THINK productive

Struggle

Unlocking Creativity & Resilience in the Face of Adversity & Uncertainty.

What if struggle isn't the problem, but where the real work happens?

Most workplaces treat struggle as something to hide. A missed deadline, a difficult conversation, a project that's gone sideways, these get smoothed over rather than talked about, and teams end up avoiding exactly the moments where the most learning happens.

Based on Grace Marshall's book, *Struggle*, this keynote reframes struggle as the place where innovation, resilience and real connection get built, not a sign that something's gone wrong. Without glorifying difficulty, it gives people a confident, honest way to face it, and a shared language for talking about the moments that actually shape how a team works together.

A fully customisable session

We recommend:

In-person or online | 2hrs | Unlimited people

What you'll learn & do

This keynote empowers your teams to:

- Understand why we struggle with struggle, and how instinct can work against us under pressure
- See how curveballs and wrong turns can become catalysts for change, not just setbacks
- Build stronger relationships and connections in the midst of mistakes and conflict
- Leave with a shared language for talking openly about struggle, without blame or defensiveness
- Walk away with practical next steps that build psychological safety back at work

94% of participants would recommend our workshops

Who is this keynote for?

- Organisations going through change, uncertainty or a difficult period, wanting an honest space to process it together
- Teams planning an away day, all-hands or conference who want a keynote that sparks real conversation, not just a to-do list
- Leaders whose teams avoid mistakes and conflict rather than learning from them
- HR or L&D leads looking for something that builds psychological safety and resilience, without feeling corporate

What this workshop offers

- **A space to be honest.** Structured, calm and supportive, giving people room to talk openly without blame or defensiveness.
- **Grounded in a book, built for the room.** Based on Grace Marshall's *Struggle*, adapted into a live, shared experience for your team.
- **Learning that lasts.** Every participant gets access to the Productivity Ninja® Academy after the session.
- **A format that fits.** 2 hours, group size unlimited, in person or live online.
- **Built to stick.** Add an Impact Clinic 1 and 3 months later to keep new habits alive.

What you'll do

You'll start by unpacking why struggle feels so uncomfortable in the first place, looking at the instincts that kick in under pressure (and why, in a crisis, we buy toilet roll). From there, the session moves into how curveballs and wrong turns can actually become catalysts for change, using real examples to show struggle as a source of innovation rather than a failure to avoid.

The second half turns inward, to relationships. You'll explore how to build trust and connection in the middle of mistakes and conflict, creating shared agreements without blame or defensiveness. Whether your team is navigating a genuinely difficult period or just wants a

more honest way of talking about setbacks, you'll leave with language and confidence you can use immediately, not just a session that felt good in the room.

What happens when struggle is faced well

When teams stop hiding struggle and start facing it together, everything changes:

- Mistakes get talked about instead of buried
- People feel safer speaking up before small issues become big ones
- Setbacks turn into genuine learning, not just something to move past
- Relationships get stronger, even in the middle of conflict
- Culture shifts from fear of failure to confidence in the face of it

NSPCC

"A perfectly pitched, relaxing, fun, interactive and reflective session to wrap up our two-day conference."

Patrick Weaver, Voluntary Income Director

Benefits & results

The most immediate benefit is permission: people leave able to talk about setbacks and mistakes without fear of looking weak or incompetent. But the deeper shift is cultural. Once a team has a shared way of naming struggle, difficult conversations stop being avoided and start becoming useful.

What your organisation gets

A culture of innovation, growth and psychological safety in the midst of uncertainty and adversity, built through a session that's structured and evidence-based, not just cathartic on the day.

KP Snacks

“Brilliant session. Love the 3 S’s. Looking forward to using this with my team.”

Steve Cross

Why it matters

In a culture obsessed with fast hacks and Instagram-perfection, teams aren’t struggling because they’re weak, they’re struggling because struggle itself has become taboo.

- Setbacks get hidden instead of talked about, so the lessons in them get lost
- Mistakes and conflict get avoided rather than worked through, leaving tension to build quietly beneath the surface
- A culture forms where people feel they have to look fine, even when they’re not

---

“This session will help you reframe struggle into something necessary, constructive and even beautiful.”

Ellie Bisson Brewer

University of Exeter

Your keynote. Your way.

We recommend a **2 hour in-person** keynote for a team of **unlimited people**, but like all our sessions, it can also be tailored to your exact needs.

Available options:

Formats

In-person, Online

Group size

Unlimited keynote size in person, up to 100 online (but talk to us about larger online groups)

Duration

Recommended: 2 hours | Condensed: 60-90 minutes | Extended: 3 hours