

why**five**

2021

# BrandMapp

The Authentic Resilience Report

in collaboration with The Resilience Factory

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# Why is everyone talking about resilience?



THE  
RESILIENCE  
FACTORY

Resilience is something we all need most of the time, even just for normal life, and the pandemic has ratcheted up the need for it more than ever...

- Daily turbulence, uncertainty and unpredictability
- Increased levels of violence, fear and overwhelm
- Ongoing financial pressure, economic uncertainty, business closures and job loss
- Illness – including long Covid
- Family disconnection, isolation and increased mental health issues
- Ongoing heightened levels of anxiety
- Grief and loss on a grand scale ... and more

*AND* let's not forget that amid all this chaos, people still have 'normal' problems to deal with such as marital issues, ageing parents, other illnesses, teenage crises and more – the stuff that used to get our attention, yet barely gets a look in now.

# Why is everyone talking about resilience?



THE  
RESILIENCE  
FACTORY

As coaches, we are seeing massively increased levels of anxiety, overwhelm and stress in our practices across all age groups and business sectors - which is precisely why everyone is talking about the ongoing need for resilience.

At The Resilience Factory, we have been studying and teaching the skills of Authentic Resilience since 2017, and now it feels like the whole world has just caught up with us. So welcome onboard!

Having taught the tools and skill of Authentic Resilience (yes, it is different to the old-school version of resilience) to thousands of people across the world either in-person or online, we were satisfied that our model worked *and* yet we were also excited to validate and quantify our findings on a much larger scale, which is why we approached BrandMapp.



# What is *Authentic* Resilience?

**Authentic Resilience** is a critical life skill. It is the powerful ability to survive, thrive and grow in the face of stress, change, adversity and trauma. Everyone has the capacity to develop greater levels of Authentic Resilience.

(This is The Resilience Factory's unique definition ©)



# 10 MYTHS of resilience



- Myth #1: Resilience is about bouncing back
- Myth #2: Resilience is all about being tough and strong
- Myth #3: Resilient people can go it alone; they don't need others
- Myth #4: Resilient people are born that way; you've either got it or you haven't
- Myth #5: We only need resilience during times of trauma or adversity
- Myth #6: Resilient people don't 'do' emotions
- Myth #7: Resilience is just about putting your head down and getting on with it
- Myth #8: Resilience is simple to acquire
- Myth #9: Building resilience is a one-off event
- Myth #10: Resilient people appear that way as they simply face fewer problems than others

# Unpacking the 10 MYTHS



## Myth #1: Resilience is about 'bouncing back'

Google 'resilience' and the term 'bouncing back' crops up again and again. However, what we know to be true is that *anyone* who has experienced severe trauma, loss or adversity knows there simply is **no** bouncing. When you're faced with great calamity, you do not bounce; nor would you want to. Working through trauma takes intentional time, effort and attention – to *bounce* would mean that you have done none of the processing you need to in order to heal and grow.

And, what about the 'back' part? Well, here's the other thing – you can't go back. You can't un-see what you've seen; you can't un-experience what you've experienced, and you simply cannot go back, as much as you might want to. What you *can* do is integrate, assimilate, work through and make sense of your pain, suffering and loss so as to give it meaning and find ways to grow forward.

# Unpacking the 10 MYTHS



## Myth #2: Resilience is all about being tough and strong

Oftentimes it's assumed resilience is all about being tough and strong. Hardy, tough, robust and persistent in the extreme... a bit like going into battle with a suit of armour on. This may work for a while, but not for long. Authentic Resilience – the kind that lasts a lifetime – comes from deep within and is a capacity you develop and build during challenging times. Paradoxically, the most Authentically Resilient people are the ones who have discovered the courage to be vulnerable, to fail and forgive; all characteristics often traditionally thought of as weaknesses.

When we learn to embrace flexibility and uncertainty, *and* to embrace our vulnerabilities, that is when we develop long-term, sustainable Authentic Resilience that will get us through even the toughest of life's circumstances. Authentically Resilient people are able to be flexible and pliable so that they can bend without breaking, as well as having grit and perseverance. They are not just tough and strong.



# Unpacking the 10 MYTHS



## Myth #3: Resilient people can go it alone – they don't need others

As human beings, we are wired for connection – we are not intended to go it alone. Although it is sometimes tempting to convince yourself you don't need others, the truth is that to try and do the journey of life by yourself – especially during the really hard times – is really not effective. It simply means you are disconnected and isolated and that is neither healthy, sustainable or authentically resilient.

As human beings, we are stronger together than alone – interdependence, connection and diverse thinking is what we need to survive the really tough times.

# Unpacking the 10 MYTHS



## Myth #4: Resilient people are born that way – you’ve either got it or you haven’t

Contrary to what many people think, resilience isn’t a superpower that we are either born with or not. It is true that as a species, we are undoubtedly naturally resilient, otherwise we would not have survived, but resilience isn’t a character strength that you either have or don’t have. It is a capacity that we develop, build and grow.

And that is good news. Yes, we are all born with a certain level of resilience, and it can increase and become *greater* – even more so when there is a conscious decision to grow and practise our resiliency and develop the skills of Authentic Resilience.

# Unpacking the 10 MYTHS



## Myth #5: We only need resilience during times of trauma

This is altogether not true. It is often the smaller day-to-day adversities and relentless mundanities of life that cause stress to build that we need resilience for.

Whilst many can pinpoint a significant trauma or adversities they have faced for which they have needed resilience, for others, just getting through each day requires Authentic Resilience. No one persons suffering is any less significant than another's.

In a challenging, constantly changing and most undoubtedly uncertain world, we require Authentic Resilience every day just to face ordinary life.

# Unpacking the 10 MYTHS



## Myth #6: Resilient people don't 'do' emotions

It may *appear* that resilient people don't engage with their emotions, but in fact the opposite is true. Particularly when it comes to the harder, more challenging emotions. Writers and researchers tend to refer to 'positive' and 'negative' emotions, but to label them this way is to judge them as good or bad, which may lead to us trying to avoid or suppress feelings. Emotions are simply emotions – varied, complex and paradoxical, yes, and sometimes tough, but they are neither good or bad.

Shutting down or suppressing our emotions, trying to avoid or deny them, is simply not sustainable and can be unhealthy. As Sigmund Freud said, "Unexpressed emotions will never die. They are buried alive and will come forth later in uglier ways."

Authentically Resilient people 'do' emotions. They engage with a full range of them and learn to understand them, and bear them so that they can learn to emotionally regulate. What we can be sure of is that if we don't '*do*' emotions, they are going to '*do*' us!



# Unpacking the 10 MYTHS



## Myth #7: Resilience is just about putting your head down and getting on with it

Yes, there *are* undoubtedly moments when there is no choice but to keep on keeping on, no matter how depleted you may feel; *and yet*, to rely on willpower and grit alone for an extended period of time is not an Authentically Resilient solution. You *will* collapse at some stage because you are human. The most Authentically Resilient of people are that *because* they know when to stop, refuel, renew and how to restore themselves along the way.

Authentically Resilient people understand the importance of looking after themselves even if they don't believe they should be a priority. The Authentically Resilient way is to listen to your needs and attend to your needs, especially during times of difficulty when it is tough to do so.

# Unpacking the 10 MYTHS



## Myth #8: Resilience is simple to acquire

Authentic Resilience is complex and multi-dimensional, there are many facets to it. This is partly what makes it so elusive and hard to pin down. For instance, some of the many factors that go into creating a life that is Authentically Resilient include the ability to face our situation with realistic optimism, to foster perspective at all times, to forge connections with others intentionally and consciously, as well as finding ways to have meaning and purpose in your life no matter what you are facing... and more.

Some aspects come naturally to us while others don't. The interesting thing is that often it is the things we lean away from that require more attention. Authentic Resilience requires intentional effort and daily practice in many areas of your life, which should reward you with a lifetime of thriving.

# Unpacking the 10 MYTHS



## Myth #9: Building resilience is a one-off event

There appears to be a belief of 'once resilient, always resilient'. In fact, Authentic Resilience is something you have to keep working on. It is a daily practice, a bit like going to the gym. On some days and in certain contexts, our levels of resilience will feel higher than others. At other times they will be much lower but this doesn't mean your resilience has disappeared - it simply means your circumstances, your health, your self-care practices and many other aspects of your life are asking you to notice what part of yourself or your life needs addressing.

If your levels of resilience waiver and you have a patch of time where you feel more vulnerable than others, it usually points to a need within you or in your immediate environment that you are not paying attention to or taking care of.

The model will help you identify this.

# Unpacking the 10 MYTHS



## Myth #10: Resilient people appear that way as they simply face fewer problems than others

If you think about the people in your life who you can say are truly resilient, you will most likely point to those who have had their resilience tested to a high degree. Some of the *most* resilient people are those who have experienced severe trauma yet appear to be thriving in the face of adversity. Why is that?

Approximately 50% of people who face severe challenges go on to experience what is known as 'Post-Traumatic Growth'. This growth doesn't happen accidentally; it requires learning the lessons along the way. Consciously seeking growth, meaning and purpose in your life regardless of pain, loss or disappointment in order to rise above your circumstances. Authentically Resilient people choose not to let their circumstances or their narrative define them. Instead, they integrate these and allow them to become part of who they are, thereby finding a way to live a life of thriving rather than merely surviving.



# Creating a model for building Authentic Resilience



We met in 2015 following our own long and extreme experiences of loss and adversity. As both humans and Certified Professional Coaches, we were asked again and again, “How have you coped? How *do* you cope?” Our passion for, and intrigue in, the topic of true resilience and how to teach it to others continued to grow more and more pressing.

Disappointed by what was available to the public on the topic of resilience, we decided to combine forces and form The Resilience Factory to develop a model – a ‘road-map’ – that would help others acquire and deepen the skills needed to develop greater levels of Authentic Resilience.

Our model, **The 10 Rs of Authentic Resilience**, is a grounded-theory model, based on our own experiences, as well as that of many clients, combined with years of reading and research on the topic. It is underpinned by theories found in positive psychology, logotherapy, CBT and more.

– Gabi Lowe and Pippa Shaper

# The 10 Rs of Authentic Resilience



The **10 Rs of Authentic Resilience** is an in-depth powerful proprietary model that can be taught in many different ways, from a 90-minute masterclass overview, to workshops (both in-person or online) or as a self-study course complete with 12 modules, interactive workbooks and nine hours of video coaching.

Reach out to The Resilience Factory to find out more. [info@theresiliencefactory.com](mailto:info@theresiliencefactory.com)



# The BrandMapp collaboration



In early 2021, The Resilience Factory approached **WhyFive Insights** to see if it was possible to include an Authentic Resilience metric in the annual **BrandMapp** Survey with the intention of quantifying and validating the theory.



# BrandMapp

is the largest independent, landscape study of middle-class-and-up South Africa, representing the **12 million economically active South African adults** who live in households earning in excess of R10 000 per month, with access to the internet.

Built on **nine years of annual online surveys**, the 2021 data offers our largest sample ever. More than **33 000 respondents** took part in a survey, which includes more than **227 measures, 1 250 brand filters and 350 media filters**.

It is a data set that provides marketers and brand owners with unique insight into the needs, perceptions and behaviour of their customers and competitors' customers.

In short, **BrandMapp** offers an **infinitely customisable view** of the consumer landscape.



# BrandMapp 2021: What's in the data?



162

Categories



227

Measures



1,160

Brands



348

Media Brands



33,389

Respondents



## Life Stage

- Demographics
- Income
- SEM's
- Employment
- Business sector
- Industry
- Job attitude
- Sideline activities
- Property ownership



## Lifestyle

- Living status
- Pet ownership
- Interests & hobbies
- Sports
- Gym club membership
- Live events attended



## Mind State

- Next year aspirations
- Worries
- Level of optimism
- Personality traits
- CSI: perceptions
- Causes that matter
- What matters most
- Resilience measures
- Happiness rating



## Financials

- Attitude and dependency
- Credit & Debt
- Banking
- Investments
- Insurance
- Medical cover
- Switching
- Considering



## Loyalty

- Program usage
- Drivers and detractors
- Benefits enjoyed
- Channels
- Most valued
- Most influenced by



## Travel

- Travel intentions
- Air travel
- Car hire
- Accommodation
- Planned destinations
- Travel app usage
- Mode of travel



## Automotive

- Purchase channel
- Cars owned
- Price of next car
- Views on electric cars
- Car statements
- Other vehicles



## Eating & Drinking

- Dietary supplements
- Delivery meals
- Consumption habits
- Restaurants
- Fast food
- Confectionary
- Coffee
- Non-alcoholic drinks
- Alcoholic beverages
- Wine & MCC



## Shopping

- Attitudes
- Purchase triggers
- Groceries
- Fuel Stops
- Clothing
- Shoe stores
- Eyewear
- Books
- Toys and games
- Appliances & homeware
- Health and pharmaceutical
- Liquor stores
- Hardware & DIY
- Outdoor & sport
- Electronic brands



## Mobile + Internet

- Connectivity
- Mobile phones
- Network
- Network spend
- Laptops & tablets
- Online habits
- Online activities
- Online shopping
- Payment apps
- Social media
- Streaming media
- Podcasts
- Email newsletters



## Media

- Most trusted
- Most effective ads
- News sites used
- Special interest sites



## Print Media

- Newspapers
- Community news
- Magazines
- Behaviour
- Titles by category



## Radio + Television

- Music type
- Frequency
- Time of day
- Streaming
- Regional stations
- National stations
- TV channels
- DSTV package & programs
- Sports watched

We converted the 10 Rs into defined statements, which we included as a psychographic question in BrandMapp 2021:

*Q: In general, which of these personal statements are TRUE for you?*

THE  
RESILIENCE  
FACTORY

- Reality = I don't like it when others question my beliefs
- Reach-in = I don't like to talk about my feelings and emotions
- Response-ability = I'm pretty calm in a crisis
- Reach-out = I ask for help when I need it
- Robust revolutionary thinking = People come to me for support and advice
- Relentlessness = I don't like it when things change
- Reflection = I regularly meditate, pray or spend quiet time on my own
- Renewal = I would see a therapist or life coach if I needed to
- Ratio = I sometimes feel that life is not worth living
- Recalibrate = I find it difficult to recover when bad things happen to me

# The result is a simple 10-point scale aka an Authentic Resilience metric

THE  
RESILIENCE  
FACTORY

- I don't like it when others question my beliefs
- + I don't like to talk about my feelings and emotions
- I'm pretty calm in a crisis
- I ask for help when I need it
- + People come to me for support and advice
- + I don't like it when things change
- + I regularly meditate, pray or spend quiet time on my own
- I would see a therapist or life coach if I needed to
- I sometimes feel that life is not worth living
- + I find it difficult to recover when bad things happen to me

## Resilience Index



Five positive statements



Five negative statements



Score out of 10



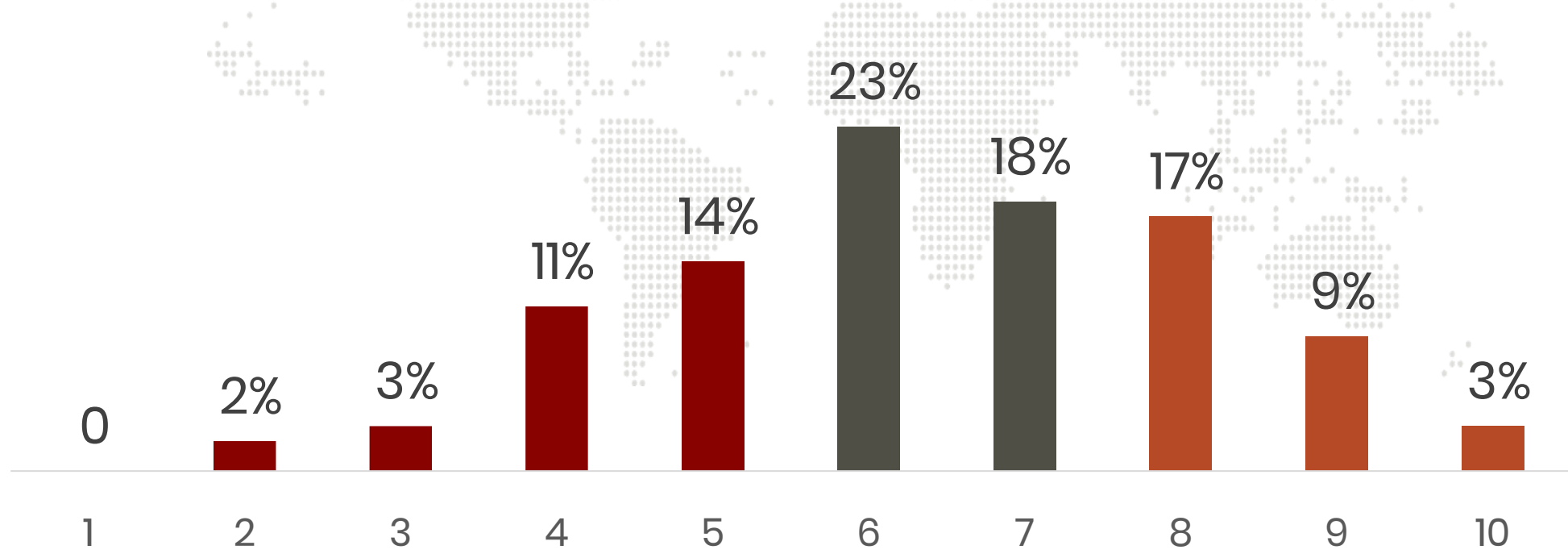
‘From an analytical perspective, we were hoping for a definitive ‘shape’ in the data. If it was mere madness, there would be no pattern; if there was method in the madness, it would be instantly recognisable as a normal distribution: a ‘fat middle’ with decreasing cohorts on the extremes, as is typical in the study of human behaviour...’

- Brandon de Kock, director of storytelling, WhyFive



And voila! The total result reveled a classic bell curve distribution for resilience based on a national sample of 33 369 respondents. To simplify the visualisation of the results, we saw a natural segmentation with three supergroups: 1-5 are Low Resilience respondents (about 30%), 6-7 Average Resilience respondents (40%) and 8-10 High Resilience respondents (30%)

### Resilience score category





# Creating a model for building Authentic Resilience

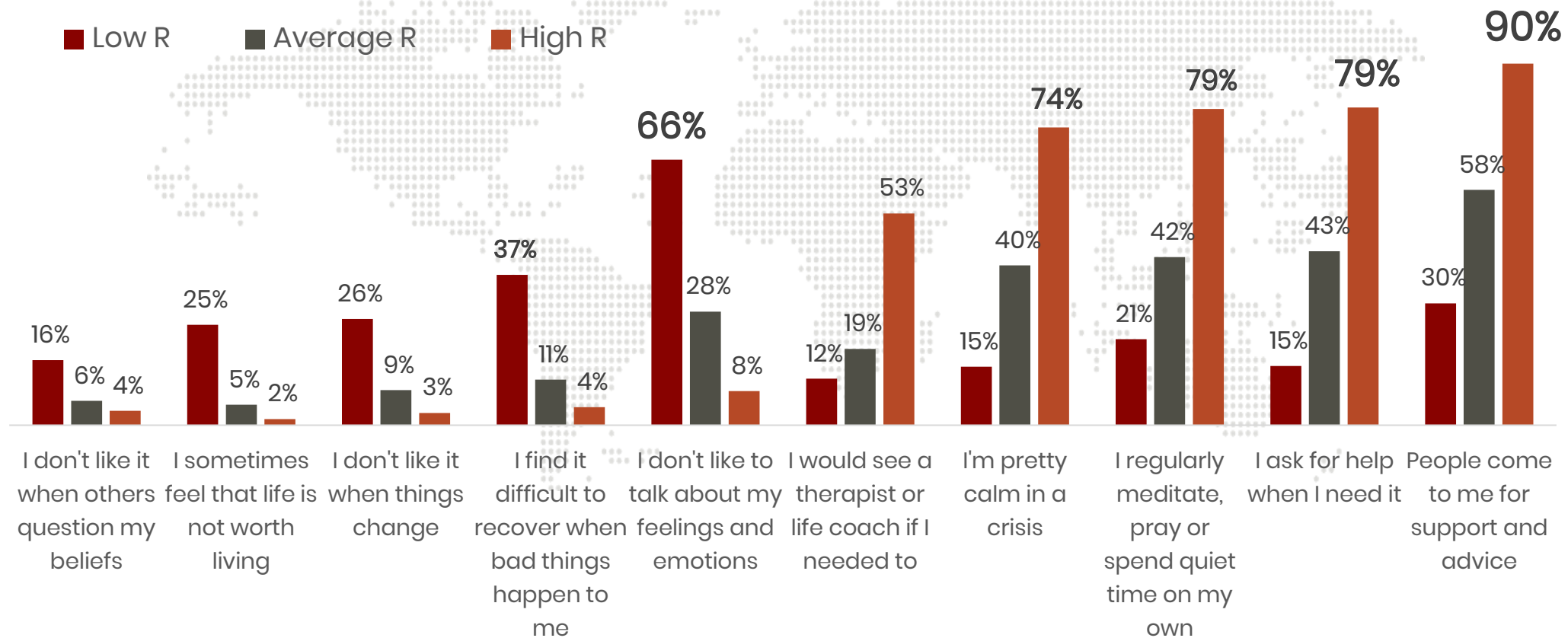


Having watched how our model, **The 10 Rs of Authentic Resilience**, impacted thousands of peoples' lives over the past five years, we were fascinated to see if the research would validate our work. Would we have a classic bell curve that proved our theories or would we be surprised at what we saw? We were determined to stay open to what the research showed us, and boy, is it fascinating!

Yes, the BrandMapp research study delivered a classic bell curve: validation that the model works and is on point. And it also revealed some hidden gems. Namely that the three Rs in our model that people resist the most in our workshops and courses – REACH-IN (R no. 2); REACH-OUT (R no. 4); and REFLECTION (R no. 7) – are precisely the practices that make highly resilient people exactly that – highly resilient! Stay with us, let's unpack this a little further...

# A blueprint for resilience!

## Psychographics; 042: Resilience statements



# A blueprint for resilience



According to the findings in the research, the 'blueprint' for Authentic Resilience becomes astoundingly clear.

## **The Low Resilience group**

is defined by the rigidity that comes with the following statements:

- 1) 'I don't like to be questioned' – indicates a rigidity of perspective that shows a lack of ability to face reality exactly as it is (not as we want it to be), and to develop a realistically optimistic lens on the world- all skills we teach in R no. 1 – REALITY , as well as having a flexible mindset.
- 2) 'I sometimes find that life is not worth living' – could either indicate depression and disconnect (requiring therapeutic input) OR that they have yet to learn the skills of the R no. 9 – RATIO – which teaches the advantages of perspective, purpose and meaning, gratitude, self-compassion and humour.
- 3) 'I don't like it when things change' – indicating rigidity and resistance rather than the paradoxical complexities of needing both flexibility and adaptability as well as grit, perseverance and acceptance, which are some of the essential skills developed, unpacked and taught in R no. 6 – The RELENTLESSNESS of change.

# A blueprint for resilience



And surprisingly,

## **The Low Resilience group**

is MOST defined by the following statements:

4) 'I find it hard to recover when bad things happen' – which again indicates both a lack of flexibility as well as a need to learn to emotionally regulate and develop the emotional intelligence skills and tools shared in R no. 3 – RESPONSE-ABILITY.

**AND the big one ...**

5) 'I don't like to talk about my feelings and emotions' – we at The Resilience Factory have been stressing this for years and now it has been backed up by the data. The fact is that building the capacity to face, bear, deal with, process *and* talk about difficult emotions – to REACH-IN (R no. 2) – is exactly what builds a greater level of Authentic Resilience. If you avoid learning this skill, you guarantee yourself a place in the Low Resilience group.

# A blueprint for resilience



## The Average Resilience group

is MOST defined by the following statements:

- 1) Interestingly enough, in the **Average Resilience group** (28%) also ticked 'I don't like to talk about my feelings and emotions'; however, a further 19% of those *also* ticked 'I would see a therapist or life-coach if I needed to', indicating far *less* resistance to unpacking difficult emotions when necessary and prioritising self-care, which is taught in R no. 8 – RENEWAL.
- 2) The statements that appeared to build their resilience levels were 'I'm pretty calm in a crisis' indicating the ability to emotionally regulate, which is taught in R no. 3 – RESPONSE-ABILITY, as well as acceptance, grit, flexibility and perspective.
- 3) In addition to 'I regularly meditate, pray or spend quiet time on my own', fascinatingly, this ability that we discuss and teach in R no. 7 – REFLECTION – shows up as a crucial skill in both average and high resilience groups. It makes perfect sense ... finding resourcefulness within builds Authentic Resilience, and the best way to access your inner resources is during quiet reflection time spent alone.



# A blueprint for resilience



## The High Resilience group

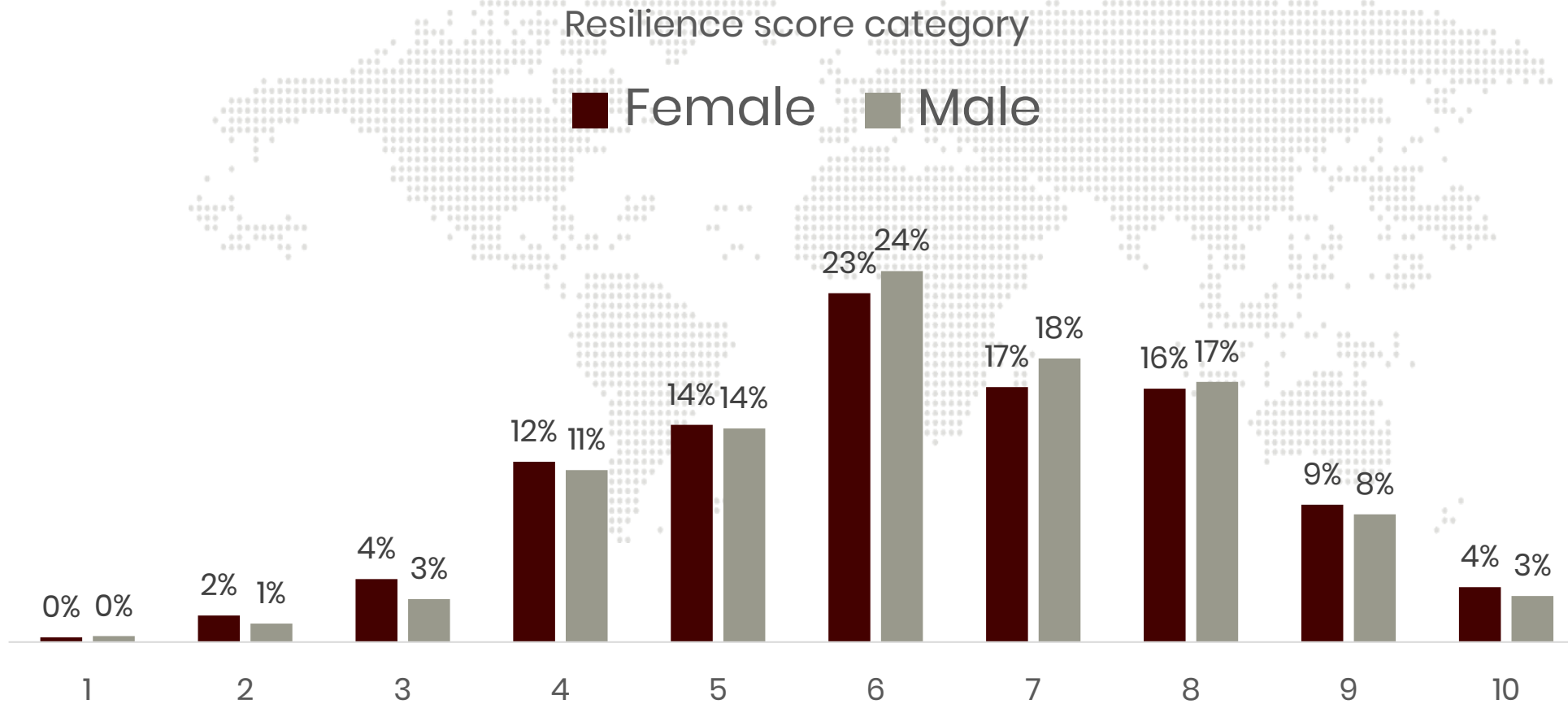
is MOST defined by the following four statements. In other words, these are four crucial Rs for developing higher levels of Authentic Resilience:

- 1) 'I'm pretty calm in a crisis' – indicating high EQ and the ability to emotionally regulate, which are skills taught in R no. 3 – RESPONSE-ABILITY.
- 2) 'I regularly meditate, pray or spend quiet time on my own' – showing that R no. 7 – REFLECTION – is a crucial skill needed for higher levels of Authentic Resilience. As we mentioned previously, finding resourcefulness within builds your capacity for Authentic Resilience, and how better to process and access your inner resources than during regular quiet times of reflection, meditation or prayer.
- 3) 'I ask for help when I need it' – often a skill thought to be associated with weakness is exactly the opposite. The humility, open-mindedness and courage required to ask for help builds and develops greater levels of Authentic Resilience – as does giving back.
- 4) 'People come to me for support and advice' – appears to be the highest indicator of Authentic Resilience ... as it should be. If you are able to offer and give support on a regular basis, then you've clearly got your stuff together enough to demonstrate high levels of Authentic Resilience!

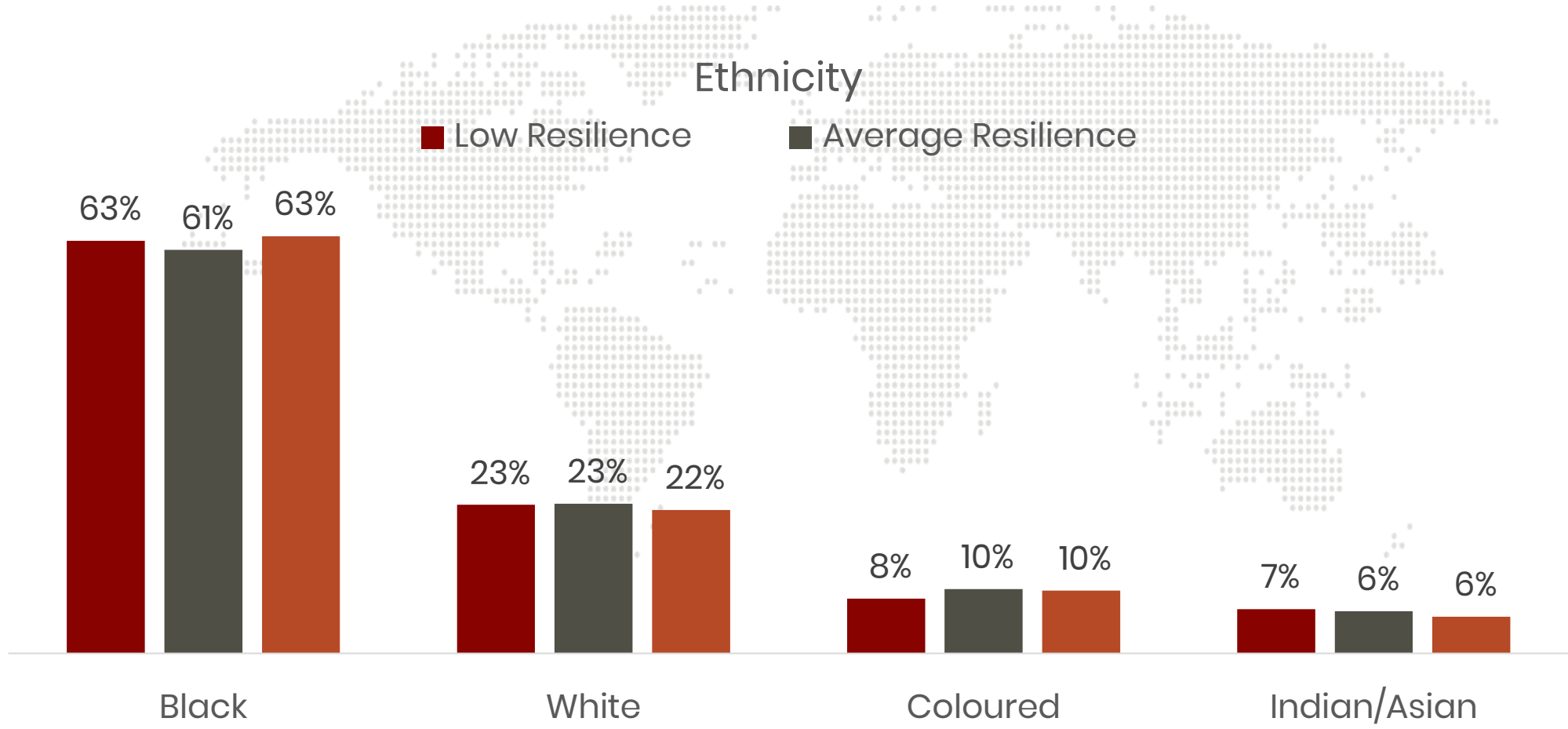


**The landscape**  
what can we state  
with certainty about  
resilient people?

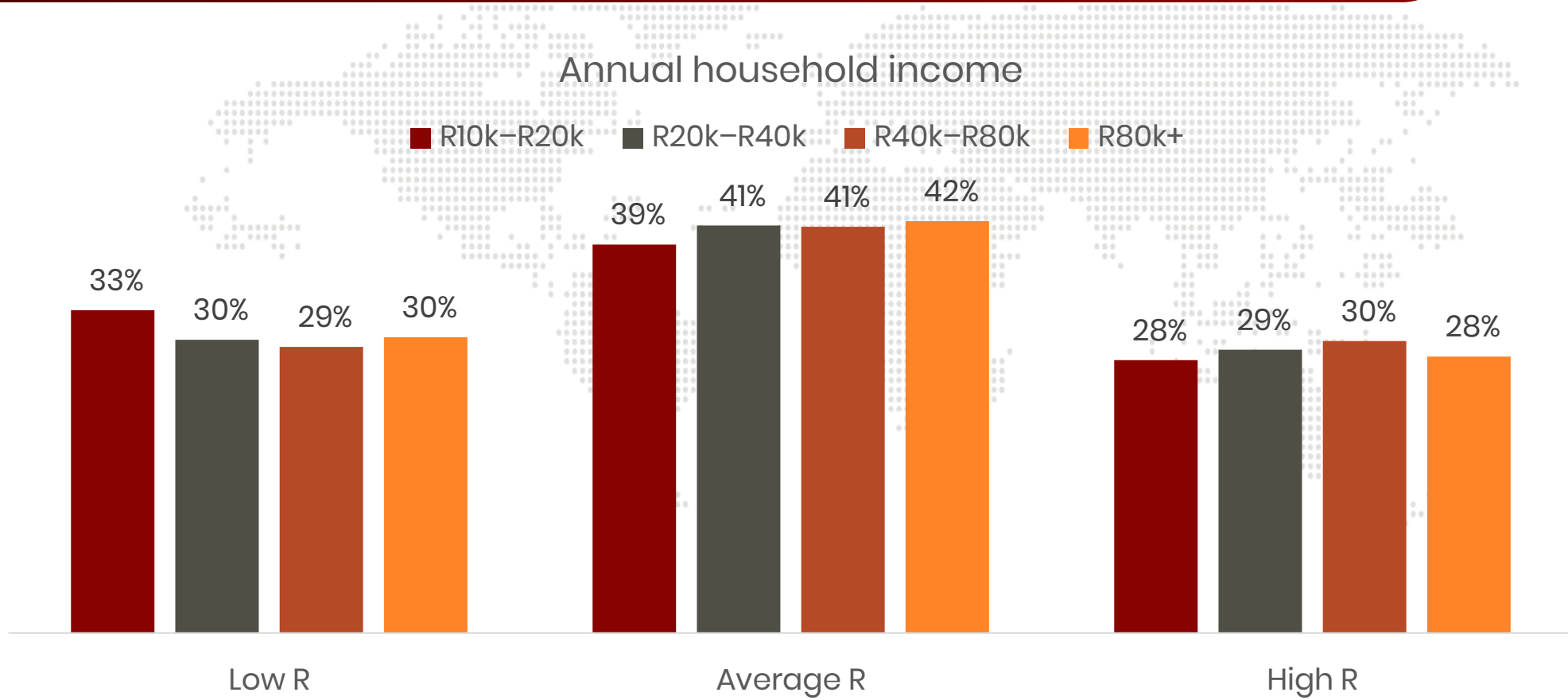
# Gender is **not** a significant factor in resilience



# There is no correlation between ethnicity and higher levels of resilience

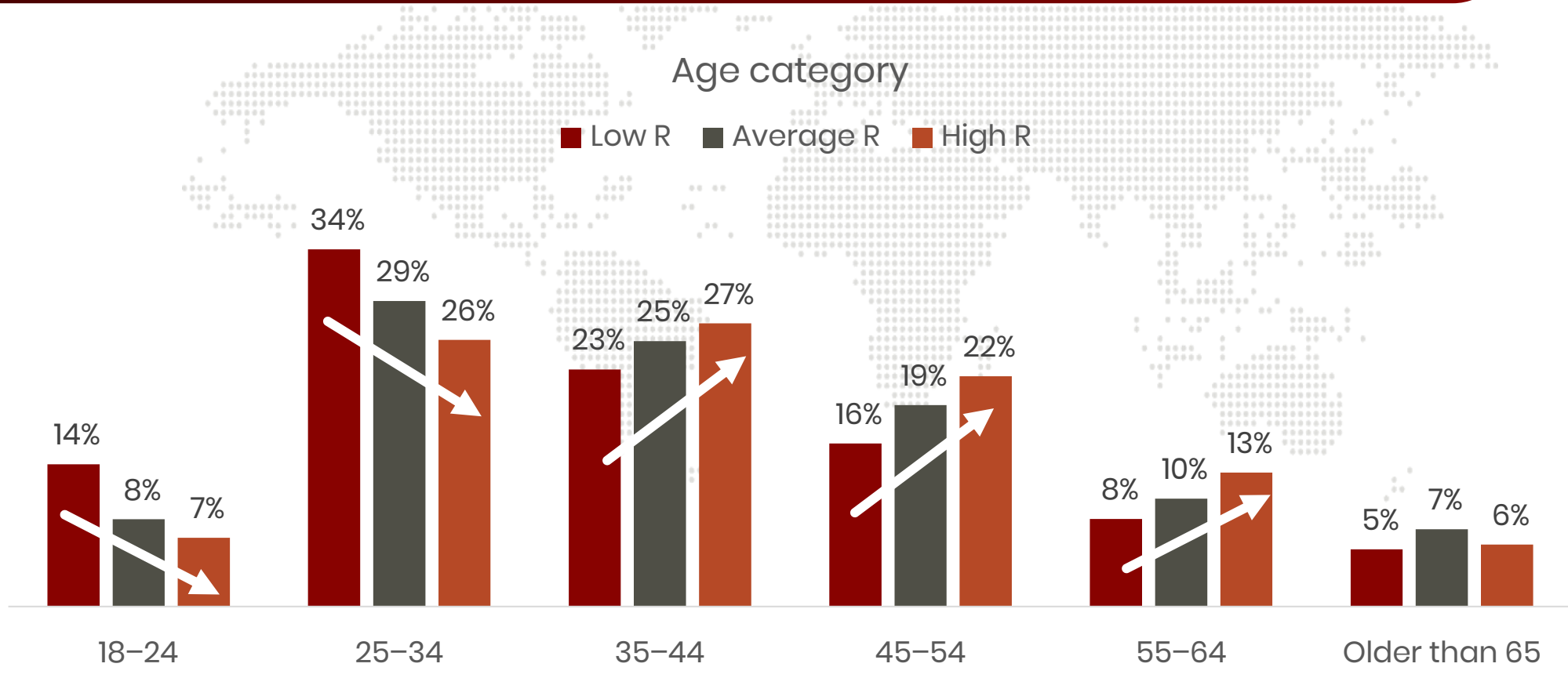


# There is also less correlation between income and higher levels of resilience than you may assume





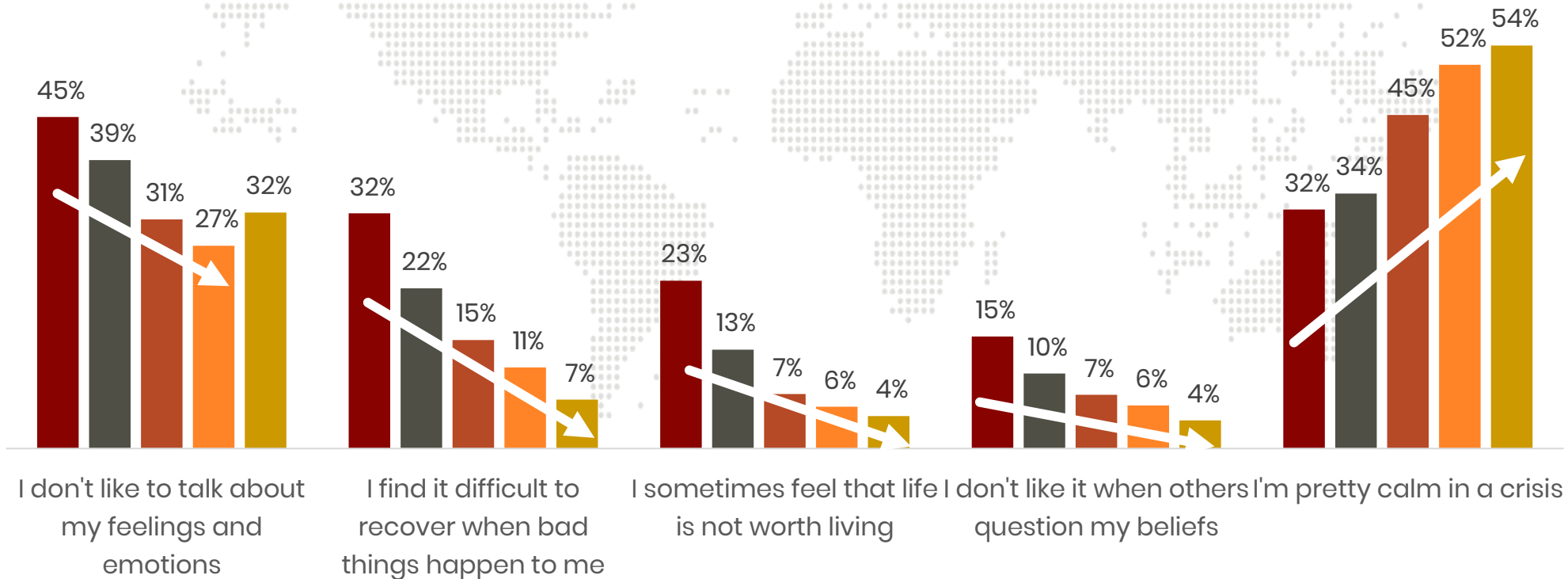
BUT there is an **unequivocal correlation with life stage**: the older you are, the higher your level of resilience is likely to be



# The story is in the ski slopes. When we drill down to specific metrics, the drivers of low resilience levels reveal themselves

### 042 : Resilience Statements

■ Gen Me ■ Millennials ■ Gen X ■ Boomers ■ Silent



# Youth and resilience



## **At The Resilience Factory**

we were not surprised to see that the research shows a definitive correlation between age and Authentic Resilience – for many reasons.

Firstly, we are seeing a massive rise in the amount of anxiety, overwhelm, panic attacks, depression and self-harm in the youth, both in our practices and in the world.

Secondly, naturally it takes deep levels of emotional maturity to deal with uncertainty and unpredictability on an ongoing basis, which do not develop overnight.

Thirdly, the older you are, the more life-experience you have, and therefore you will be better equipped to deal with adversity because the likelihood is you have weathered storms before and worked out how to survive them.

Although it appears that resilience develops with age, we also believe it is possible to equip young people with the skills they need to become more authentically resilient.



With the segments established and a basic understanding of how demography affects resilience levels, we dived into the data to see what other stories we would find. Importantly, we **cannot claim to have established 'cause and effect' here, but we can claim to have discovered clear correlations.**

For the purposes of this report and for consistency, then, we have chosen to put resilience first, *but* you could just as well swap the subject and the object around in every instance.



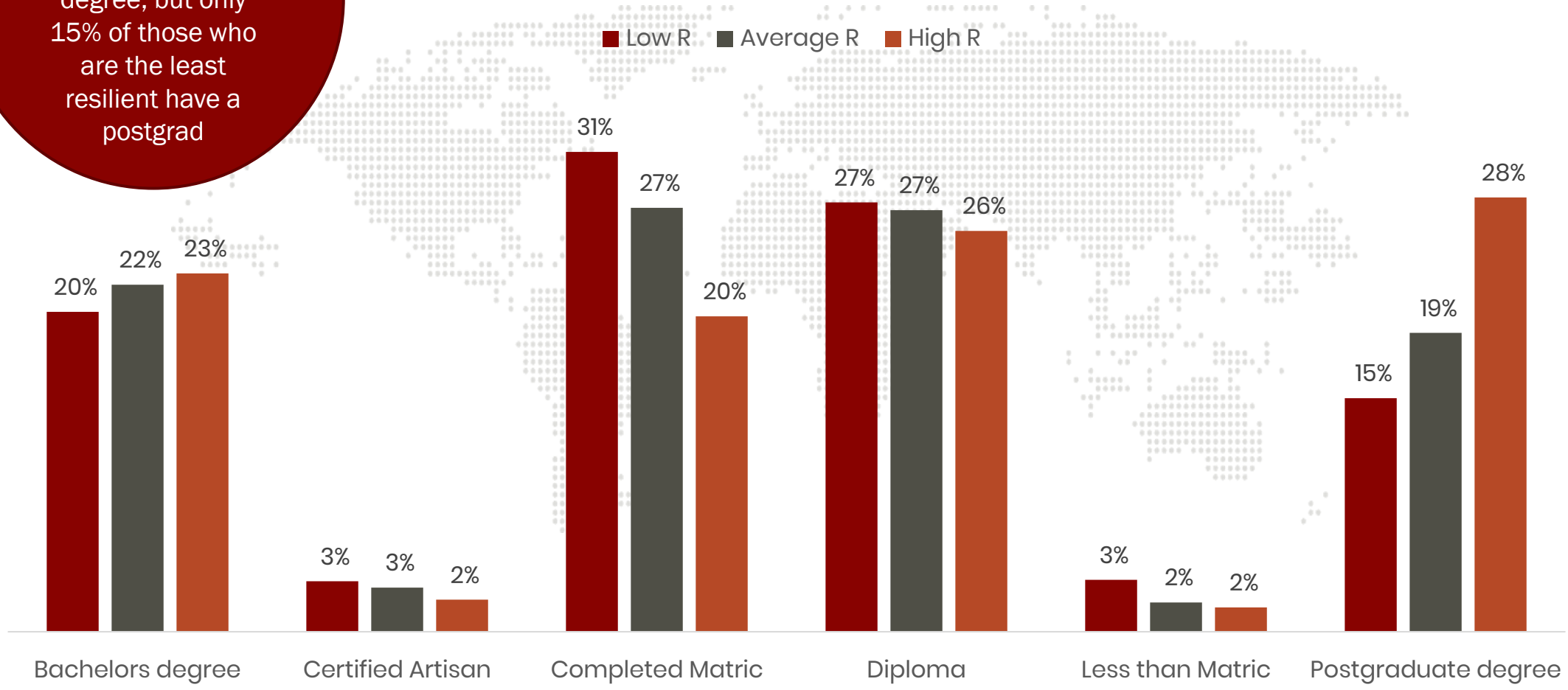
# A resilient lifestyle



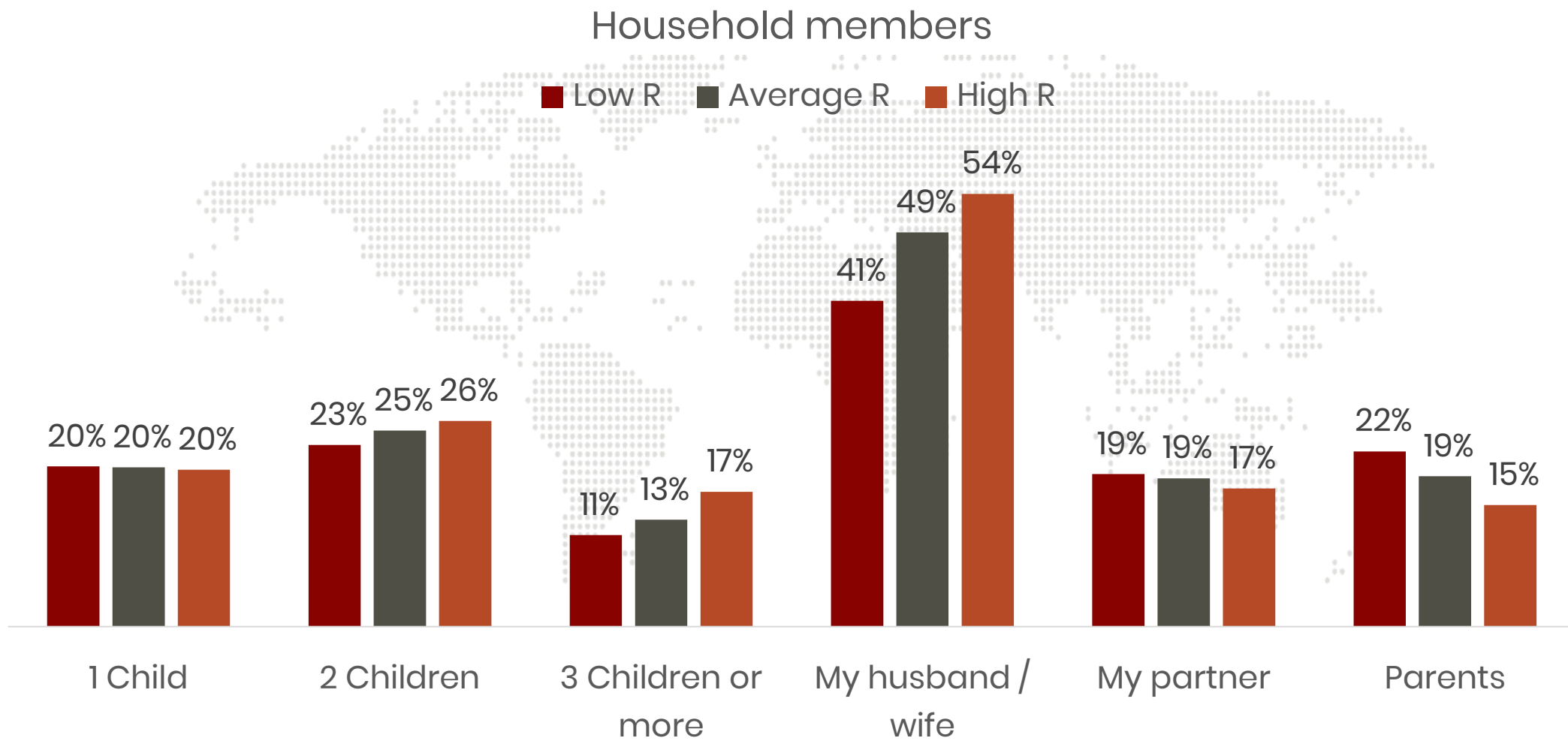
# More resilient people have higher levels of education

We can say that 28% of people who are highly resilient have a postgrad degree, but only 15% of those who are the least resilient have a postgrad

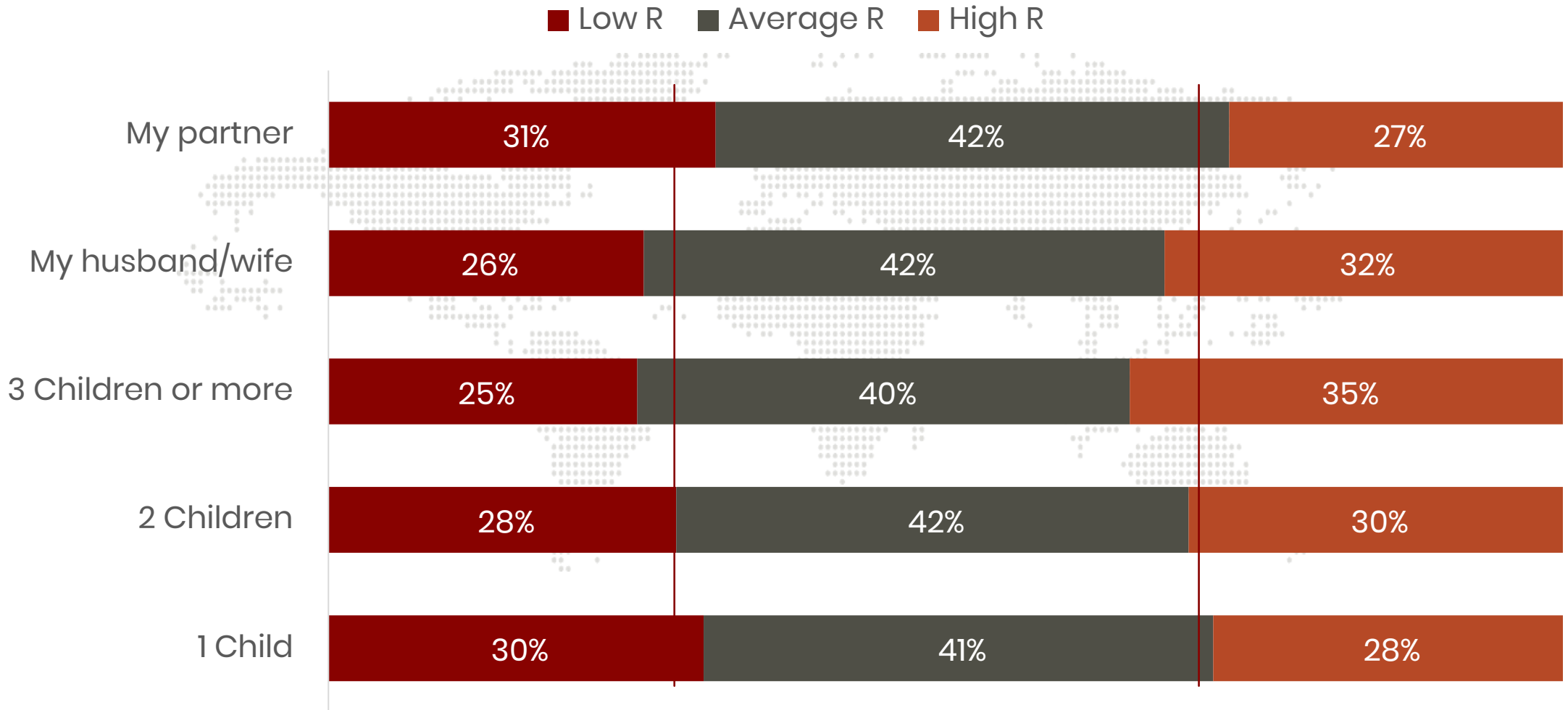
### Highest level of education



# More resilient people have more children, and are more likely to be married

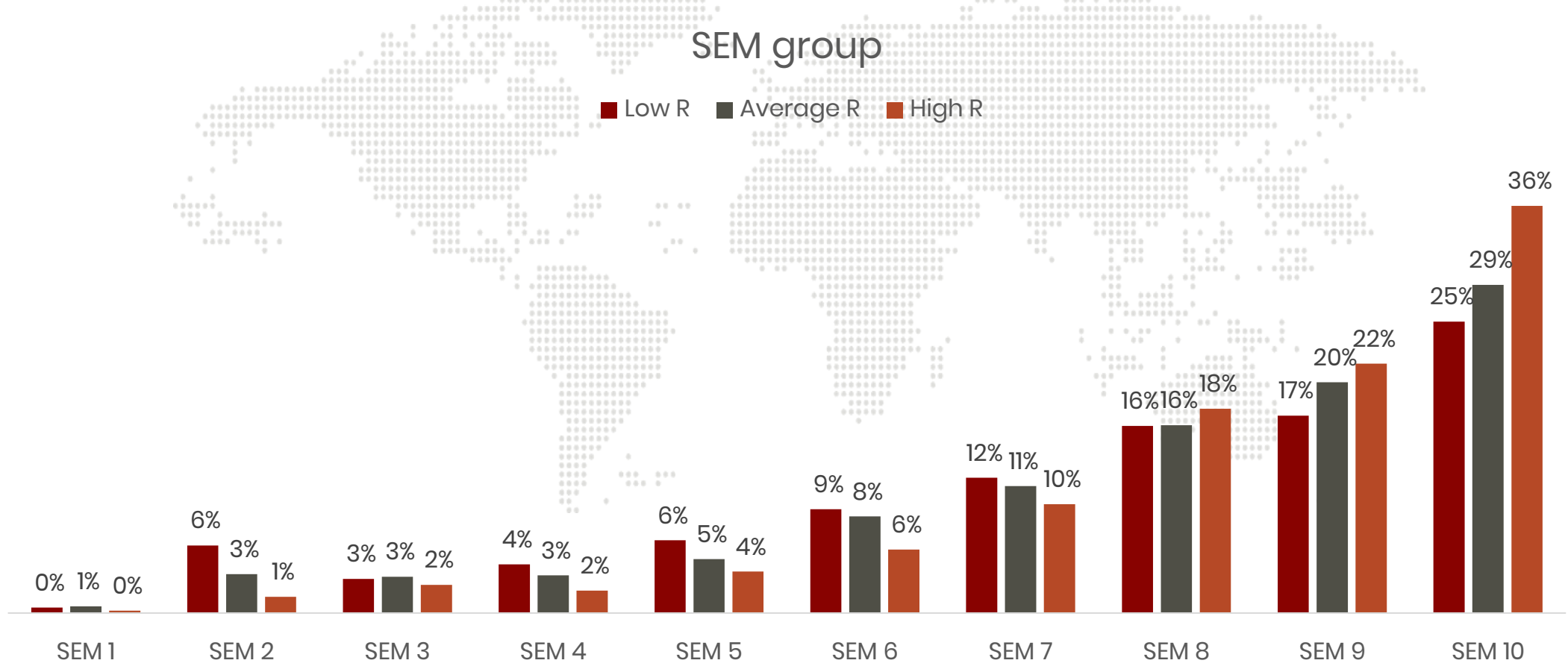


# The highest correlation is between people with 3 or more children and very high levels of resilience

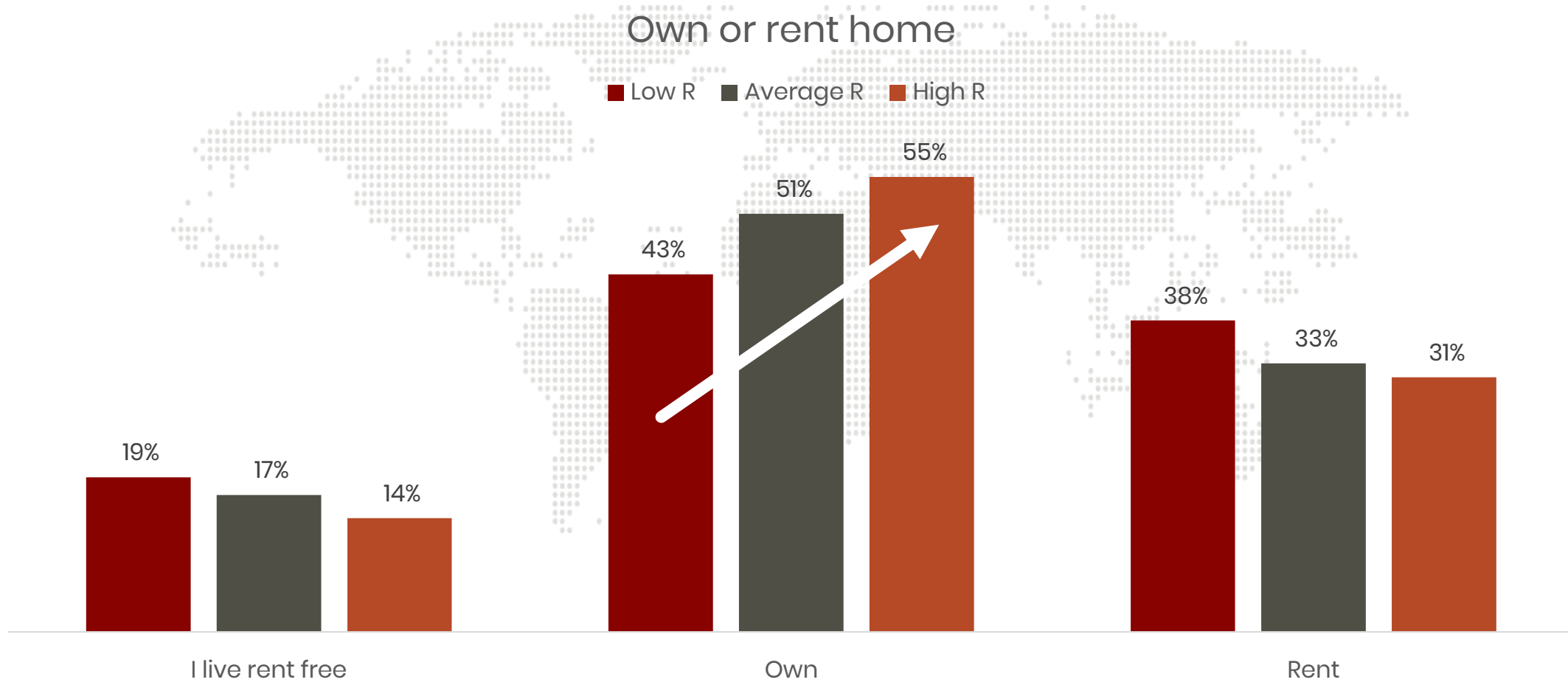


Since SEMs\* measure life stage more than income, it's not surprising that higher levels of resilience correlate with rising SEM status

\*(socio-economic measurement)

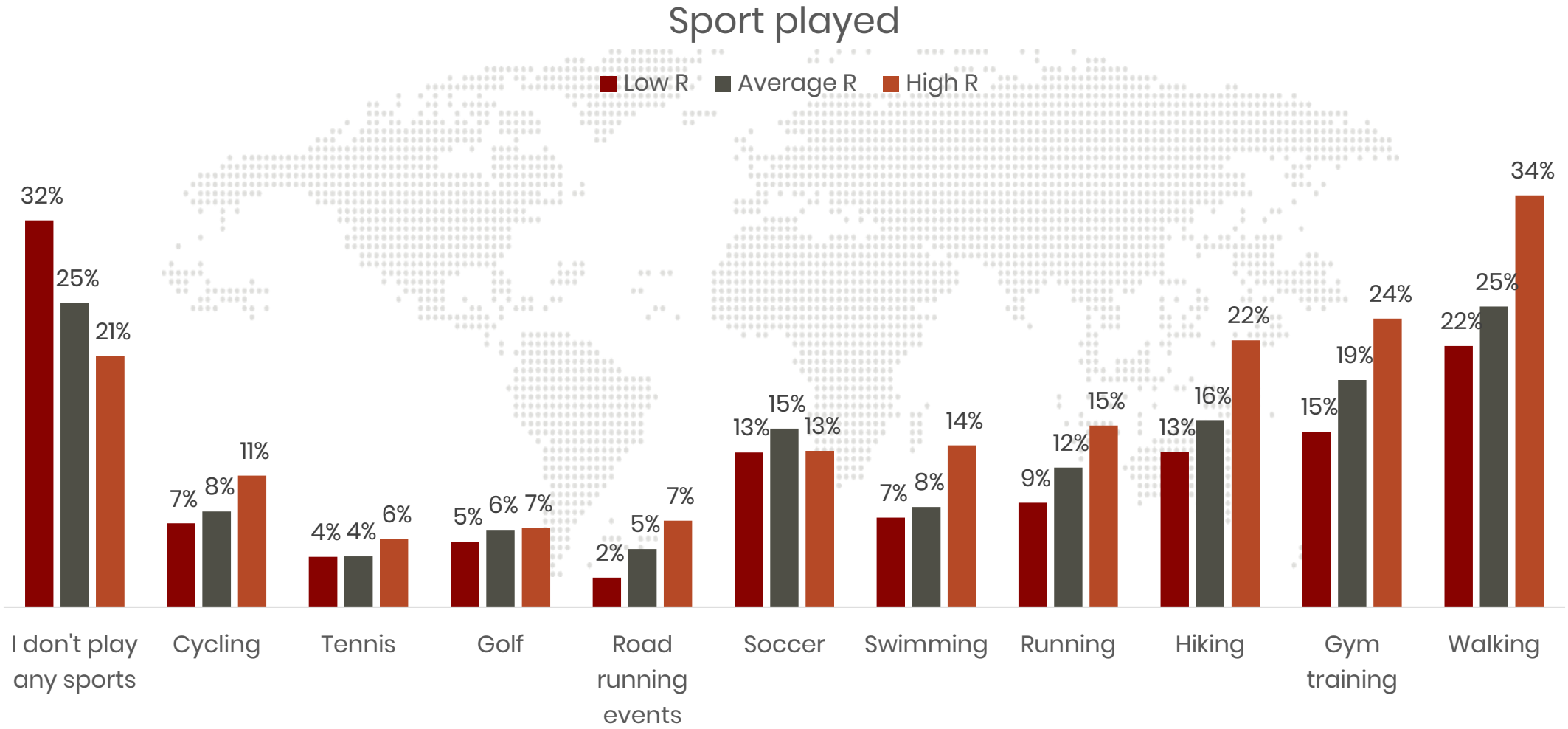


# More resilient people are more likely to own their own homes





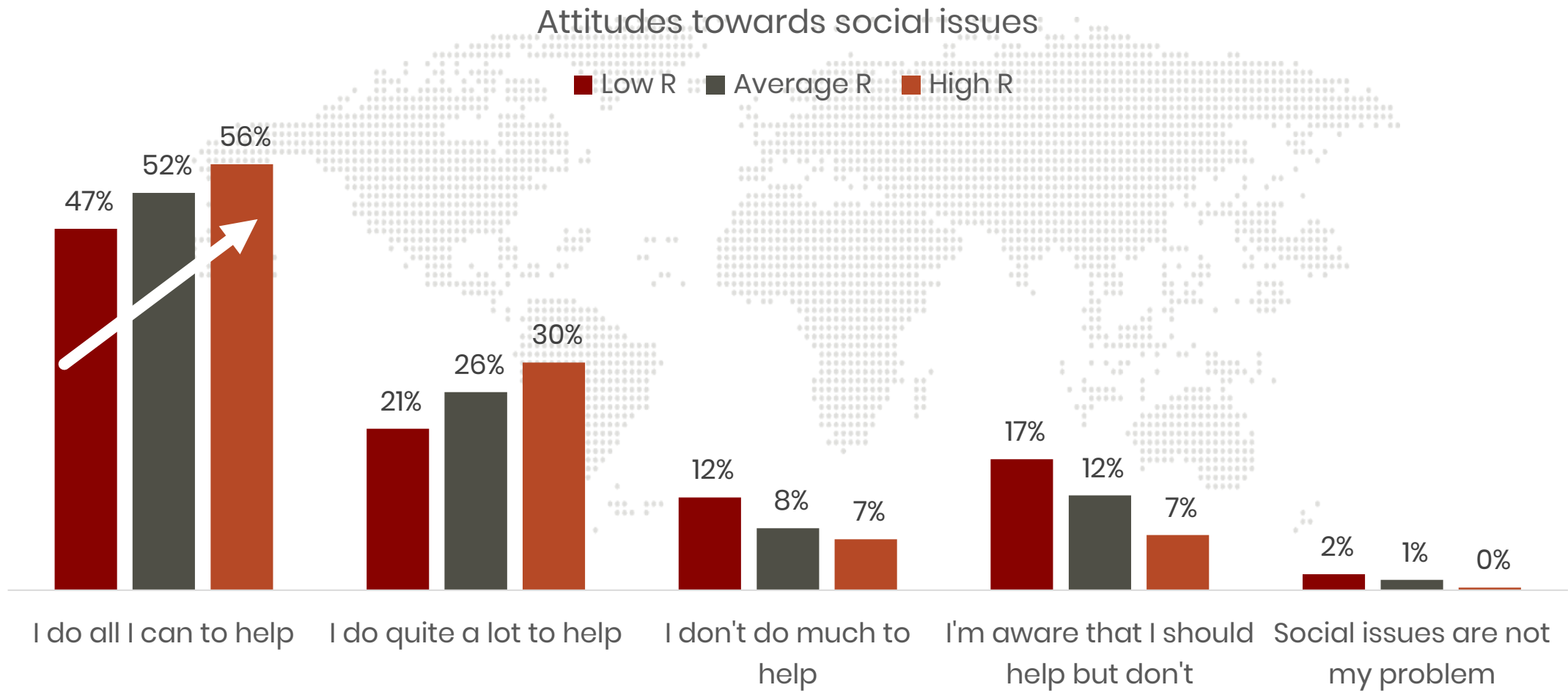
# In general, resilient people are significantly more likely to be physically active



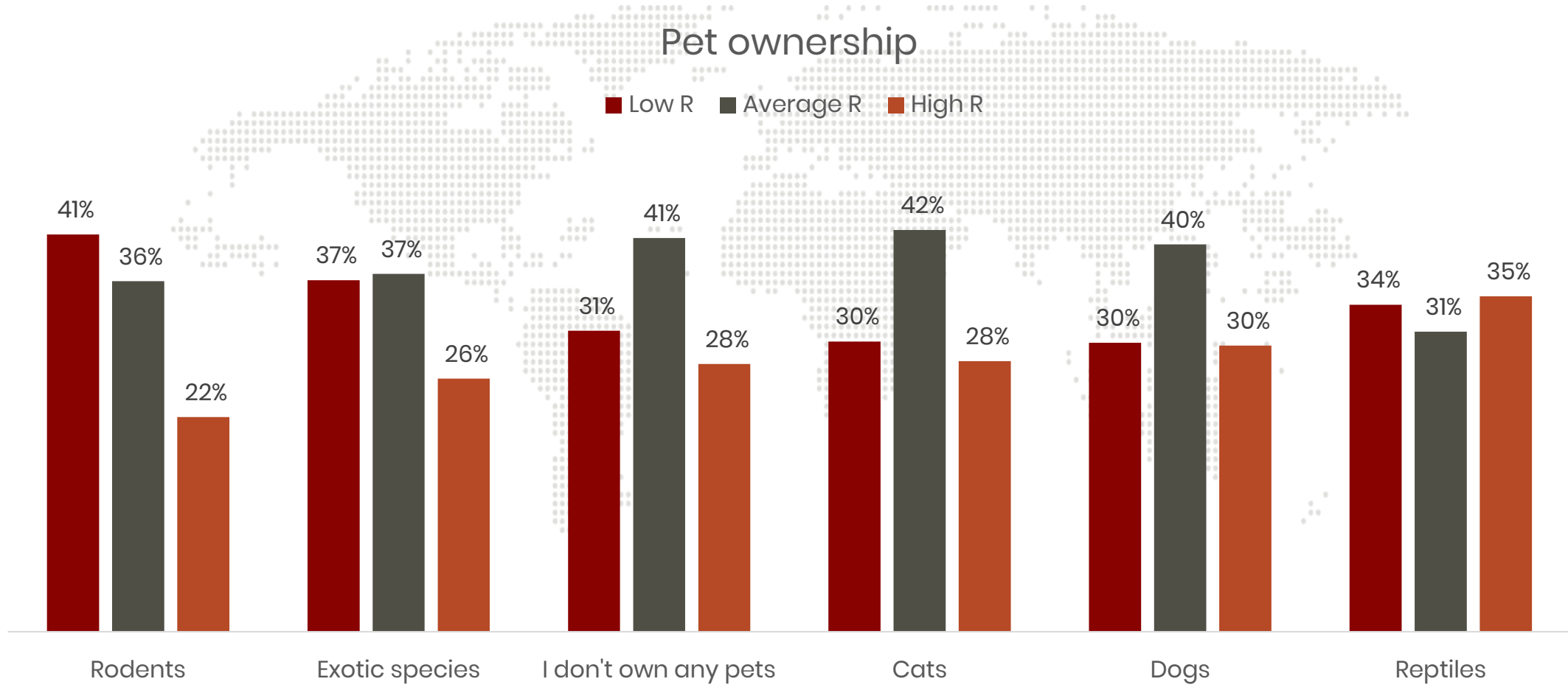
# Highly resilient people are more inclined to do their bit for society

Attitudes towards social issues

■ Low R ■ Average R ■ High R



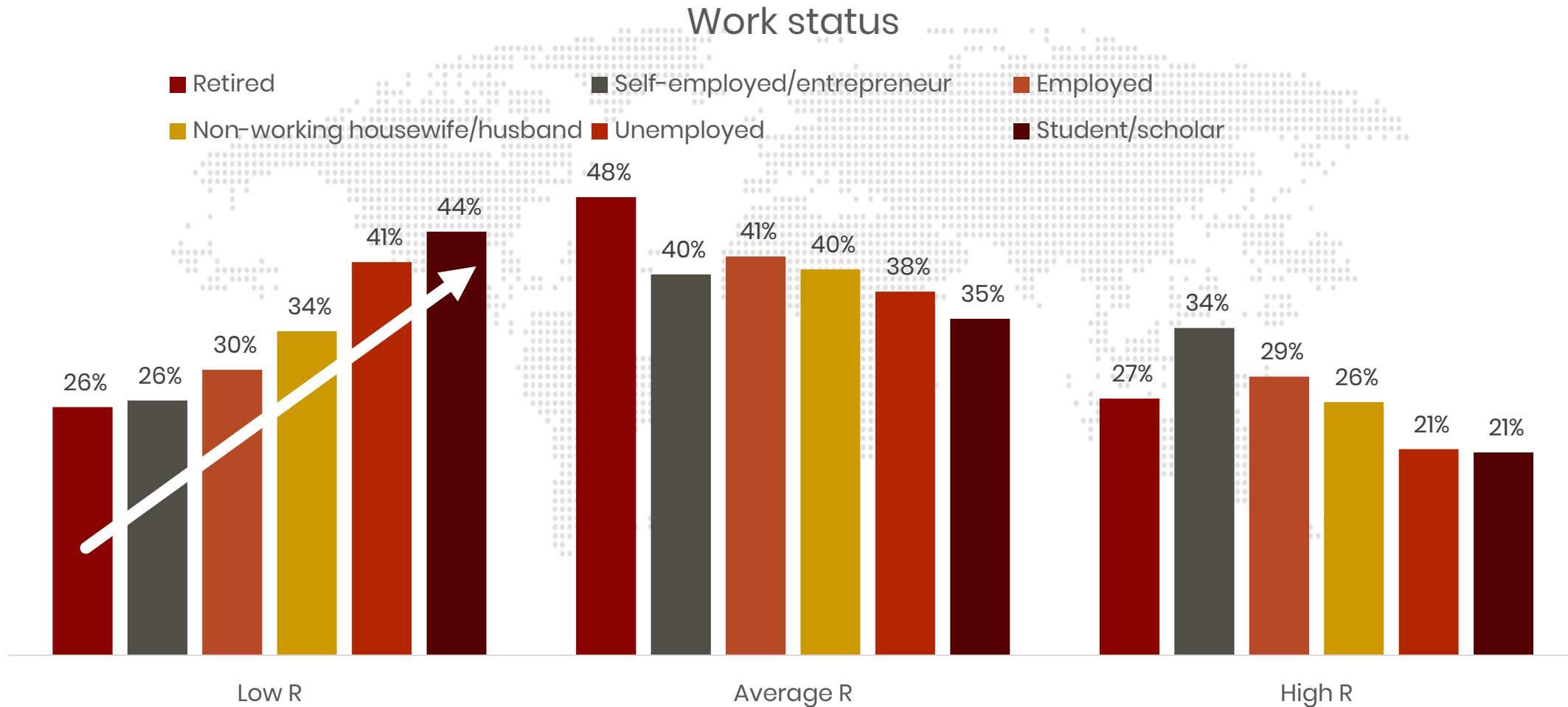
While 'cat and dog' pet ownership alone shows no significant skew in resilience compared with pet-free people, people who own rodents are far more likely to have low levels of resilience, together with exotic species owners. And as for reptile owners, they have the 'flattest' curve of all, so some higher, some lower!





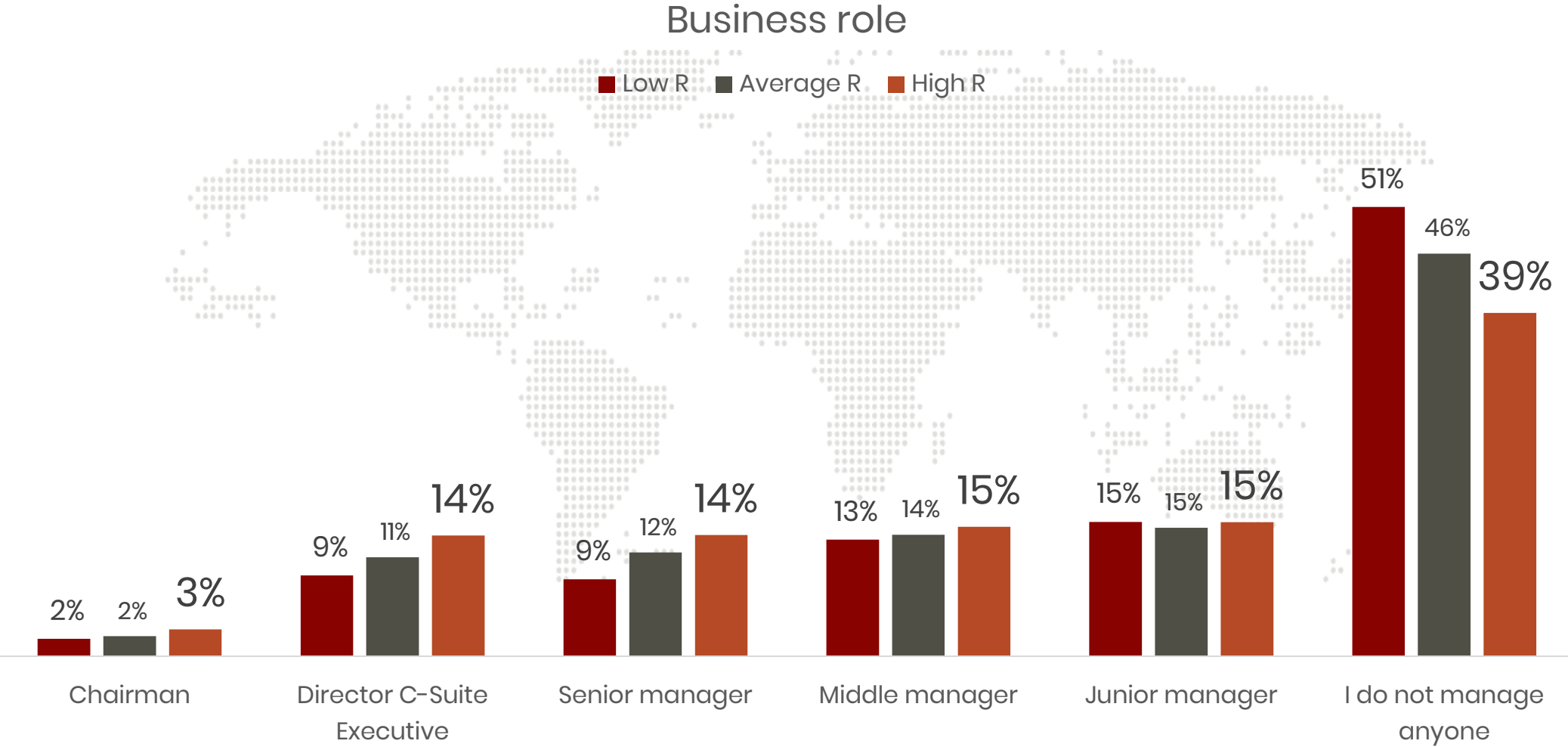
# A resilient work life

More resilient people are more likely to be self-employed, unemployed people and students are more likely to have low resilience and retirees are significantly more likely to be average

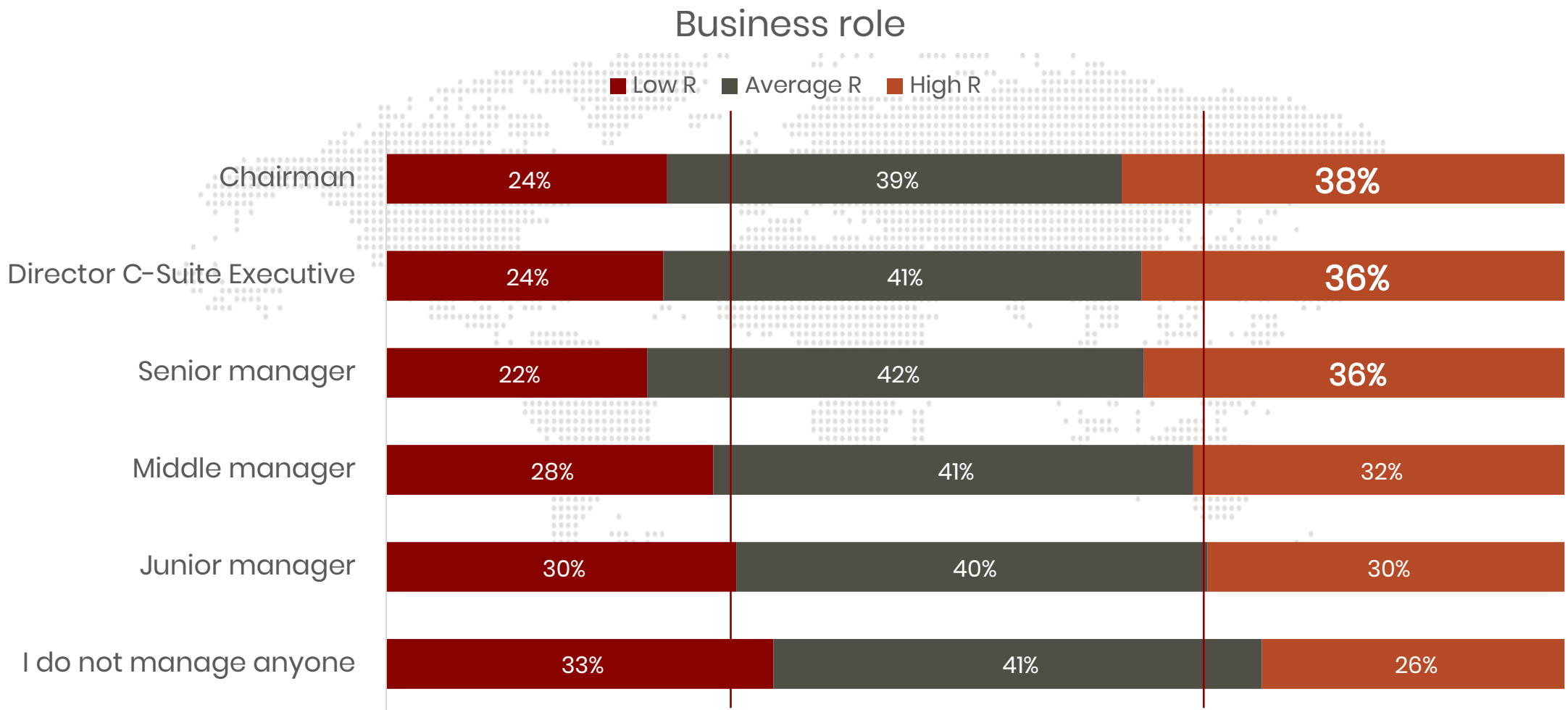




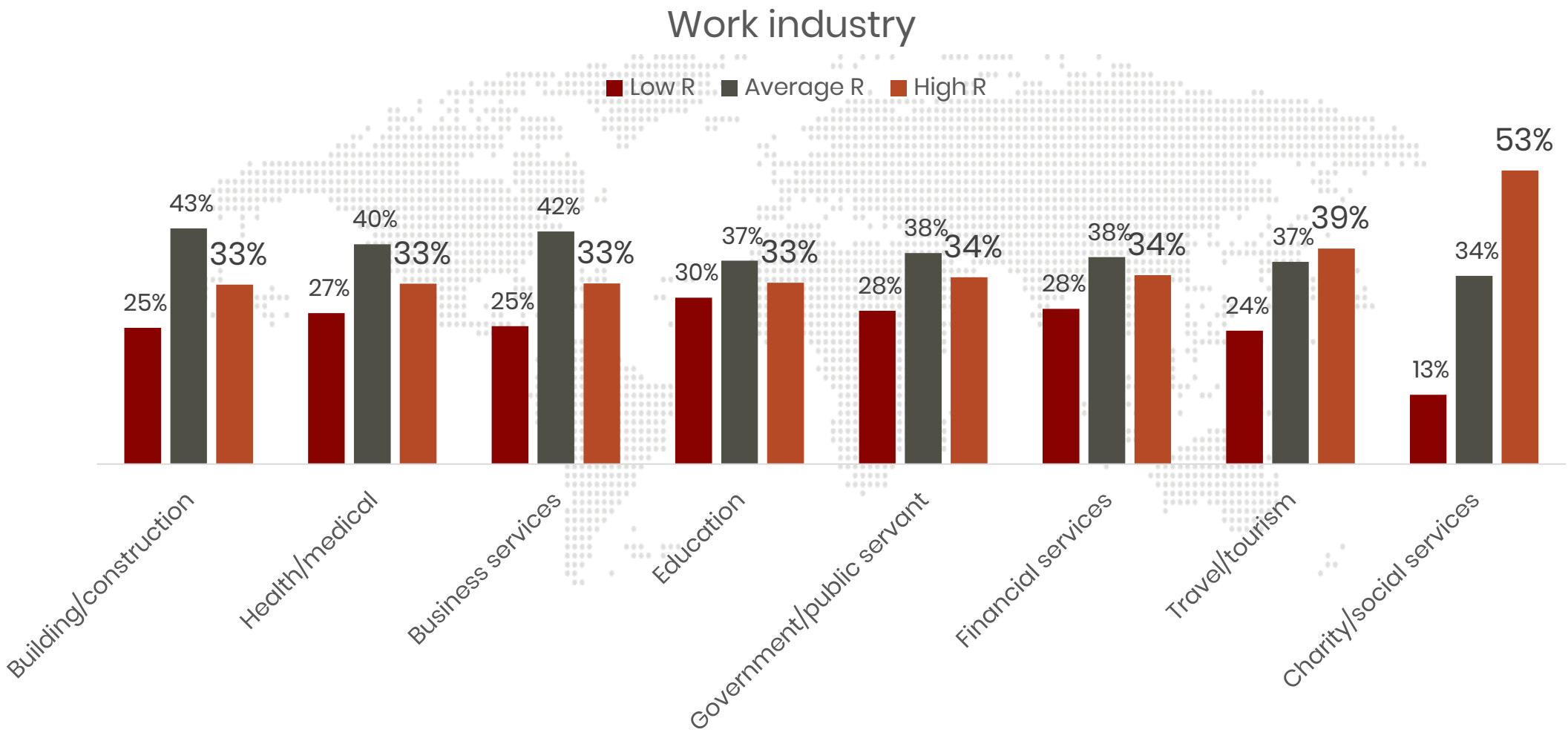
# More resilient people are more likely to be leaders



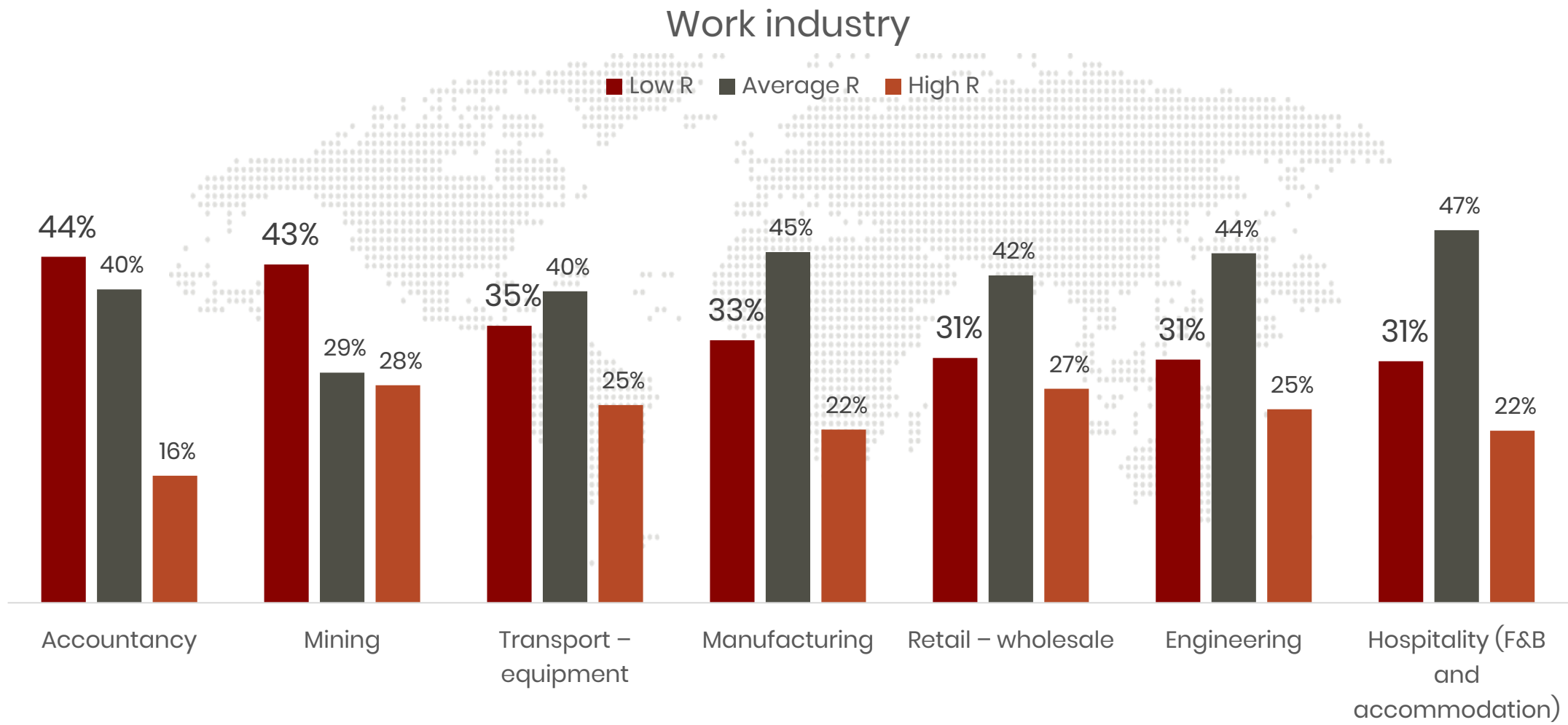
# C-Suites and senior managers are significantly more likely to be highly resilient individuals



# These are the industries that correlate with high levels of resilience

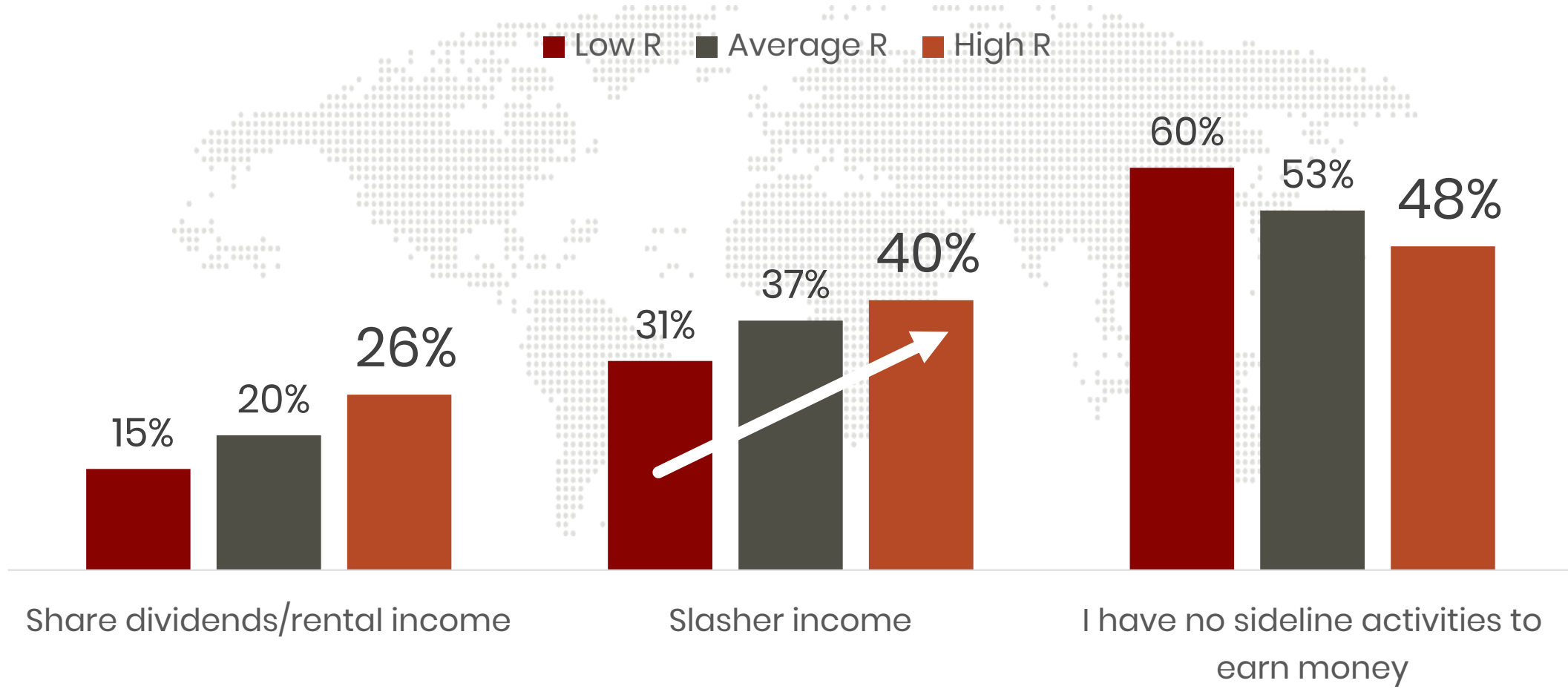


# And these are the industries that correlate with lower levels of resilience



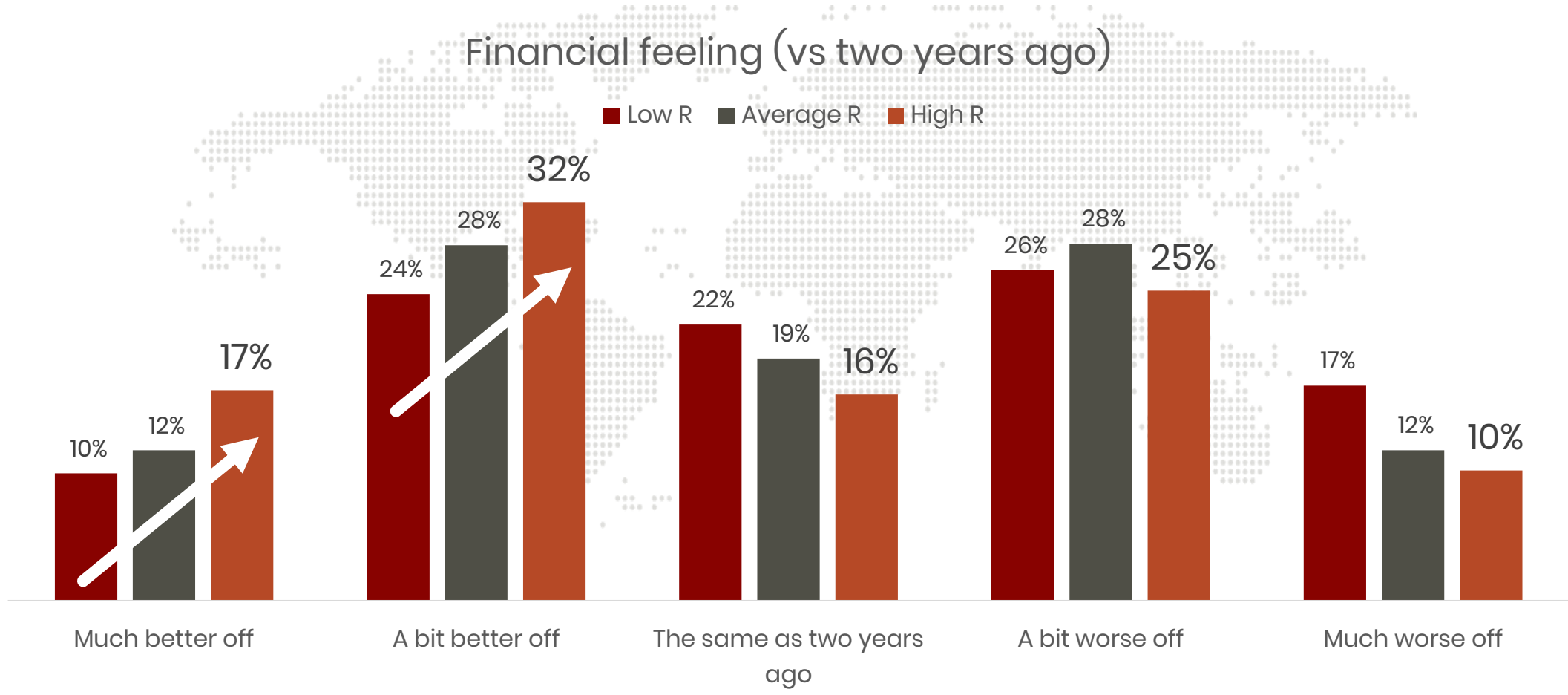
# More resilient people are significantly more likely to have a side-hustle

Sideline activities to earn extra income





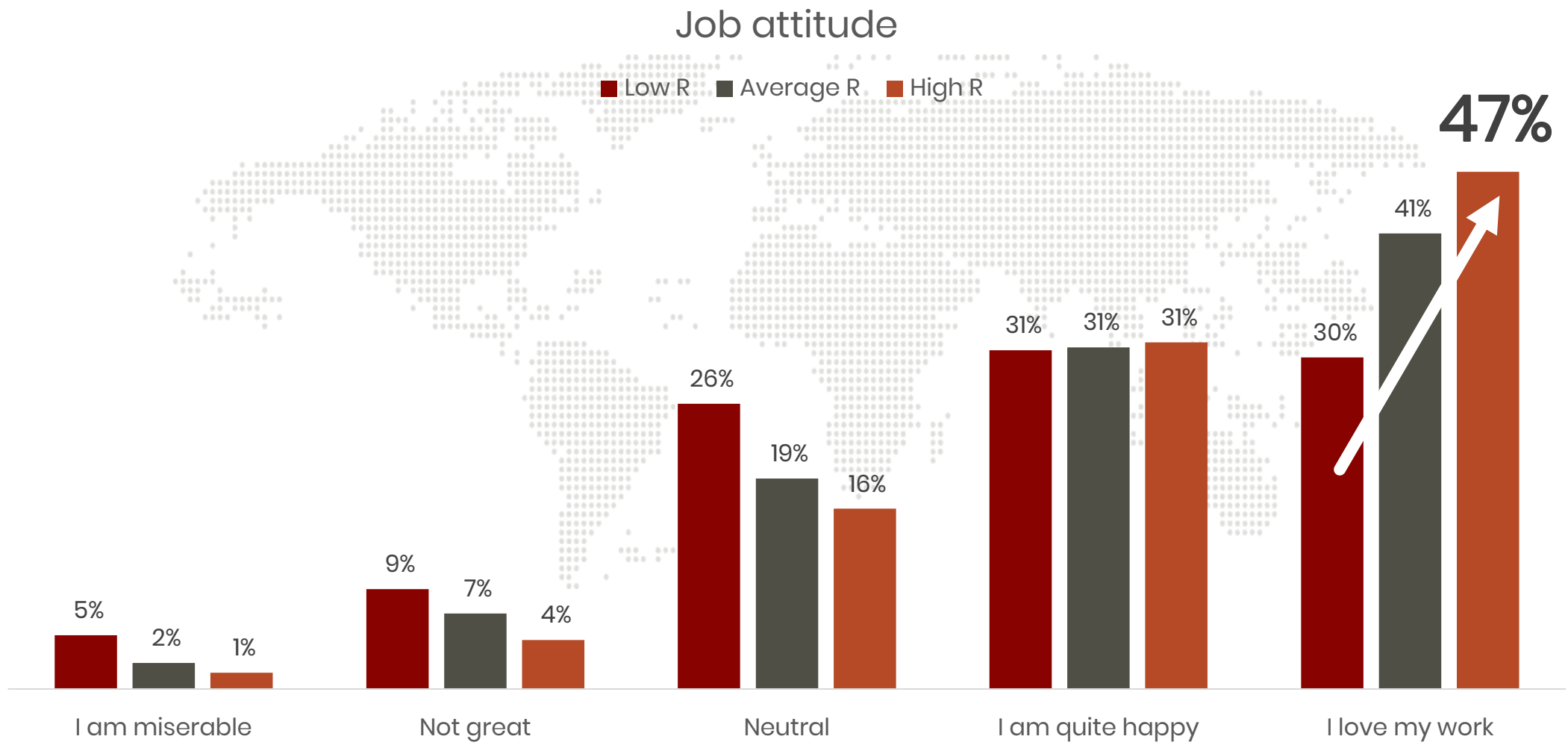
# More resilient people are far more likely to be feeling financially better off than they were two years ago



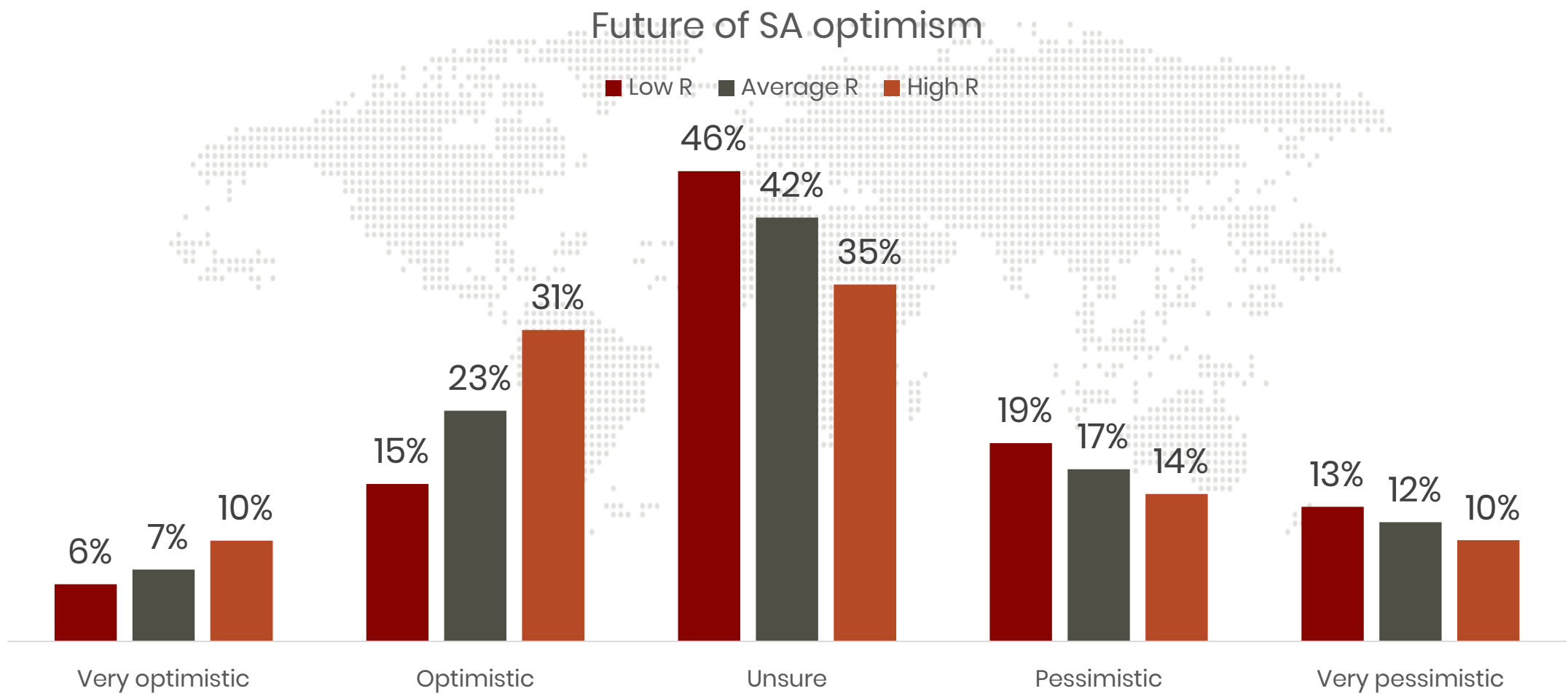


# A resilient headspace

# More resilient people are significantly more likely to LOVE what they do

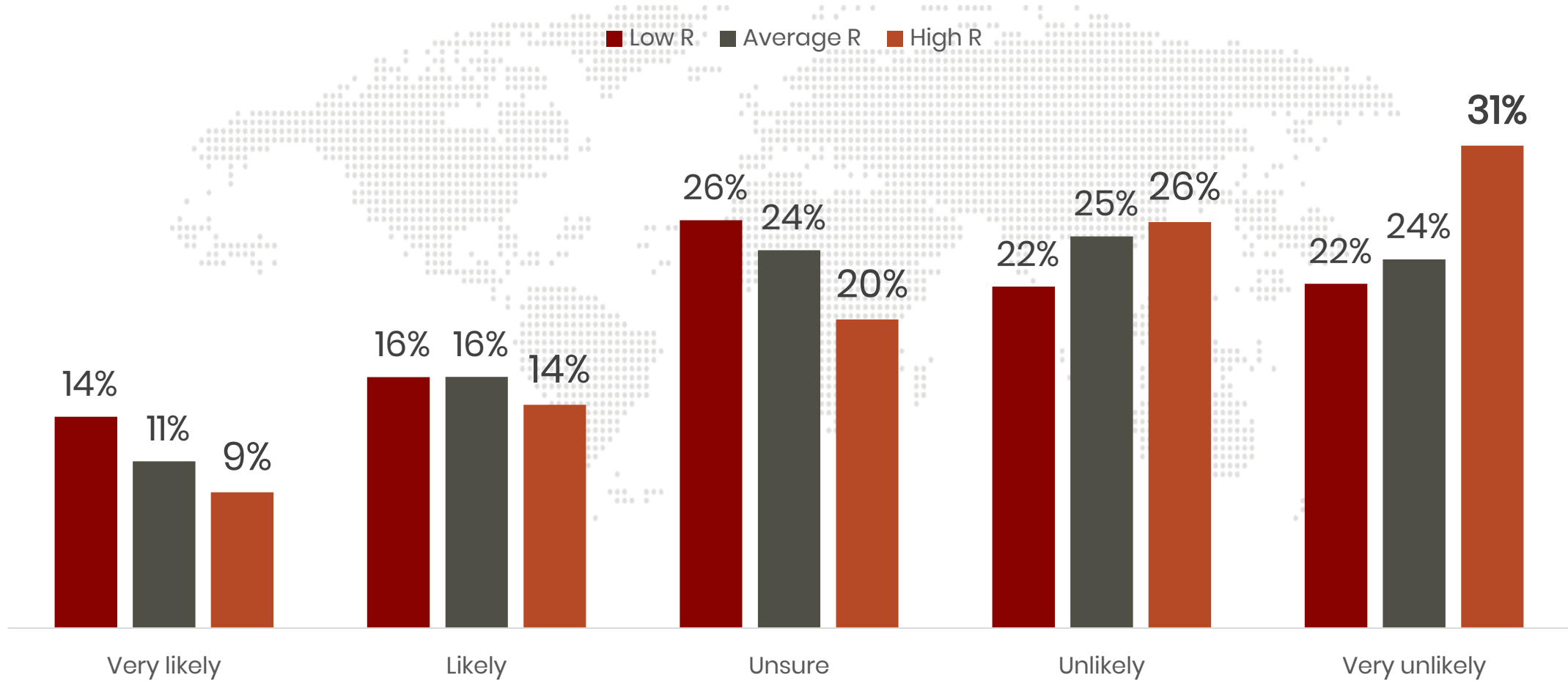


# The higher your level of resilience, the more optimistic you will be about the future of our country



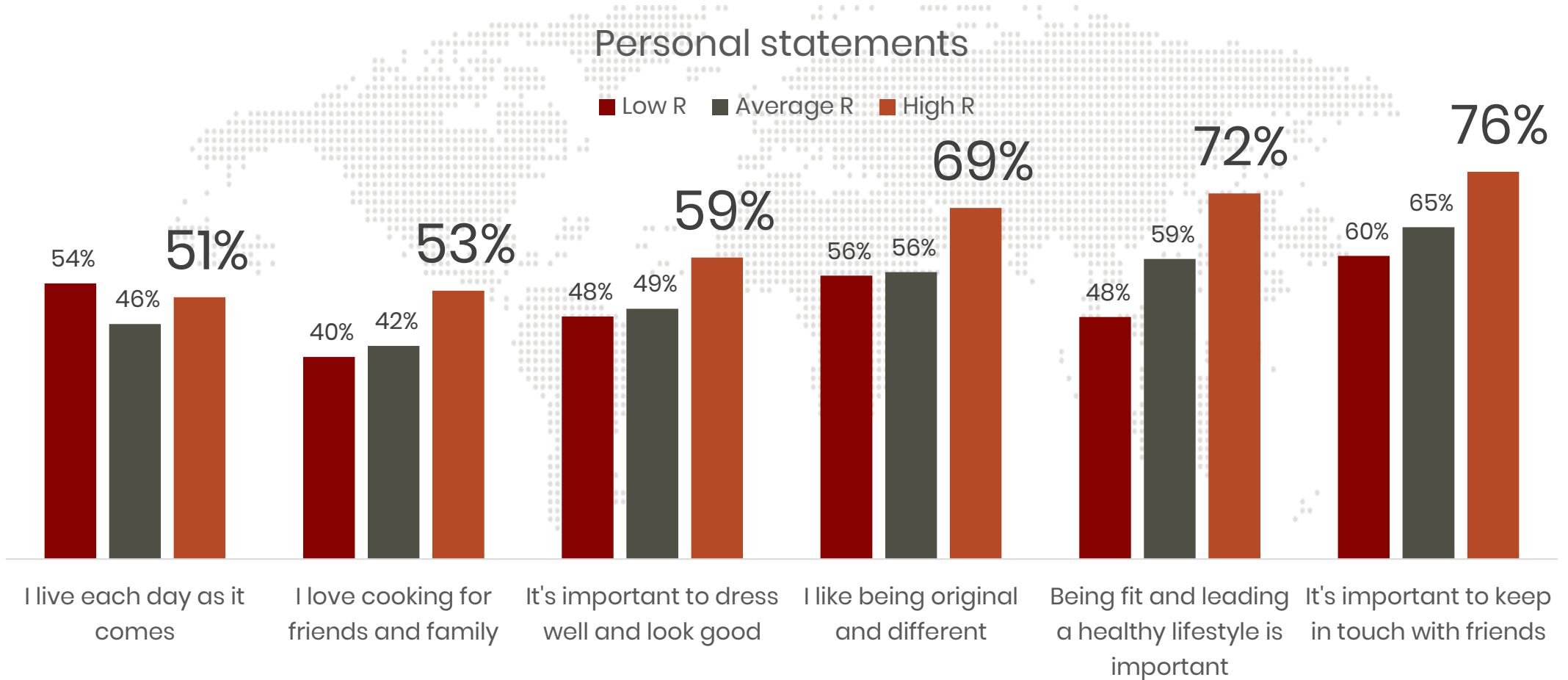
# And the more resilient you are, the less likely you are to want to leave our country

Likelihood of emigration in next five years





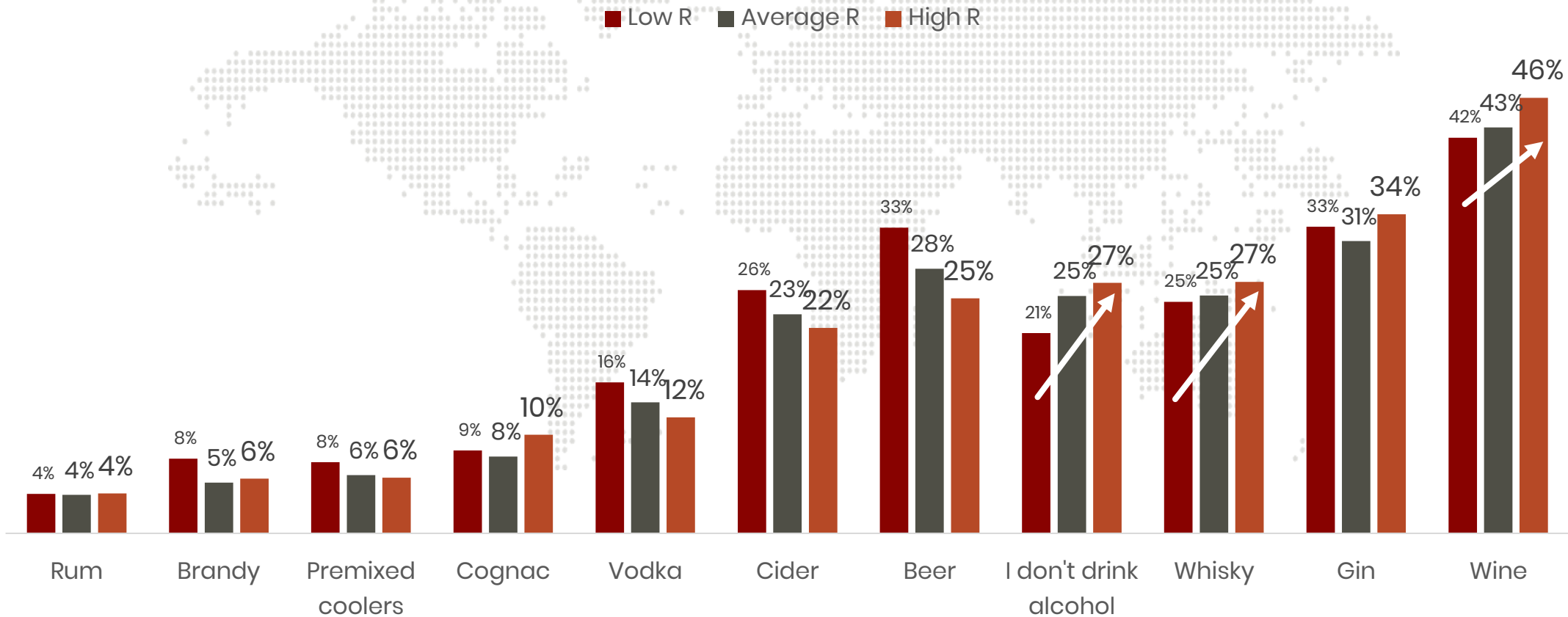
# In general, more resilient people are more likely to have a positive, social, healthy outlook on life



# More resilient people are likely to drink more, particularly wine and whisky

(NB. Drinking habits correlate directly with age, so this is a bit unfair)

## Alcoholic beverages consumed



# In conclusion...



The validation of our grounded-theory model, **The 10 Rs of Authentic Resilience** – as borne out in this research – is nothing short of inspiring and deeply validating. We are grateful for the impetus this robust statistical analysis will give us in finding further ways to take these tools and skills to communities everywhere – to help individuals, teams, organisations, businesses, schools and more to develop and strengthen their levels of Authentic Resilience.

Worldwide people are struggling, and it is our duty to help each other to not only survive, but to thrive in the face of adversity, uncertainty and challenge.

## **The 10 Rs of Authentic Resilience can be taught in many ways:**

- A two-hour overview or masterclass – online or in-person
- Half-day and full-day workshops – online or in-person
- Three x four-hour workshop – online or in-person
- One-on-one coaching – online or in-person
- As a full year's online self-study course complete with 12 modules, nine hours of video coaching, in-depth workbooks and interactive exercises, and daily practices.

Reach out to us for further information now – email [info@theresiliencefactory.com](mailto:info@theresiliencefactory.com)

# About The Resilience Factory



The Resilience Factory was founded in 2017 by professional Certified Life Coaches Gabi Lowe and Pippa Shaper. “We learnt what resilience is – and what it isn’t – the hard way; through tragedy, extreme challenge and loss. We discovered, researched and learnt through the years what works and what doesn’t. There was no road map for us so we created one for others called **The 10 Rs of Authentic Resilience**. We have taught these skills, learnings and practices to thousands of people across the world since 2017 with great success. We can teach them to you and your people, too.” – *Gabi Lowe and Pippa Shaper*

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