

# Be the Brand



## NOVEMBER UPDATE – GRATITUDE

### HOW DID YOU GO WITH OCTOBER'S CHALLENGE?

Last month the focus was on sleep and aiming to get 7+ hours sleep a night. Hopefully you were able to achieve this and are feeling the benefits of improved concentration, productivity and mood. For the month of November, the focus is on gratitude.

### NOVEMBER CHALLENGE: PRACTICE GRATITUDE DAILY FOR THE MONTH

Write down what you are thankful for each day – at the start or end of each day, think of the things you're grateful for and write them down in a journal. You can also look back over all the things you have written as a pick-me-up!

Use the calendar to record your goal and track your progress. Make sure you keep it somewhere visible to keep you motivated for the month.

### WHAT DOES GRATITUDE MEAN?

Gratitude is an emotion similar to appreciation and is a way to recognise and give thanks to the things that have a positive impact on our lives.

While it is common to express gratitude to others by saying "thank you", showing gratitude to yourself is equally as important. Gratitude can be used to express a deeper appreciation for the good things around us that have helped contribute to our lives and can be thought of as a positive emotion, not just actions or words.

*"We tend to forget that happiness doesn't come as a result of getting something we don't have, but rather of recognising and appreciating what we do have."*

*Frederick Keonig*

### SHARE WITH US & WIN!

Post on the employee Facebook page or email us about the focus of the month and go into the draw to win our monthly wellness prize!

### BENEFITS OF GRATITUDE

Being grateful is important to leading a happy life as it allows us to accept and appreciate what we currently have, rather than always chasing what we don't. It helps to instil a true sense of happiness and satisfaction in life and can have physical, mental and emotional benefits.

Some other benefits you may experience from showing gratitude in your life include:

- Improved overall physical and mental health
- Improved relationships and social interactions
- Improved quality of sleep
- Increased empathy for others
- Increased self esteem
- A better ability to cope with stress
- Better resilience and ability to bounce back from adversity.

### TIPS FOR SHOWING GRATITUDE

- Make expressing gratitude a habit. Take the time at dinner to sit with the family and have everyone share what they're grateful for. This can be a great way for kids to express themselves and can help to remove the stresses of the day.
- Set a positive intention for the day. For example – "Today will be a great day, full of opportunities".
- The easiest way to demonstrate gratitude is to say thanks to another. If you don't have a specific item to express thanks for, saying a few kind words is just as effective.
- The simple act of actively listening to your loved ones can be an effective way to show you value them. Put down your phone, remain attentive and let them steer the conversation.

### WELLNESS ACTIVITY IDEAS FOR NOVEMBER

Here's some ideas for activities you could do as a team or with family and friends:

- Start each team meeting with what you're grateful for.
- Start an anonymous gratitude board, each write down something you're grateful for and post to the board.

Please ensure your wellness activities are carried out in a COVID-safe way.

