

case study

Three Mobile



We were contracted by Three Mobile to run some learning sessions for their head office staff in Reading and Maidenhead and then invited to speak to their 400 retail managers at their quarterly Retail Roadshow. Both sessions focused on the brilliance of mobile technology alongside the importance of recognising to manage how it is used effectively to ensure it doesn't overwhelm but enhances your life.

The sessions were all extremely well received and it was a real privilege to share our messages with employees from the mobile phone sector

Some participant reactions to what they learnt at the session:

"Firstly, I would like to say a huge thank you for yesterday – I have heard so much positive feedback from around the attendees at your session. Let's hope we can keep up with some of the ideas we wrote down for moving away from our phones / tablets a bit more."

"The Shine Offline session blew my mind. By the end I had lots of tips, tools and ways to make sure I control my phone, time and life and not the other way around! I would highly recommend this to anyone with a smartphone."

"We all intuitively know, but invariably choose not to notice, the impact that "always on" can have on our wellbeing. It was interesting to observe in ourselves how easily we can be addicted to digital devices, and to learn how constant distraction influences brain neuro plasticity and ultimately lowers attention span and ability to be present. It has made me more aware, which means I can experiment with my own small behavioural changes in this area, so thank you!"

