



MOTIVATIONAL SPECIALISTS FOR THE CARE SECTOR

www.motivationandco.com

**Motivation
& Co. Class**

**Tailored
to individual
residents'
needs**

**Evidence
Based
Feedback**

**Achieving
CQC
Outcomes**

**Fully
Researched**

**Unique &
Patented
Materials**



FRANCHISE OPPORTUNITIES



About Motivation & Co.

History of the Motivation & Co. Classes

The original idea for Motivation & Co. was developed by Elaine Everett, founder and principal of the business.

In 1997, Elaine's grandfather who had Alzheimer's Dementia was eventually taken into a care home. Whilst visiting him on a regular basis, Elaine observed that many of the residents appeared to be simply "whiling away the hours" (and days) with little or nothing to do and that generally there was little in the way of social interaction or stimulation for these residents.

Over a period of months Elaine began to develop the idea of providing a professional service to care homes with the sole objective of helping residents to maintain their physical and mental dexterity and ability. Elaine identified a number of specialist advisors, all of whom are accredited to work with older people for exercise and physiotherapy, relaxation therapy and had researched into cognitive mental stimulation therapy.

Together they developed the structure and techniques of the Motivation & Co. Class; a series of mental stimulation, exercises and games all of which had meaning, purpose and tools to evaluate.

We have many examples where the Motivation & Co. Class has helped particular individuals to retain and even regain levels of movement and dexterity that had previously been lost.

Motivation & Co. is an international award winning company specialising in physical and mental stimulation. Fully researched by Leeds University, the Motivation & Co. Classes are delivered to over 25,000 residents each month throughout the UK, making Motivation & Co. the market leaders within the care sector.

Motivation & Co. is a registered training centre with NOCN (National Open College Network) working in partnership with activity organisers providing activity training days.



The Motivation & Co. Class

The Motivation & Co. Class provides specialist cognitive motivation to residents within the care sector as part of the recreational facilities provided, working within your home infrastructure as part of your team.

All our Motivational Therapists go through an intensive training programme accredited through our training centre, resulting in a professional service that will exceed your expectations. Staff training is ongoing, and we focus on techniques and developments in Dementia Care. The Motivation & Co. Class is fully researched by Leeds Metropolitan University and proven that the Motivation & Co. Class will make a difference.

The Motivation & Co. Class is delivered for one hour and each session is broken down into four sections:

- Mental Stimulation
- Chair Exercise
- Motivation Game & Interaction
- Relaxation & Music Therapy

What we can offer you

- A unique Motivation & Co. Class tailored to your residents abilities
- A cost effective way of enhancing the lives of your residents well-being
- A detailed observation record sheet (evidence-based) of residents who have participated and their progress which is given to the home to insert into their care plans. (A free folder provided to hold the observation record sheets)
- Themed Activities Task Sheet (evidence-based) for your residents to participate with the staff in-between the Motivation & Co. Class. The Activities tasks themselves are to focus on the skills, sensory, long/short-term memory which we work on within the Motivation & Co. Class delivery e.g. optical senses, taste etc.
- Activity Co-ordinator's Corner section in our seasonal national newsletter
- Activity Co-ordinator's training days

The Benefits to your Residents

- Stimulation of long & short term memory improving memory recall
- Improvement with joint flexibility & muscle strength
- Working with eye and hand co-ordination and orientation skills
- Interaction and engagement with a group
- Cognitive Therapy
- Fun and laughter entertainment value
- Contact with an outside team

Why Motivation & Co?

- Dedicated to improving quality of life & wellbeing
- Experienced in Motivational Therapy
- Focus on techniques and development in Dementia Care
- We offer the full package
- We do make a difference to peoples lives
- CRB checked
- Full insurance - Professional Indemnity & Public Liability

Are you suitable for the Motivation & Co. Franchise?

To be successful in this business you really do need to be a "people person" and get satisfaction from working with the elderly and people with disabilities, helping them to retain or regain their mental and physical abilities. Sometimes the care sector environment can be a little clinical or challenging and our role is very much to lift and motivate the residents and bring their day to life.

We work very hard and we are very professional in our approach. However, we view all of the residents in the care home as friends and we get to know them on an individual basis. We love what we do and we are looking for people who can join our team and share our enthusiasm and commitment. We really do make a difference to the people that we work with.

If it sounds of interest, then please complete the questionnaire and we will contact you to arrange an initial meeting and make arrangements for you to view one of our Motivation & Co. Classes and meet with an existing franchisee. Alternatively, if you would like to have an initial conversation to answer any questions then please feel free to telephone Elaine Everett on 01937 557166.

We are very conscious that we only recruit the right type of people as Motivation & Co. Franchisees. People who have the attributes described above and people who feel comfortable working within this environment who feel the same way as us. If you would like to make a rewarding business that really does make a difference to people's lives, then we would love to hear from you.

Is it right for you?

We know from the experience we have with our existing franchisees that this business can be truly rewarding - both personally and financially.

We have numerous examples where our classes have literally transformed the quality of life for some individuals in the care homes that we work in. Very slowly, over a period of weeks or even months residents have regained movement, awareness and mental ability that appeared to have been lost forever.

Can you imagine how rewarding that is for our franchisees and Motivational Therapists?

In addition, the business can be developed to suit your personal requirements and family ties. The Motivation & Co. Classes are normally held between 10.00am - 4.00pm Monday to Friday to fit in with the homes daily routine.

Initially, the business can be operated on a part time basis for two-three days a week until the number of Motivation & Co Class increases and requires a greater time commitment.

In the early stages we offer a high level of training and support to assist franchisees to get the business off the ground. This includes a comprehensive training and support programme plus an initial sales & marketing package which generates results for Motivation & Co. Class demonstration bookings for new franchisees.

Questions I should ask myself

- Do the hours of work suit my lifestyle?
- How much income do I need to generate to fulfil my needs?
- What is the potential I can grow my business to?
- Is it a business that I will enjoy doing?
- Are the other franchisees happy?
- How many have renewed their franchise agreement?
- Is the brand strong in the market place?
- Will my family support me?

For further details visit www.motivationandco.com
or call Head Office **01937 557 166**

