



STATE OF MIND

Theatre for Corporate Culture Change.
Diversity, Equity & Inclusion done differently.

www.stateofmind.world

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It's time. The dial has barely moved, if at all, and you're looking for innovations in the DEI space to increase momentum and accelerate the change* .



* Over 3 years to June 2021, the gender pay gap in the UK has remained broadly static at 20% (WDI Gender Equity Data, 2023).

In the U.S. it has remained relatively unchanged with women earning 82% of what men earn for the past two decades (Pew Centre, USA, 2022).

In Australia, as of February 2024 the gender pay gap is estimated at an average of 19%. (Reuters, 2024)

OUR UNIQUE APPROACH TO DEI

Adaptation: Enough Already is a bespoke theatre piece written for corporate audiences to invite deeper and less guarded conversations about gender inequity in the workplace.

It draws on the writer's lived experience managing the juggle between home life and the corporate world and is based on data from esteemed authors and researchers such as Dr Gabor Maté (The Myth of Normal), Nkem Ndefo (TheEmbodyLab) and Caroline Criado-Perez (Invisible Women).

Adaptation weaves a number of narratives into a 75 minute performance that together provide a unique and powerful audience experience.

By presenting these intertwined influences in women's lives, some conscious, others subconscious, from both work and home, the play provides an entirely relatable, if unconventional approach to addressing the persistent 'wicked' problem of gender inequity.



Performed by Jamaican British actor Kathy Owen, the intersectional nature of DEI is also on the table in thought-provoking ways.



WHAT WE'RE SOLVING

In your role as CEO, HR Director, DEI Lead or Corporate Event Organiser you're looking for new and compelling ways to move the dial on DEI metrics.

You know things have gone backwards on gender equity since Covid and that DEI strategies and conversations are facing challenges.

You also know all the benefits of addressing DEI. That's your specialty. Everything from improved company performance,¹ reduced attrition², enhanced health³ and well-being and a better risk profile.⁴

We know how to create unforgettable 3D experiences that will transform your conversations, your staff and your strategies. Our engagement shifts your DEI from ink on paper, whiteboards in training rooms and being 'talked at' in induction sessions, to fully immersive, engaging experiences that show, rather than tell. Because of our approach our productions are relevant and meaningful no matter where you are in the organisation.

Our solutions for DEI are like moving from:

- black and white to colour
- complacency to urgency
- box ticking to real engagement
- "not my problem" to "oh, it's all connected"

¹ Diversity Wins: How Inclusion Matters, McKinsey & Co Report, 2020 (research conducted in over 1,000 large companies across 15 countries in the previous 5 years).

² CIPD The Hidden Costs of Staff Turnover, 2017. Harvard Business Review, Adding Women to the C-Suite Changes How Companies Think 2021.

³ The Myth of Normal, Dr Gabor Maté, 2022.

⁴ Women in the Workplace 2024 Report.

OUR SOLUTION

an entirely new approach to DEI.

Enter a new format that combines the non-confrontational approach of theatre with elements of a TED talk to inspire, inform and invite reflection in a manner that allows deeper conversations and explorations.

Each engagement is preceded by detailed preparation (see next slide) and is followed immediately by a Q&A with relevant Executives in conversation with the playwright and other expert guests. This ensures it works seamlessly alongside existing DEI and culture change initiatives and priorities.

Amongst other issues, the play addresses the distribution of the domestic workload at home which affects, in significant part, the quantity and quality of work given to women & men in the office. While this is new territory for many companies, we know this is a significant lever with the ability to influence the entire ecosystem of gender equity at work and that if we want meaningful change, we can no longer turn a blind eye to this part of the equation.

Each performance can be customised for the industry, the company and the particular staff attending, for example we can integrate specific elements of your DEI strategy into parts of the play. The performances can be run either in-house if you have a theatre, or off-site in a commercial theatre & are followed by a Q & A.

Merchandise that acts as reminders for key themes the company wants to impart to staff, for use either in the office or at home, is available to be customised with various messages and corporate logos.



Post-show Q & A

THE STORY

A play for women who do too much and the men who love them.

Adaptation: **Enough Already** shines a light on the gendered social norms that keep women in never-ending cycles of doing too much. Written so as not to alienate any audience members, it provides a unique yet universally relevant perspective and encourages new conversations.

Tilda is a busy working mum caught in the unsatisfying squeeze between huge responsibilities at the office, the invisible mental and emotional loads at home, and a yearning to remember who she is and what's important to her.

On top of this juggle add menopause, teenage kids, an ageing mother and there you have it: enough already!

It asks what will it take for women to find their voice and express their needs in the face of societal norms that since time immemorial have required women to constantly and unerringly put themselves second.



Spinning plates dream state scene

Adaptation explores the difficulties of learning to set boundaries and alongside the basics of attachment theory, makes explicit the link between saying no – adapting less – and protecting our health and well-being.

REVIEWS

Dr Gabor Maté

“Original and compelling in its quest to rethink social conventions.”

Olya McIntosh

“A brilliant and thought-provoking show, backed by research, with amazing acting and a great storyline. The fantastic live music adds so much to the experience. It really speaks to women and those who care about them. I highly recommend it!”

Jennifer Marvaree-Robinson

“A brilliant performance capturing the daily grind women can face. Indeed Enough Already! An emotional rollercoaster performed superbly by the talented Kathy Owen and the band members, whose musical accompaniment made the performance engaging and different. This is a must see!”



Dr Gabor Maté with Dr Sam Graham, post-performance Q & A, London, International Women's Day 2024.

Martin Coen

“This was a powerful, moving, well observed show addressing a huge and important subject but with an incredible lightness of touch. Clever use of the band and the tech visuals created breathing spaces in between the serious message delivered by a phenomenal actress.”

Angela Forbes

“Phenomenal performance. Thought provoking, insightful and heartening. Would 100% recommend this.”

COMPANY OVERVIEW

Samantha Graham, the founder of State of Mind, has a PhD in management education & climate communication. For decades she was an organisational development consultant, designing and delivering leadership education for cultural change in blue chip companies in Australia.

In the design and delivery of numerous programs she has had the privilege of working with executive and senior leadership teams across a range of sectors, including banking & finance, FMCG, construction, public transport, insurance, advertising, and broadcasting.

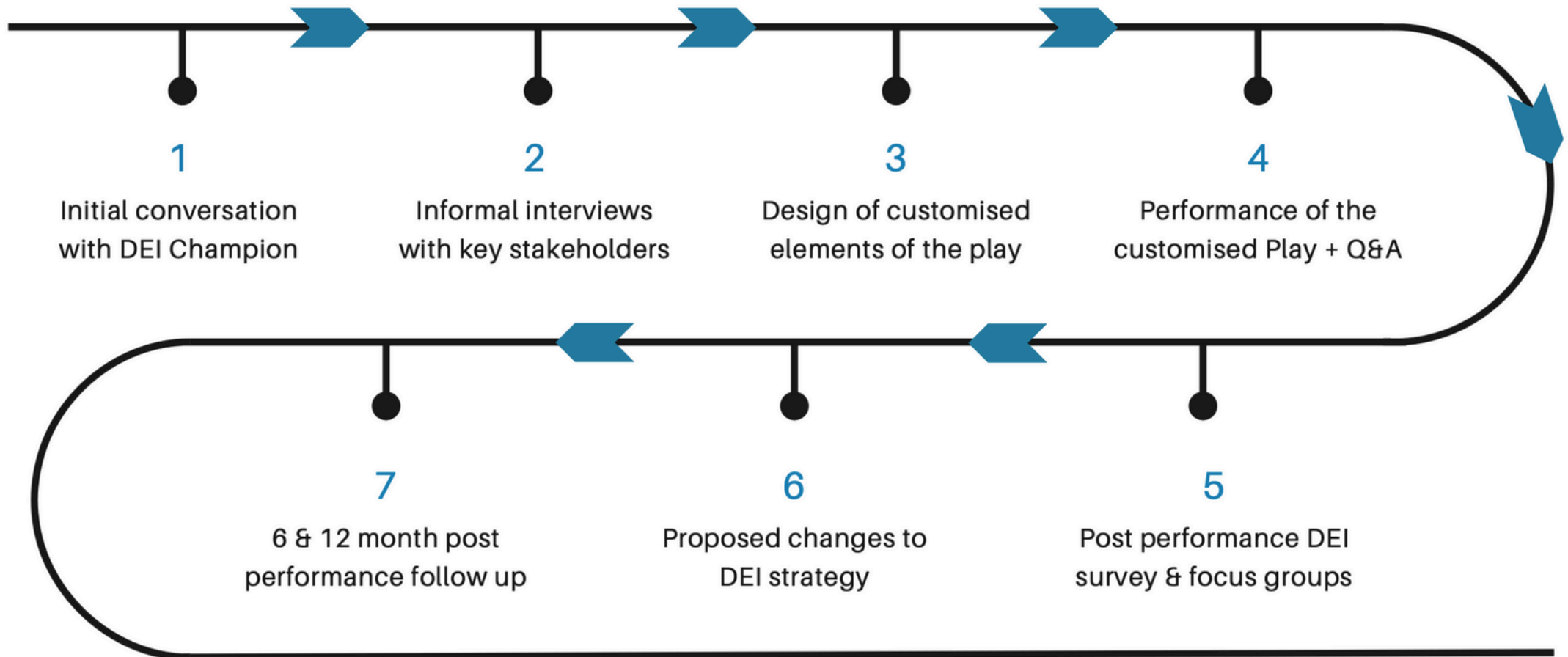
Following a recent move to the UK she turned to playwriting as a means of innovating in the DEI and culture change space. Her aim is to create more effective, multi-sensorial interventions that simultaneously inform, inspire and challenge, igniting greater capacity and willingness to make systemic and personal change.

Sam's dynamic productions which feature immersive projection and live music are organised by her production company Vegas Nerve Theatre.



TIMELINE

Customising the 'DEI Done Differently' process



ENOUGH ALREADY



For a conversation with Sam to discuss what State of Mind can offer call her or send her an email at:

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