

overcoming adversity

(AND HOW TO GET OUT OF YOUR OWN HEAD)







can't
won't
shouldn't
wouldn't
never

different





i am who i am



empathy

A photograph of a person lying in a hospital bed, wearing a white hospital gown. Their hands are clasped together in front of their chest. The scene is lit with soft, warm light, creating a somber and intimate atmosphere. The text "not always easy" is overlaid in a dark blue, serif font at the bottom of the image.

not always easy

Concept
Idea

Project

Clients

**DREAM BIG
WORK HARD
MAKE IT HAPPEN**

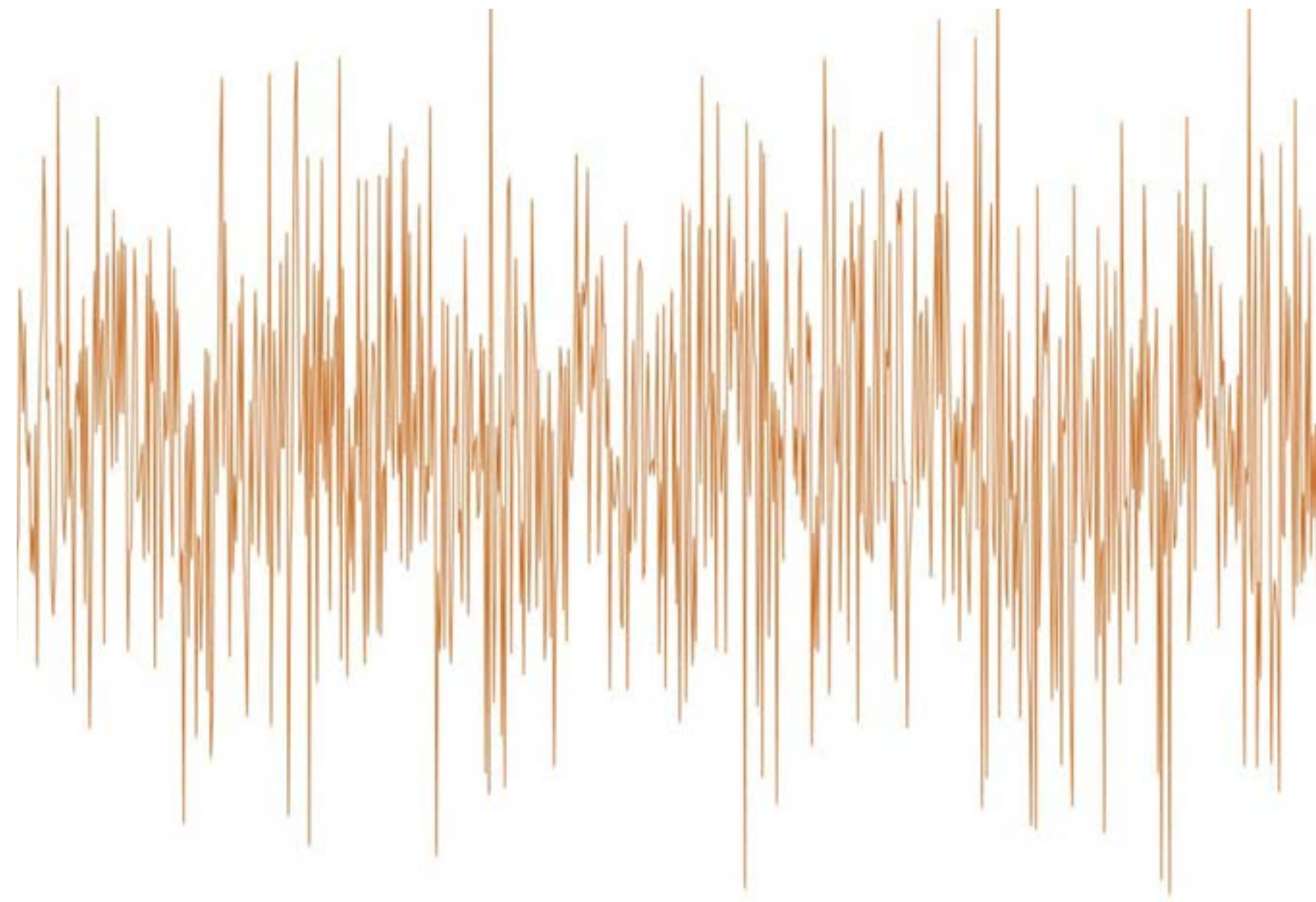
**“normal is not
something to aspire to,
it’s something to get
away from.”**

– jodie foster



perseverance

loud **bitchy** **you can't**
wrong **not smart**
too cute **forward**
outspoken **opinionated**
not good enough
aggressive



**ignore
the
noise**



0

10

VOLUME

**“fierce competitiveness
can often be defensiveness”**

“crazy??

yep I’m definitely doing it”

it's not who you **are**

that holds you back

it's who you **think**

you're **not**

don't
assume
it's you



“you can’t control what
people **say** but you can
control how you **react**”

“WE NEED TO ACCEPT THAT WE
WON'T ALWAYS MAKE THE RIGHT
DECISIONS, THAT WE'LL SCREW UP
ROYALLY SOMETIMES –
UNDERSTANDING THAT FAILURE IS
NOT THE OPPOSITE OF SUCCESS, IT'S
PART OF SUCCESS.”

Arianna Huffington

embrace
failure



TRY FAIL SUCCESS

The image shows a hand-drawn diagram on a chalkboard. The words 'TRY', 'FAIL', and 'SUCCESS' are written in a row. A curved arrow starts above 'TRY', goes up and then down to point at 'FAIL'. Another curved arrow starts above 'FAIL', goes up and then down to point at 'SUCCESS'. A large curved arrow starts below 'TRY' and 'FAIL', goes down and then up to point at 'SUCCESS'. The entire diagram is drawn with white chalk on a dark background.

don't
give
up







never

quit

get
out of
your
head



don't resist the thought

don't judge or analyze the thought

don't give the thought your attention

allow the thought to float away

what lies does your **inner** voice
tell **you**



stay

positive

celebrate every

little win

because every one

of them make a

big

difference





life

is better when you're

laughing

**self talk is the most powerful
form of communication
because it either empowers you
or defeats you**

THIS PLANT
WAS BULLIED



THIS PLANT WAS
COMPLIMENTED



ONE SMALL
POSITIVE THOUGHT
IN THE MORNING
CAN CHANGE YOUR
WHOLE DAY



push
yourself





NO...





Yes... i can





do things that
make you
uncomfortable

the **more** you seek the
uncomfortable,
the **more** you will
become comfortable

conor mcgregor

A background image showing several small green seedlings with two leaves each, growing out of a mound of dark brown soil. The scene is set against a light, hazy sky. The text is overlaid on this image.

**whatever makes you
uncomfortable
is your biggest
opportunity for growth**

bryant mcgill

fight
for
yourself



ha ha ha

i win





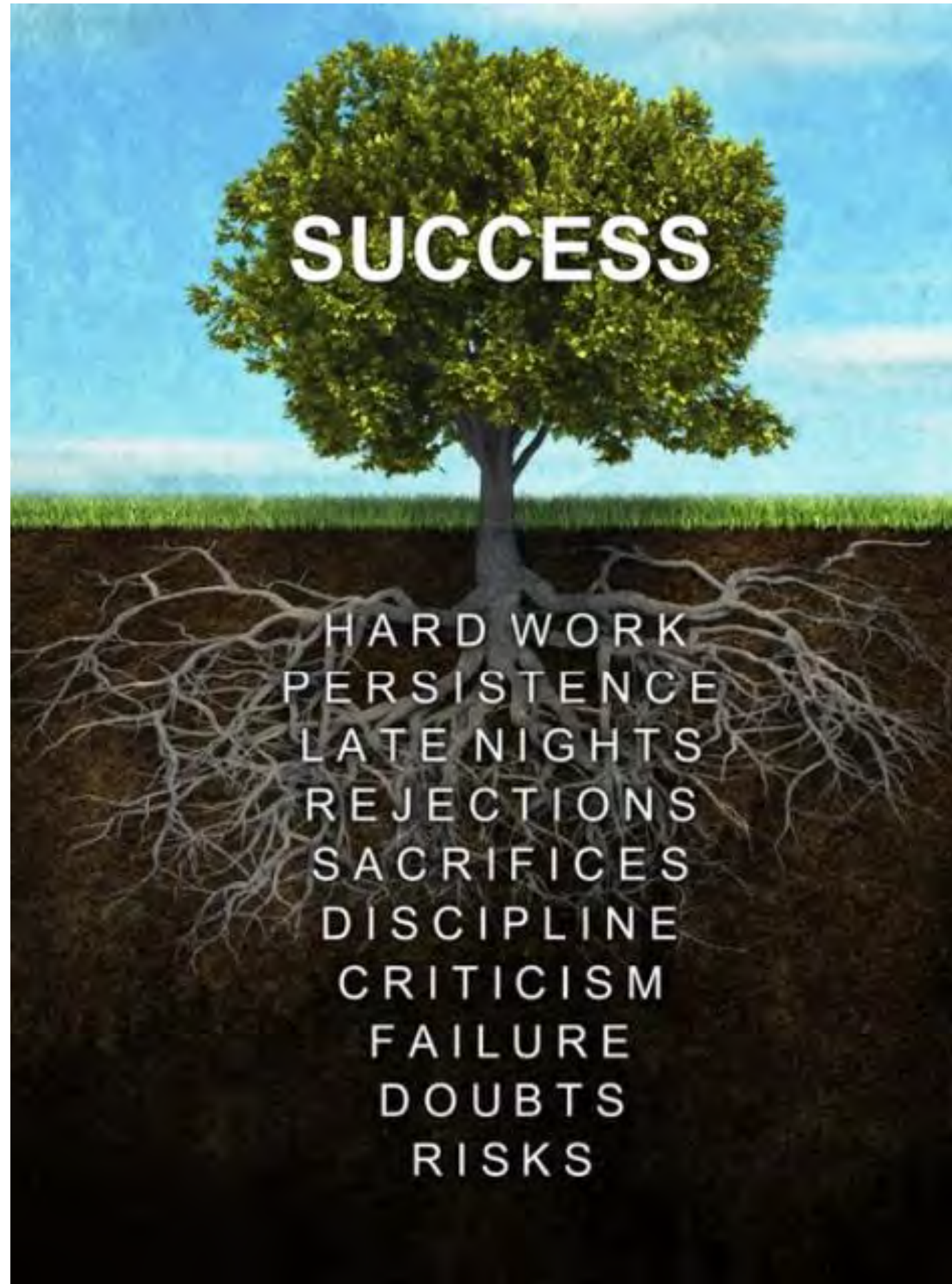
pick your battles



be
confident

good judgement comes
from **experience**,
which mostly comes
from **bad** judgement

kerr white



SUCCESS

HARD WORK
PERSISTENCE
LATE NIGHTS
REJECTIONS
SACRIFICES
DISCIPLINE
CRITICISM
FAILURE
DOUBTS
RISKS

below
the
surface

be
you





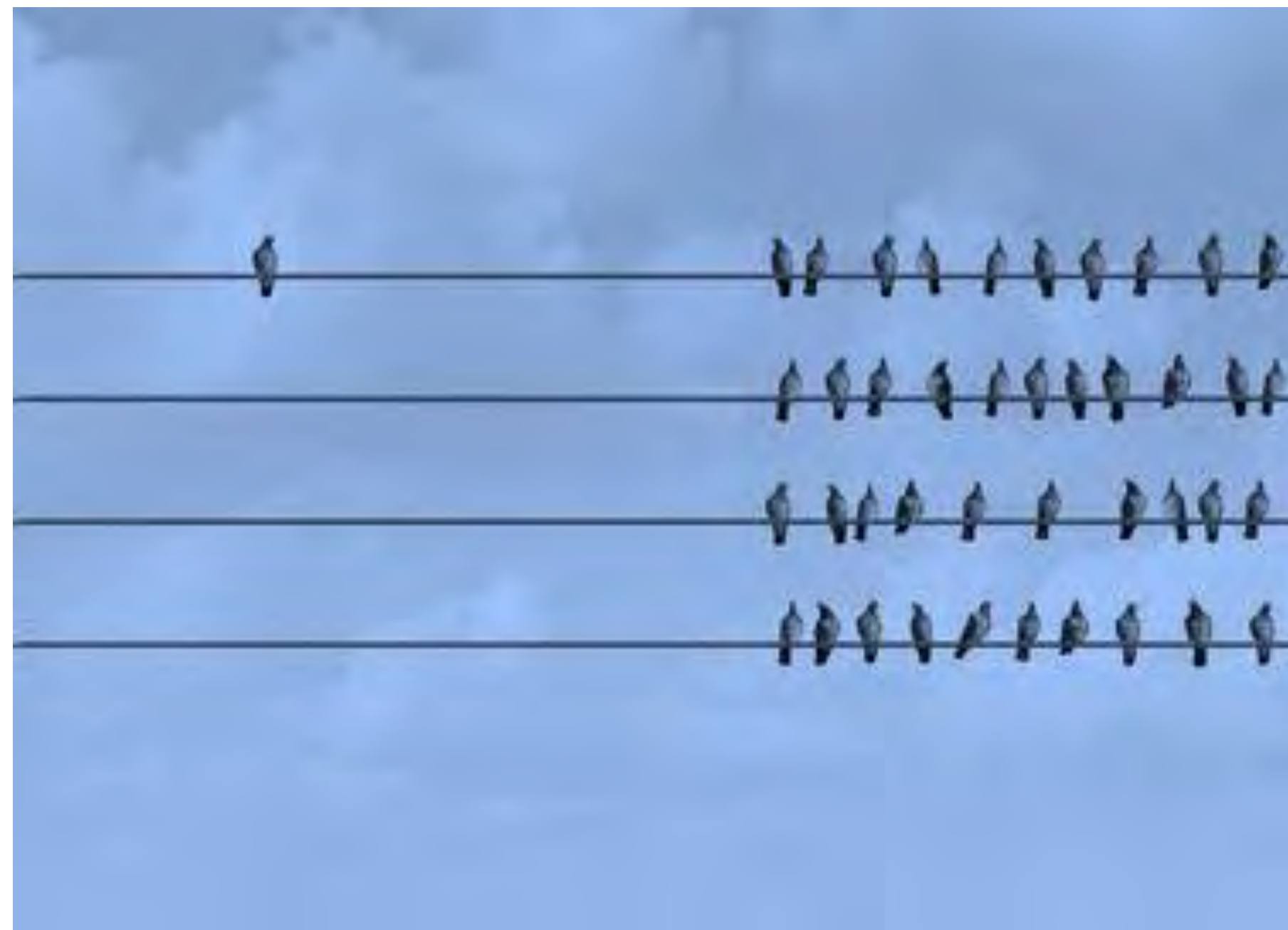
b e y o u



they'll adjust



do
you



A woman is seen from behind, looking out at the ocean during a sunset. The sun is low on the horizon, casting a warm glow over the water and sky. The woman's silhouette is visible against the bright light of the setting sun.

she believed

she could

so

she did



help &
celebrate
each
other



room at the table



so to recap.....

ignore the **noise**

don't **assume** it's you

embrace failure

don't **give** up

get **out** of your head

stay positive

push yourself

do things that make you

uncomfortable

fight for yourself



be confident

be you

help each other

celebrate each other

**“believe in yourself,
believe in each other”**

we got this



Cheers!
