



**A STEP-BY-STEP METHOD
AND CONCRETE TOOLS
TO EMPOWER THE PEOPLE
YOU SUPPORT**

Dozens of research studies are showing the benefits of helping others as an effective, but underused, means of increasing motivation and wellbeing.

Hundreds of professionals have been trained on the Maac method, applying it in diverse contexts, as part of unemployment schemes, in addiction clinics and psychiatric hospitals, in prison settings, and in nursing homes.

These are all settings where people are given support but not necessarily given the opportunity to give support to others.

Feel the satisfaction that comes from helping someone move forward, powered by a new kind of motivation.

The most effective means of motivation may also be the most overlooked.

Our desire to help others is one of the strongest drivers of behavioural change, yet it is often underused.

- > You already know this. We make it easy to apply it.
- > Lack of engagement is no good for them or for you. You chose your job to help others, and yet sometimes it can feel like so hard.

» LOOK FORWARD TO GOING TO WORK. FEEL EFFECTIVE. HAVE IMPACT.



Real Maac Stories



Andrea visits a local nursing home every week with her son.



Alex created a 'wish tree' in the clinic's courtyard.



Stuart offers free dog-walking in his neighbourhood.



Marion gives knitting lessons to the nursing home staff.



How does it work?

You select the package that works best for you, to get access to the Maac method. You then adapt it to best suit you and the people you support. The method consists of 20 exercises, and can be done in as little as two half days or over eight 2-hour sessions.

www.maac-lab.com

YOU CAN
CHANGE LIVES.
WE MAKE IT
A LITTLE EASIER.

Feedback from professionals

Maac is an incredibly valuable tool for developing autonomy. It should be offered to everyone working in the educational and social sectors. This is what we need to really set up a system of inclusion beneficial to all.

Fatima conducts Maac workshops with economically disadvantaged young adults.

Maac made me see my job differently. I now understand how powerful the need to feel useful is, especially for the unemployed. Maac is a great way for people to see that work isn't the only way they can make a difference. This has made a huge difference for them and for me.

Carol conducts Maac workshops with people on long-term unemployment.

and the people they work with

Doing my maac made me want to get back into life again. On days when I was doing my maac, I would walk past the off-licence and not look twice.

Peter's maac involves distributing food to homeless people.

When you're always being taken care of, it's important to know that you're still capable of doing things. Doing the maac made me feel better about myself, made me want to be around other people again. Before doing my maac, I hadn't had anyone come over for five years.

Eric's maac involves giving drum lessons to teenagers.