



THE SURPRISINGLY EFFECTIVE WAY TO INCREASE EMPLOYEE WELLBEING AND ENGAGEMENT, THROUGH PERSONALISED PROJECTS THAT HELP OTHERS

Tap into the “greatest untapped source of motivation” in the workplace...

Our brains are wired to reward us for helping other people. Using our skills and interests to directly help other people is a key element in employee wellbeing and engagement. Research shows that making helping specific and personal is the key to having the most impact.

“The greatest untapped source of motivation is a sense of service to others; [it] has the potential to make us more productive than thinking about helping ourselves.”

Adam Grant, professor at Wharton School of Business

Our brains are wired to reward us for helping others. Maac makes this easy to do.

“There is one particularly counterintuitive social element to add to the ideal work environment: opportunities to care for others.”

Matthew Lieberman, UCLA neuroscientist

Maac can be particularly helpful in the following areas:

Employee Engagement & Wellbeing

Maac projects increase employees' sense of meaning and purpose, both within and outside of work. This helps increase wellbeing and overall engagement.

Social Responsibility

Employees' maac projects can be a great way to give Corporate Social Responsibility programs an innovative and creative boost. Maac can be effective in increasing participation with Volunteer Time Off and other service programs.

» PROFIT & PURPOSE

» LOTS OF SMALL PROJECTS

» HAPPIER EMPLOYEES



People trained on Maac have applied it in a range of organisations, from multi-national companies and international government, to local non-profits and small businesses.

Real Maac Stories



Sophie created a 'gratitude wall' by the lifts.



Sam began a community garden next to the car park.



Julia teaches financial literacy to young people.



Neil started lunchtime walks, open to everyone.



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 your clients. The method consists of 20 exercises. In businesses and organisations, the program is generally done over two half days, or five 90 minute sessions.

www.maac-lab.com

**BUSINESS CAN BE
A FORCE FOR GOOD.
WE HELP YOU MAKE
THAT HAPPEN.**

Feedback from people trained on Maac

Wanting to be of value to someone is the most common and unfulfilled need I encounter in my practice of career counseling. Maac addresses this need with practical and tangible solutions.

Amaryllis, Work & Organizational Psychologist, Belgium.

Maac combines personal development with meaningful corporate social responsibility. It's been a powerful tool to help companies run successful Volunteer Time Off programs.

Nicholas, Corporate Trainer, UK.

and workshop participants

Amazing workshop, one of the best actually... very simple yet very effective. Helps a lot in exploring and understanding yourself and your purpose, and smoothly breaking it down into small doable actions.

Norah, Unilever Manager, Saudi Arabia.

The workshops were a rich, eye-opening experience. Each of us had incredible ideas about how to help, and being guided made it so much easier. Really inspiring.

Charlotte, Netherlands.