

Callum Rowe Chockaminds



Vision:

Chockaminds will provide a safe & non-judgmental environment to support, coach & mentor individuals away from their troubles by teaching skills to enable them to move towards positive life goals and to become the best person they can be.

Chockaminds will invest time, knowledge, care and growth into individuals who are facing struggles in their own lives. This will empower people to take control of their own path and develop life skills that they can use themselves and pass on to others.

Struggles may include; stress, anxiety, addictions including drugs and alcohol, depression, mental and physical abuse, and suicidal thoughts.

In the first instance, we would use a combination of 1:1 coaching, outdoor activities, group sessions, sports, and relaxation techniques to build trust and introduce a step by step system to improve mental state and reach new positive goals. This will be aimed at individuals of all ages, life situations, and backgrounds.

Mission:

We have identified a lack of support in Queenstown for individuals who are currently in desperate need of help. The growing problems and struggles mentioned above are left untouched and often result in tragedy. Chockaminds, supported by selected local businesses, will offer an ongoing support network to pull people out of their negative mindset and push towards new possibilities and prospects.

After becoming a member of Chockaminds, individuals will become stronger and be able to contribute more to the community and local economy. The end result is a stronger community for Queenstown with a better collective outlook and a broader understanding of the difficulties a small town can present. Chockaminds seeks to provide guidance to individuals and the wider community around tools and measures to deal with these problems whilst putting the power back in the individual's hands.

Objectives:

To use a combination of coaching, activities, and sports to empower people, build trust and belief and enable people to grow, learn and develop at a pace they can control and ultimately bring them back in to society with positive skills to benefit themselves and others.

Chockaminds will introduce the members to the 7 step process (7SP) in managing and resolving their personal issues. Where some members may join at step 1, others may join at step 3 with everyone ultimately working to reach the final step 7.

We can not only measure the success of Chockaminds from the number of members, the 7SP provides us with the framework for feedback and reflection for what works best with our members and opening new roads to explore.

Strategies:

The combined experiences and lessons learnt from the coaches and members will provide the knowledge to address any situation presented by its members. Our reflective development process (RDP) will incorporate structured personal development in addition to learning from our members experiences and our own coaching methods.

Continuous learning is paramount to the success of Chockaminds.

Plans:

- Key reference coaches to set up focus group meetings to raise awareness and draw information from people suffering in the local community. Aim 2 meetings per month for 6 months minimum.
- Set up meetings with local business to establish their investment or role within Chockaminds. Investments may be financial, practical, space, time, skills, etc.
- Establish the base and headquarters for Chockaminds.
- Begin with yoga classes, 6 week periods with a speaker/workshop every 6th class.

Finance:

The initial investment will be put towards organising key reference coaches and pulling the information we need from the public to invest in to programmes that best suit our members based on feedback received. We are working on a secondary funding source through the sale of promotional clothing. We have created our own designs to go on t-shirts, hats, beanies, socks and hoodies to help push positive vibes back into the community within the long term creating a return profit from merchandise to reinvest back in to Chockaminds.

The next investment would be towards a safe & comfortable space to conduct yoga classes, 1:1 coaching and workshops.

The main investment moving forward will be to secure a headquarters to work from at the same time being able to conduct 1:1 coaching, team coaching and a safe place for people to walk in unannounced, who can ask for support, care, and advice.

The idea is to connect and support the locals in the community, who are already self-employed and are part of the wellness sector who wish to make a further impact. By doing this, it gives an opportunity for these individuals to excel in their current fields and educate others. The aim is to develop programmes with these individuals and combine ideas together to create the future and connecting multiple companies with similar objectives and goals. This will overall create a wider impact to the community along with creating secure job opportunities and managing expenditure for Chockaminds, leaving more room for investments to be put in to our programmes and supporting our members.

If built correctly, it will be infinite to how many lives can be re-created, empowered, influenced and saved. The costing side of Chockaminds is something we will need guidance with, the aim is to start small, and become self-sustainable within 12-18 months. The profit generated is to be invested straight back into the company which will enable growth.

Job opportunities and impact on the community:

Chockaminds is all based on having fun, facing up to fears and creating a positive environment. Our idea is to pull a selected group together where we can build Chockaminds. Initially generating support, positivity, and new friendship groups who can work together, whilst in the long term pushing to grow. This will result in the ability to offer new job opportunities for individuals mainly based towards mentors, guides, life coaches, instructors, designers and office staff which will all be needed after the impacts of Covid-19. Along with generating job opportunities we plan to work alongside the tourist companies, involving their products to help reignite the tourism industry, also working alongside gyms and physical wellbeing providers to generate the importance of listening to your body, health, and wellbeing.

Chockaminds is a place of simplicity, individuality and connectivity where individuals, groups and families can come to face their fears head on with support from the right people and reigniting their lease on life. Our main focus is to open doors and encourage people to take that step on their own, but not forgetting Chockaminds will be there to keep those feet moving in the right direction, and on the right path so together we can see where that takes us. The power is in no-one's hands other than your own, this is the opportunity we'd love for people to have and to take control of their own lives in the way it best suits them.

Chockaminds aims to build:

- Job opportunities
- Confidence
- Belief
- Awareness
- Understandability
- Happiness
- Companionship
- Simplicity
- Individuality
- Connectivity

Chockaminds can offer: (short and long term)

Life skills - Volunteer work - Qualifications – Self Development - Snowboarding - Biking - Hiking - Kayaking - Rock Climbing - Camping - Gym - Team building - Boxing/self defence - Yoga - Fishing - Cooking - Fire making - Growing food – Music.

Thank you for this opportunity, we look forward to hearing back from you and together hopefully creating a future with no limits, endless opportunities, and a loving and selfless community.

Kind regards
Callum Rowe

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