of the Evaluation on Customer Service is available on the website under the News heading @ www.motivationandco.com - It is well worth a read!

Some quotes by you!! "Remembers the resident's names!"
"Long may you reign"

Testimonial From: Friary Fields Care Home, Newark, Nottingham, Manager Ashvin Ramchurn said:

"Mark our Motivational Therapist is a fantastic guy, he really knows how to accommodate the residents needs to get the best responses and they love his classes, all the staff find him really friendly."

Care Show Attendance

**Great response at the
Care show! Or if you
missed us at the
Bournemouth Care
show, you can see us
at the Birmingham
Care show in October.**

Charity Bike Ride

Gary Bennett one of the Directors of Motivation & Co has completed a charity bike ride from Liverpool to Leeds along the canal on the 15th & 16th May, in awful weather conditions, to raise money for Martin House Childrens Hospice, Yorkshires first hospice for children and young people. He has been training hard for this event.

**Well Done Gary!!
They have raised
over £2,000
FANTASTIC!!**



Gary

New Developments

We have just launched level 6 exercise CD to test and benefit your residents dexterity and flexibility in different areas.



Kat trying out the new
Level 6 CD

Website www.motivationandco.com

A quick reminder that our website is updated regularly and information about all our franchisees are easily accessed, we are always keeping an eye out for news on which we can improve our service. Motivation & Co continue to evolve with ongoing developments within the class. Other informative websites listed below.
www.dailydementia.com
www.mentalhealthcare.org.uk
www.ALZINFO.org

Motivation & Co Local Services

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