



Wellbeing & Mental Happiness

CLUBS DEVELOPMENT DAY 2020

A man with short brown hair and a light beard is standing against a textured, grey wall. He is wearing a black t-shirt and has his arms crossed. The image is in a dark, muted color palette.

**Helping men
fight for what
matters most in
their life.**



Why we do what we do

So many men today are stuck on the treadmill of life, working to get ahead, yet neglecting the things that matter most in their life.

Our mission is to change this.

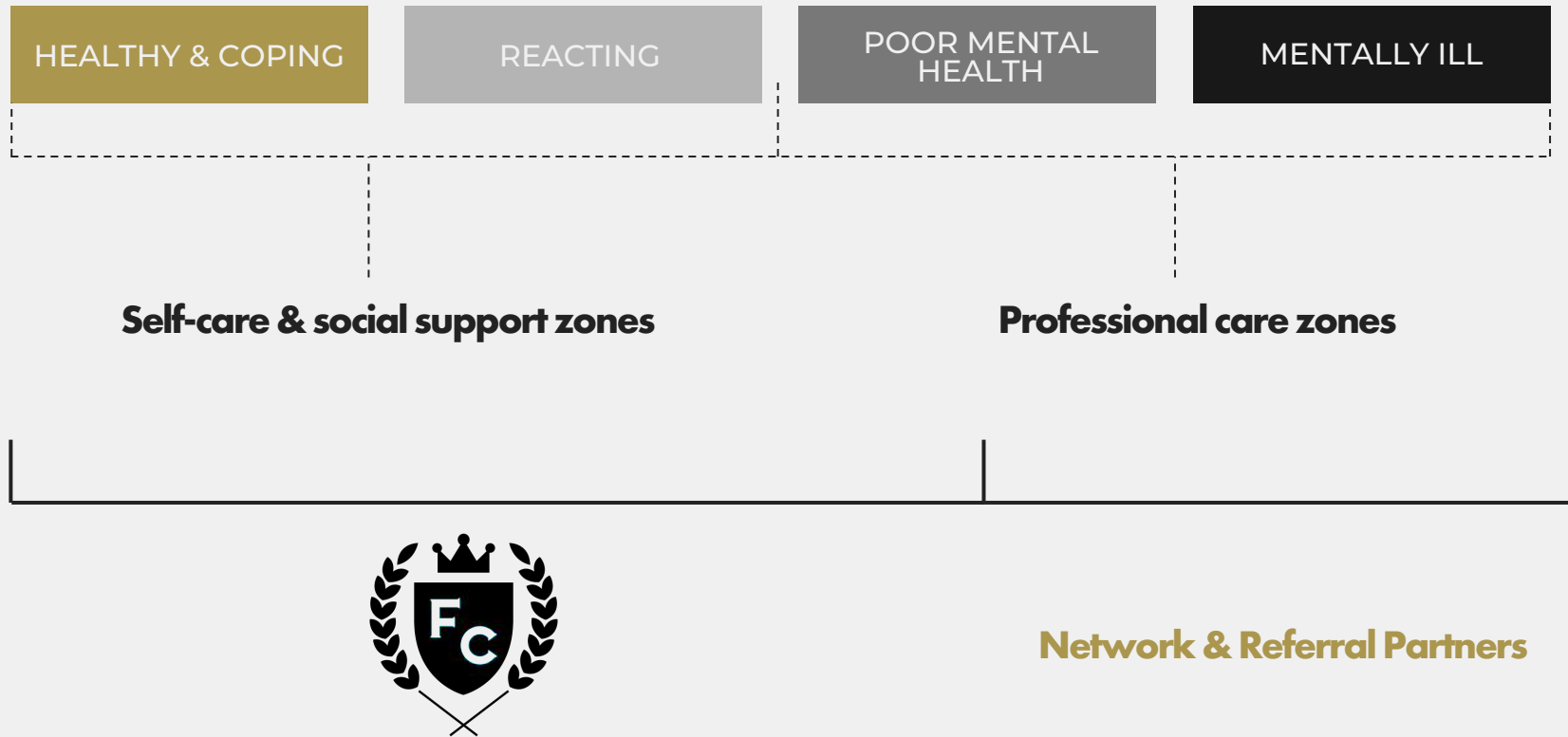
Who we are.

WE ARE:

- Educators
- Mental Health Advocates
- Part of the mental wellbeing network
- Consumer behaviour analysis's
- Coaches
- Players

Where we sit

WELLBEING SCALE



What we do.

|| We empower all men through frictionless education.

Online & in person.

We empower communities to walk the journey together,
side by side.

The Stats Don't Lie

2320

In 2018, there were 2320 male deaths by suicide.

1 in 8

Australian men will experience depression.

1 in 5

Australian men will experience anxiety.

6

On average, 6 men take their life every single day.

82

Men call an ambulance due to suicidal thoughts or attempts per day.

75%

Over 75% of mental health problems occur before the age of 25

What it can mean for clubland

THE AVERAGES

40

Men are experiencing anxiety

25

Men are experiencing depression

*Working on players stats alone -
list size of approximately 70
(matchday selection)*

Players on a Saturday Approx.

14 players

Men are experiencing anxiety

8-9 players

Men are experiencing depression

The **average** man.



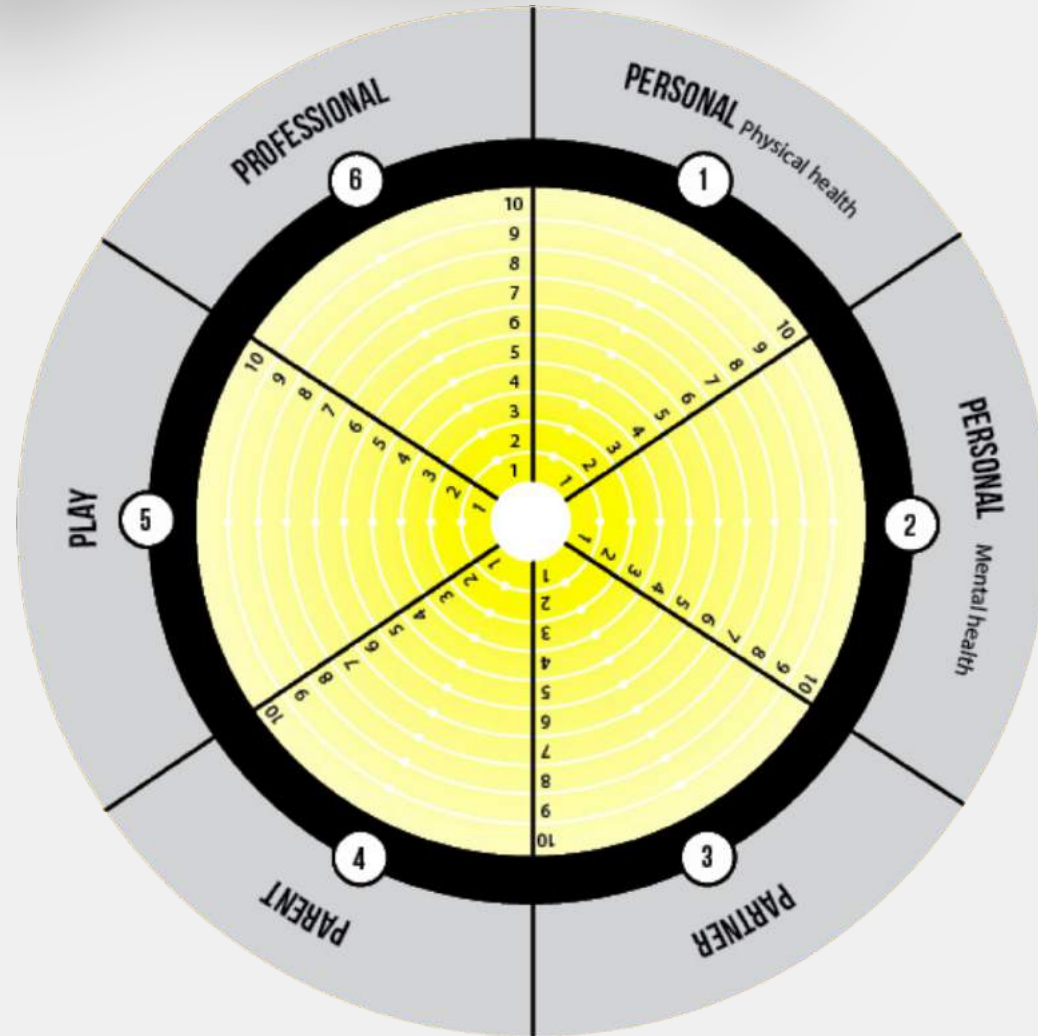
These are the things that
a man is often to try and
juggle in his life any one
day



Juggling the balls



The Fighter's Ring



The Fighter's Ring

REFLECTION

Reflect on how you scored yourself in The Fighter's Ring.

- Was there anything in particular that stood out to you?
- Are there reasons why you rated yourself so low/high in any of the areas?
- For each area write down ONE THING you can start doing today to improve or maintain.

Where to from here?



Shout a Mate...

Fighting for
Your *Mates*.
Your *Community*.
Your *Club*.



Shout a Mate

The Fighter's Membership

FLAGSHIP INDIVIDUAL PROGRAM



Best Me Program

The 'Best Me' program encourages men to Stop. Reflect & Adjust. This 15-week program will take you on a journey of self-discovery to help you identify the things you want to fight for in your life. Empowering you with the tools to go after it and thrive in life.



Reflection & Mindfulness

It's easy to say we must take time in reflection but how do we actually do it? This journey will help you unlock a happier, more successful life with the most powerful, scientifically-proven exercises from positive psychology. Slow down and take the time to think about your life. Find your way to Stop. Reflect. Adjust.



Fighter's Library

In the Fighter's Library, we have curated a range of short books, eBooks & longer reads to help men gain powerful knowledge & information to help them succeed in all areas of life. From running your business to being a first-time dad and everything in between. There is something for everyone.



Fighter's Community

There is nothing stronger than a community of people working towards a single goal. The Fighter's Membership will embed you in a community of men who are all fighting for what matters most in their life.



Fighter's Tools

Here you will find a range of tools to help you along your journey of life. From time management through to ideas and tips on how to invest in your partner, your children, your career and yourself. The Fighter's Toolbox is your one stop shop to help you be the best you can be.

Best Me Program

PROGRAM OUTLINE

Welcome to the Fight

Why Fight Club?

Encourage men that it is their journey, their story and their life. It's time to read, think, reflect, talk and learn...it's time to be the best you can be.

Week 1:

BFC Journey

Discover and reflect on your journey to date. What has made you the person you are today. You have a choice to make: let it control you or change direction and live a life of purpose?

Week 2:

Stop! Reflect!

Discover the power behind journaling, giving men an opportunity to stop, reflect and adjust, to track their personal journey. Inspiring men to take time each day to empty their worries, stress and celebrate their wins along the way.

Week 3:

The 5 P's

Introducing the 5 P's (Personal, Partner, Parent, Profession, Play). Stimulating men to have an honest reflection on how they are truly going via the Fighter's Ring.

Week 4:

Fight for You

What do you do each day to invest in yourself, both mentally & physically? Exposing men to the reality of the stats, it's time to change the way we do things.

Week 5:

Partner

How to be the man your partner needs you to be. (Or how to be the partner you want to be). Invest in this relationship, reflect and take meaningful action.

Week 6:

Parent

How to fight for your children, be the father your kids need. (If you're not a father, what type of father do you want to be or type of mentor). Invest and reflect.

Week 7:

Winning in the Workplace

We've all heard of work-life balance, but how do we live a life of control? Educating men to take control of their time and be purposeful.

Week 8:

Make time for Fun

It's time to bring the fun back into your life. What fills up your personal fuel tank? Invest in yourself.

Week 9:

Redefining Success

We want you to define your own success and stop playing the comparison game.

Week 10:

The Pursuit of Happiness

What is happiness and where are you looking? We want you to look in the right areas.

Week 11:

Fight through the Pain

What do you turn to in times of stress, are you making the right choices, are they good for you or is there a better alternative?

Week 12:

Building a Strong Support Network

Who is in your corner, your sparring partners? How to have an open and honest conversation with your support network.

Week 13:

The Power of a Mentor

Create your own 'Personal Boardroom'. Surround yourself with those who can help you with each of the 5 P's.

Week 14:

The Power of Generosity

The benefits of helping others. Creating your personal 'give back' action plan.

Week 15:

Learning to say No

We often say yes at our own expense. It's time to learn to say no, control your time and limit the stress of trying to please others all of the time.

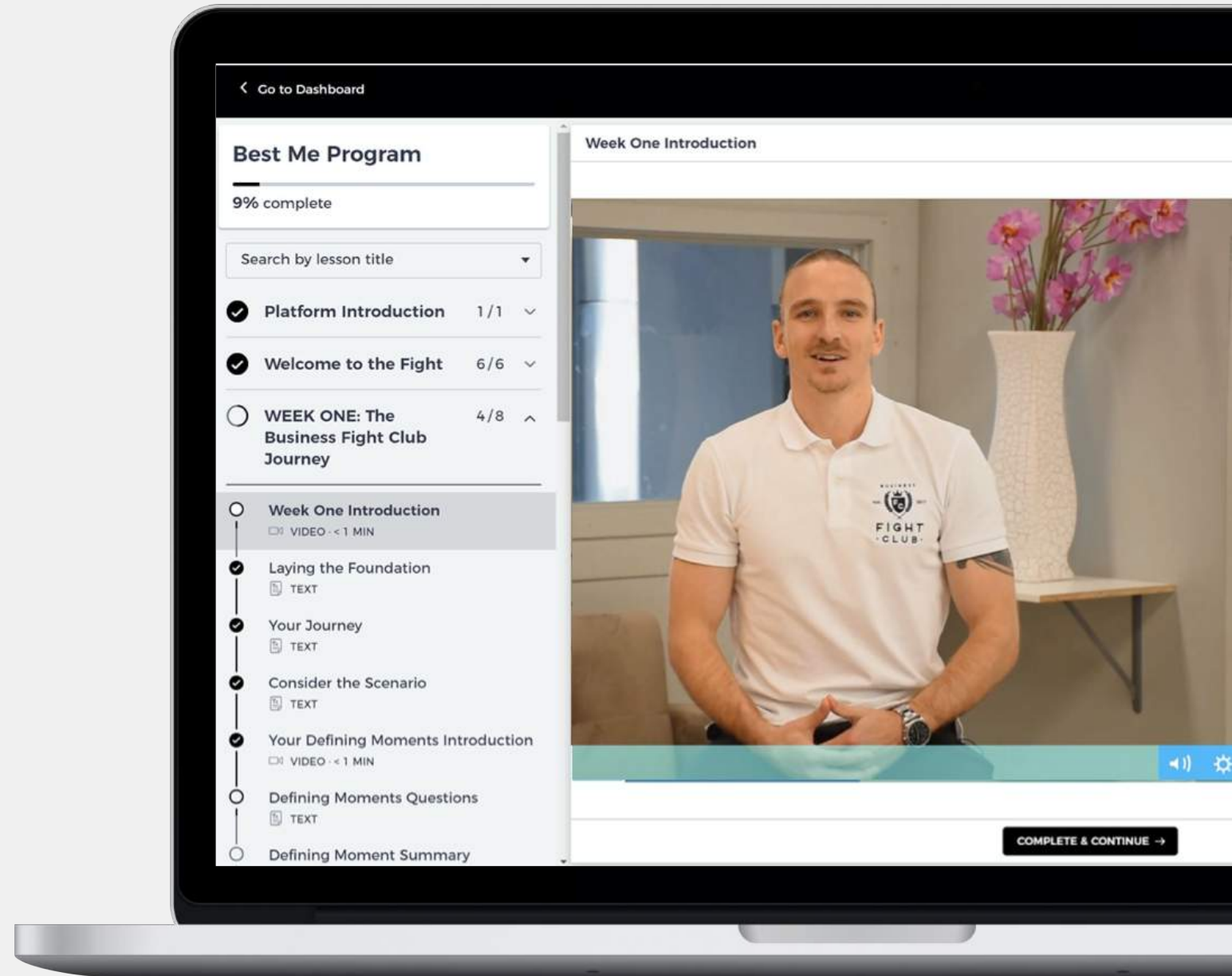
Conclusion:

Never stop fighting, it may be the end of your program but it's the beginning of your best future.

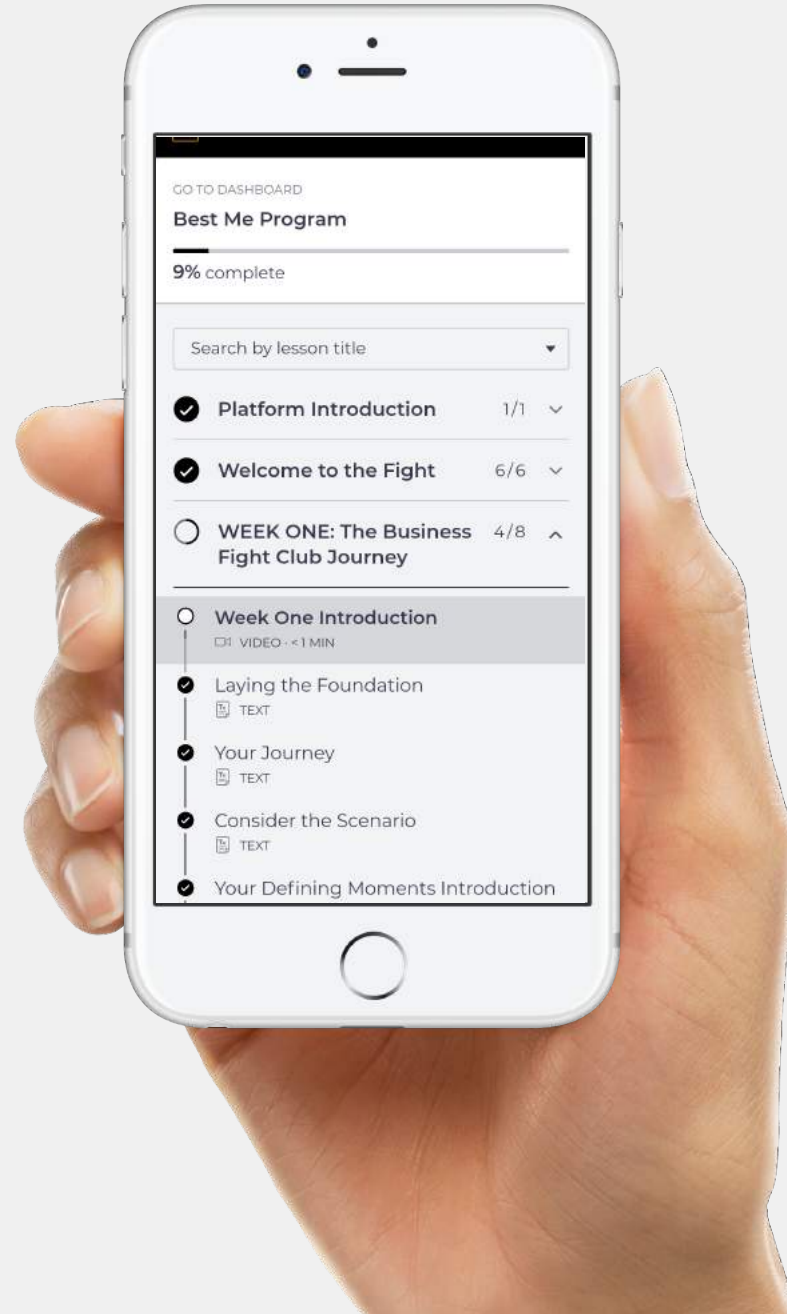
Access Anywhere



Proudly Partnering



Access Anywhere



Proudly Partnering



Fundraising & Partnership

SOLUTION

\$30pp for every purchase goes directly back to your club

Club Benefits

Fundraising Opportunity

Improve Club Culture

12-month Club Wellbeing Program

Club Program Extras

Club culture program outline based on the BFC principals, plus ongoing support for clubs around culture & leadership if needed.

**Financial Benefits:
\$6,000 a club**

Individual Benefits

1-year Fight Club Membership

365 Day Men's Wellness Program
Covering all 5 key areas in a mans
life.

A place to **Stop. Reflect & Adjust**,
going beyond the conversation.

**Shout – a – Mate
\$97 per person (\$194)
Change Your Mates Life**

Fundraising Benefits

1.

100 participants
(sales)

All 'Shout – a – Mate'

= 200ppl @ \$97 each

2.

- Club benefit:
- \$30 pp @\$200
- Could be a \$6,000 fundraiser

3.

Huge Health &
Culture benefits for a
community.

THE NEXT STEPS.

We want to partner your club

It's time to take action.
Let's not let our mates suffer in silence.

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A black and white profile photograph of a man with a short beard, looking towards the right. The lighting is dramatic, highlighting his facial features against a dark background.

Q&A

HOW CAN WE HELP YOUR CLUB?