

2023

BUILDING GRIEF LITERATE COMMUNITIES



BUSINESS PARTNERSHIP PRESENTATION

AMBER JEFFREY

WWW.THEGRIEFGANG.COM

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WELCOME TO THE GANG,
THE ONE YOU NEVER ASKED TO
BE PART OF.

AMBER

FOUNDER & DIRECTOR

Amber, since starting The Grief Gang in 2019 has become a staple and integral voice within the grief community.

Through podcasting, building a community, speaking gigs, hosting regular workshops and events for her audience, Amber knows what it takes to build a grief literate environment.

Grief is something we will all experience in our lives, and Amber is on a mission to help us get comfortable with that and better aid those to support themselves and others who navigate it.

JEFFREY



ABOUT

The Grief Gang Podcast has gained huge traction since its birth in 2019. Amber has been interviewed by various different media outlets including Dame Esther Rantzen for Channel 5 documentary 'Living with Grief'.

Amber has done extensive speaking for the likes of Women's hour, BBC Radio 1Xtra, Cambridge University and consultancy work with Oxford University to support future clinical psychologists learning about bereavement. Amber is a keynote speaker at the first Mental Health and Trauma conference held at Oxford University this September 2023.



ABOUT

In September 2022, Amber attended & hosted a discussion in Denmark, Copenhagen, for the first **international grief conference**. As well as delivering a panel talk for Westminster on the behalf of The **UK Commission on Bereavement** in October of 2022.

The online community Amber has created is loyal, engaged and thoroughly enjoys the conversations she brings through her podcast, content creation and workshops.

Amber prides herself on the connection & trust she has created with her audience, with her community at the heart of everything she does.



ABOUT

Amber's online audience currently stands at:

- 46,000+ on social media.
- 90% female.
- Peak age range being 25-34, with ages 35-44 coming in second.

Top locations:

- United Kingdom
- United States
- Canada
- Australia

Listenership:

- 120,000 + downloads.
- Loyal listener base of around 7-10k per month in an active season.



TESTIMONIALS

“A beautifully raw podcast about grief. Amber completely opens up about her experience with losing her mum.

Whether you have lost someone or not I would suggest listening to this podcast. It provides support to a subject that is often left unspoken about but will impact everyone’s lives at some point.”

“**Finally something relatable** – feel like I’m talking to a friend every time I listen to an episode. grief is more lightly carried when you surround yourself with people who understand your pain, and this podcast manages to do that even though the speaker is a stranger. truly glad it was recommended to me”

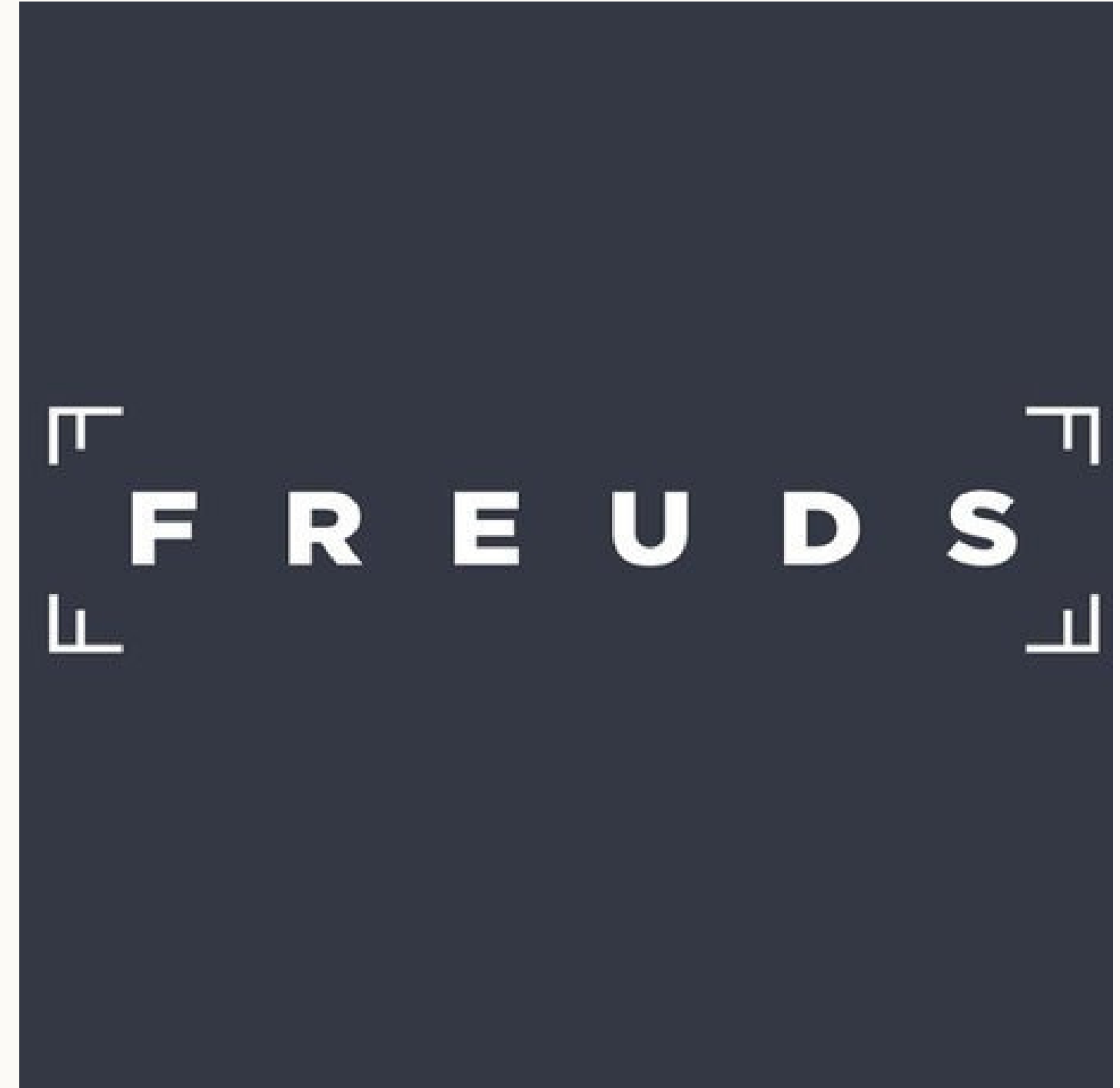
"Amber has been wonderful to collaborate with; knowledgeable, flexible, approachable and **clearly inspirational to our trainees.** She brought fantastic insights to our workshops and I’m sure that our trainees will be better practitioners going forward due to the knowledge she has shared with them."

PREVIOUS CLIENTS

FREUDS PR

PANEL DISCUSSION

In December 2022, Amber worked with Freuds PR to deliver a panel discussion on grief. This was the first of its kind within the company and the panel comprised of 3 employees, including a director, sharing their experience of grief with fellow colleagues in the audience.

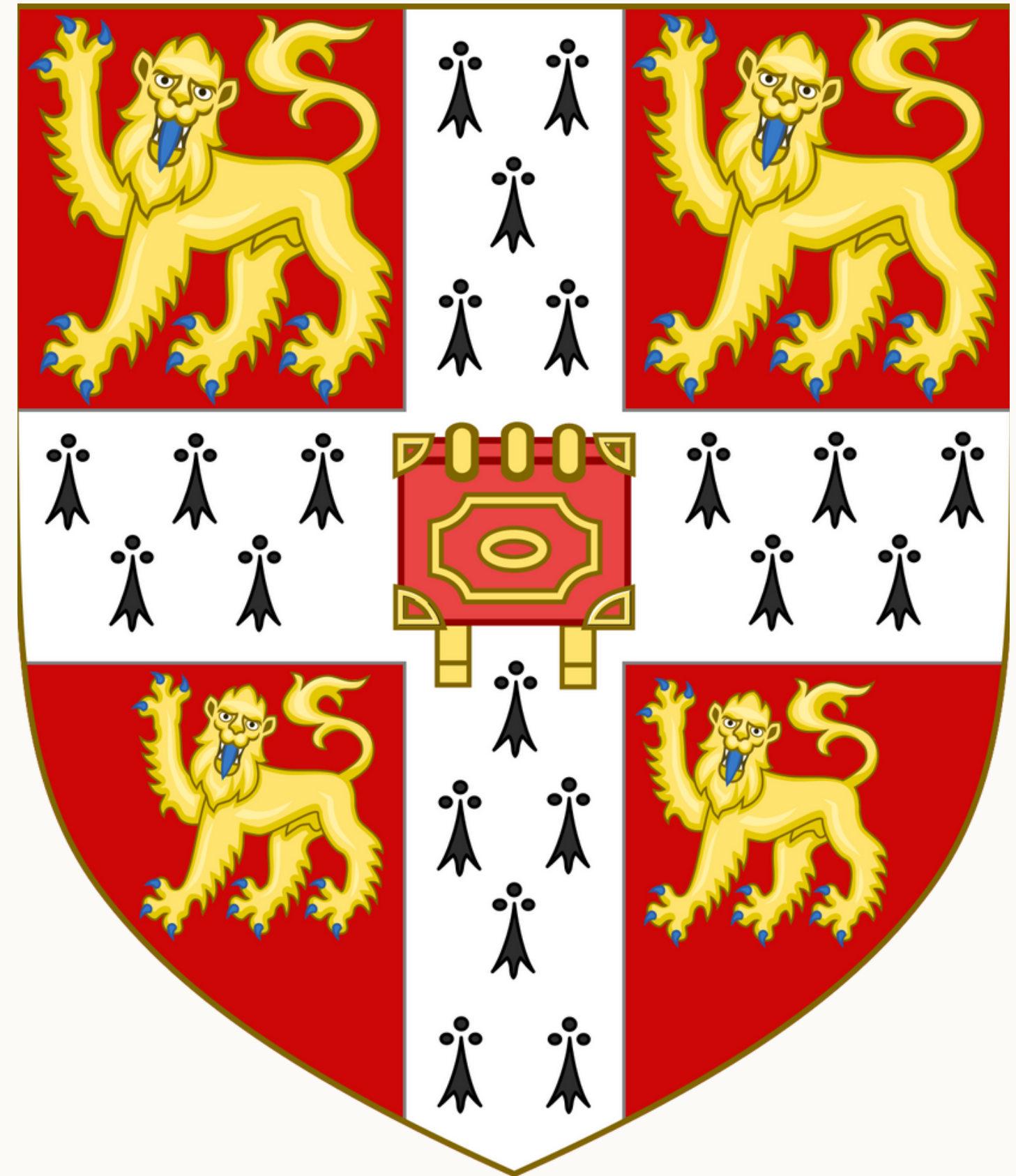


CAMBRIDGE UNIVERSITY

LIVE TALK

In April of 2022, Amber was invited to produce a live talk at Cambridge University as part of their yearly festival.

You can watch Amber's talk [here](#) from 24:00 mins.



OXFORD UNIVERSITY

CONSULTANCY AND WORKSHOP

In April and June of 2023, Amber worked intimately with trainee Clinical Psychologists of Oxford University.

These workshops aims were to help better inform these trainees of potential conversations they could be having with grieving clients during their practice.

Amber was able to provide these trainees with a lived experience perspective.

In September 2023, Amber was part of Europe's largest Mental Health and Trauma conference held at the university, this was a huge event in the industry. Holding a workshop to an audience of over 250 licensed therapists and clinicians.



WESTMINSTER

HOST PANEL DISCUSSION

The UK Commission on Bereavement was published and sent to government last October.

On the day of presentation, Amber was invited to host the lived experience panel segment of this day at Westminster. Interviewing four individuals who had been greatly impacted by a bereavement and what support had looked like for them in previous years.



CHURCH
HOUSE

WESTMINSTER

UNIVERSITY OF ARTS LONDON

WORKSHOP

In November of 2022, Amber and a close friend within the space, hosted a workshop at UAL.

This is part of UAL's 'Taboo nights' series where the university tries to tackle tough topics amongst its students.

Through gentle discussion and prompts, Amber helped open up the conversation around various different connections to grief for the students.



WHY WE SHOULD WORK TOGETHER.

GRIEF, DEATH AND DYING IS EVERYONE'S BUSINESS.

WE'RE NOT LYING...

It used to be a luxury for organisations and business's to invest in workshops and training such as grief education and support. Now it seems more of a necessity and a bit of a deal breaker for employees.

We're living off the back of a global pandemic where everyone lost something. Be that a loved one, a way of life, a perspective. Everybody lost something. Everybody has in their own way, grieved.

We spend a large amount of our time in our place of work, and our grief is something that we spend a LOT of time with too (forever, actually). We can't leave it at the door when we come to work, it's not that easy.

By cultivating a more grief positive and literate working environment, you're no longer making your employees feel they have to choose what mask they put on everyday when coming to work.

SOME STATISTICS...

IN A 2021 SURVEY...

Charity Marie Curie ran an extensive research study on bereavement in the workplace.

Engaging with 21 employers from a range of sectors, with 60 to 23,000 employees per organisation. They surveyed 400+ HR professionals and 1,000 employees who'd been bereaved the previous 12 months.

Here's some of the main, eye opening statistics...

29%

of employees were not confident in knowing what to say to a bereaved colleague.

14%

of HR professionals were not confident they'd know what to say to a bereaved employee.

95,000

(5%) said they will leave their jobs after six months and not work for the remainder of the year.

56%

more than half of employees would consider leaving their employer if treated badly following a bereavement.

54%

of employees worried taking time off after a bereavement would affect their job security.

HOW WE CAN WORK TOGETHER

SERVICES

BOOK AMBER AS A SPEAKER

Book Amber as a speaker to come into your organisation and help you cultivate a meaningful conversation around grief that will have long lasting, positive effects. Amber will work closely with you prior to understand what you feel your organisation needs and wants to gain with this discussion.

WORKSHOPS

Workshops are where the fun and good stuff happens!

Booking Amber to help facilitate workshops around grief. Amber will work with you closely prior to understand what style, topics and number of workshops you feel your organisation needs. These workshops can be held sporadically or within a set period of time.

PODCAST PRODUCTION

Book Amber to host and produce your organisations one of a kind podcast. An easy and accessible way for you to distribute information about grief and support in the workplace to your employees. Create real change through the airwaves!

LEADERSHIP TEAM WORKSHOPS

Everything does start from the top down. Investing in your leadership team better equipping themselves in grief support can only have a positive ripple effect across the organisation. Amber will work closely with the leadership team over a set amount of time to guide them through this work.

1:1 MENTORING

This service is to be offered after working initially with the organisation in some capacity. Your organisation's pledges to fund x amount of 1:1 mentoring with Amber for your employees.

Pricing available upon request

SPEAKER

BOOK AMBER AS A SPEAKER

By booking Amber as a speaker, you'll be taking the first step to getting that conversation started around grief and bereavement.

Amber is a natural at taking this heavy topic, and creating magic with it. Grief is not something we need to be scared of talking about and it's fascinating learning and unpacking it in a safe environment with an experienced expert.

By providing your employees with this kind of space, shows them that it's okay to be vulnerable and open about what they might be experiencing. It's proving to them that you as an organisation are dedicated in making a change within your workplace culture.

Amber can host these talks on her own or collaborate with members of the business to be part of the talk too.

PODCAST PRODUCTION

Podcasting has fast become one of the most influential and easiest ways to distribute information, create community and conversation.

This is a great tool for businesses to utilise and implement when wanting to start the conversation around grief in the workplace.

Amber will work closely with members of your business to discuss key messages you want to include in your episodes. This can be anything from policy, advocacy to sharing the stories of employees who live with grief.

The podcast can be a mini one-off series or a long term podcast production. Through Amber's steadfast knowledge of podcasting, she will assist your business with getting it off the ground, recording and interviewing people of your business and deliver a podcast with meaning.

WORKSHOPS

Amber has extensive experience with hosting and facilitating workshops. Workshops from as small and intimate as 5, to 30+ attendees.

Prior to the beginning of these workshops, Amber will work closely with your organisation to get a better understanding of where some areas need guidance. What your employees need and want and how everyone can align.

A minimum of 3 workshops is required for this work and a maximum of 6. The outcome of these workshops will be a stronger and better educated workforce on how they can support themselves and colleagues through a time of bereavement. These are **proactive**, not reactive workshops!

LEADERSHIP

Much like the workshops explained previously, Amber will work only with the leadership team in these workshops.

As said before, it really does start from the top down sometimes. In leadership positions, we have to lead by example. By your leadership team investing in this training and workshops, it's not only benefitting and giving them the tools to go out and prosper, but showing first hand to all employees that you are committed as a business to doing the hard, internal work.

These workshops aren't designed to give leadership teams a hard time and a telling off for all they haven't done. Instead it's an opportunity to explore their own personal biases towards grief and bereavement and how that might be affecting the workplace environment and policy.

We all have to start somewhere!

1:1 MENTORING

1:1 mentoring is a service Amber can offer to your business after having completed one of the above services.

This is because it may seem the easier route for an employer to simply purchase x amount of mentoring for their employees without necessarily doing the work themselves. We're not taking shortcuts here! This condition isn't in place to be difficult, it's in place to ensure the work we do is effective and not for nothing.

After completing one of the above services, your business will pledge to purchase a certain amount of 1:1 mentoring packages for your employees.

By following through with this pledge, this will show your employees you are dedicated to furthering support for them outside of the workplace and that their wellbeing is in your best interest.

Minimum 3 sessions, max 6.

THANK YOU!

CONTACT

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