

Newsletter

One Notebook to One Conversation

Every now and then, I think it's important to stop for a moment, look back and appreciate just how far you've come. We spend so much of our lives chasing the next goal that we rarely take time to celebrate the journey. This week's newsletter is exactly that.

Just over two years ago, I knew I wanted to build something with meaning. Something that genuinely helped people. I didn't know what it would become, I just knew I wanted it to have purpose. Then one day, an idea came to me. A notebook. Not just any notebook but one designed to motivate people, help them plan their day, reflect on where they were heading and remind them to keep going when life felt heavy. I designed it, had it printed and genuinely believed that was going to be Onward Shift.

Looking back now, it's quite funny really because that notebook became the very first brick in something I could never have imagined.

Fast forward just over two years and honestly, I still can't tell you exactly how we got here. Somewhere along the way, one notebook became a platform supporting people, companies and education.

We started writing blogs, sending newsletters, recording podcasts, delivering keynote talks, providing access to coaching and counselling, creating toolbox talks, building free resources and most importantly, starting conversations.

On Monday, we'll release the 50th episode of the Onward Shift Podcast, which feels slightly surreal. When I first sat down to design that notebook, there is absolutely no chance I thought I'd one day be interviewing incredible people, sharing stories from around the world that have now reached thousands of listeners. It's been one of the biggest privileges of this journey.

The exciting thing is, we're only just getting started. Over the next six months we'll be launching brand-new services, continuing to build free resources and finding even more innovative ways to support construction. Every decision we make comes back to one simple question: "Will this genuinely help someone?" If the answer is yes, we'll find a way to make it happen!

Recently, I've also been doing a lot of thinking about our mission. It had been sitting in the back of my mind for months because something about it just didn't feel quite right. Our old mission was, "The mental health platform dedicated to supporting construction." It explained what we did but it never really explained why we existed. Then one day it clicked.

Onward Shift has never really been about being a platform...

It's always been about conversations.

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The conversations between workmates over a cup of tea. The conversations between managers and their teams. The conversations people have with themselves when life gets difficult. The conversations that encourage someone to ask for help. The conversations that remind people they're not alone.

That's why our mission has changed to...

Helping construction, one conversation at a time.

For me, that isn't just a tagline. It's a promise. Every blog we write, every podcast we record, every keynote we deliver and every resource we create is simply another opportunity to start one more conversation because if one conversation can change one person's life, then imagine what thousands of conversations can do.

Finally, I just want to say thank you. Whether you've read a newsletter, listened to a podcast, booked a keynote, shared one of my posts or simply supported what we're trying to build, thank you. Onward Shift wouldn't exist without people like you and I genuinely appreciate every bit of support we've received over the last two years.

When I designed that first notebook, I had no idea where it would lead. Looking ahead, I still don't know exactly where this journey will take us but I do know one thing. We're only just getting started!

Question of the month:

If you looked back at where you were two years ago, would the younger version of you be proud of how far you've come?



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