



## WHY:

**Why Book "The Caveman" for one of his Keynotes?**

**Real Bravery. Real Results. No Fluff.**

**When you book Carl Jones, you aren't just getting just a speaker; you are getting a survival guide for the modern workplace.**

**A choice of three talks.**

**Carl doesn't just "talk" about stress, he has mastered it from a real life-or-death situation.**



- **National Bravery Award:** A retired police detective who faced down a gunman to protect a life. He knows what "fight or flight" feels like at its extreme.
- **The Author:** Creator of *The Caveman Principles*, a blueprint for understanding our primal biology in a digital world.
- **The Practitioner:** Founder of Elevated Training Ltd, providing actionable tools that work in the office, and don't just sound good in the session.

Your tribe will leave with more than inspiration. They will leave with the tools to start using the CNW Framework, the SLAP Technique, or with the "Caveman" mindset that reduces burnout, improves communication, and masters change.

## TO BOOK:



**CHELTENHAM, GL51 8LP**



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# CAVEMAN SPEAKER

**Keynote Speaker - Carl Jones  
Stress and Burnout.**



1

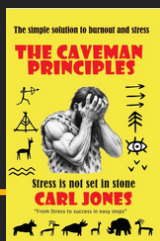
## THE CAVEMAN PRINCIPLES

Modern Problems. Prehistoric Brains.

The world has evolved at lightning speed, but our biology hasn't. We are still operating on "Caveman" software in a digital age. This mismatch is the secret source of burnout, friction, and resistance to change.

- Stress: Learn why an unread email triggers the same "threat" response as a predator.
- Communication: How to stop "tribal" infighting and build high-trust teams.
- Change: Reframing the biological fear of the "unknown" into a usable advantage.

The Result: A team that understands their own "wiring" and can override the prehistoric instincts that hold them back.



2

## CAPACITY, NEED, WANT

The Economics of Personal Energy.



**High performers often fail because they treat their energy like an infinite resource. This talk introduces a simple framework for sustainable productivity by auditing three critical areas:**

- **Capacity:** How much "fuel" is actually in your tank? (Mental & Physical).
- **Need:** The non-negotiable tasks required for survival and success.
- **Want:** The distractions and "extra" demands that lead to the red zone.

**The Outcome: Stop the cycle of burnout by learning to say "no" to the Wants so you can protect your Capacity for what truly matters.**

3

## THE S.L.A.P. TECHNIQUE



The Manager's Roadmap for Burnout & Recovery.

When a team member is struggling or returning from long-term sick leave, "winging it" isn't an option. The SLAP Technique provides managers with a clear, empathetic framework to rebuild trust and productivity without triggering further stress.

- S – Stability
- L – Listen
- A – Adjust
- P – Patience



S.L.A.P.

The Fact: 50% of work-related ill health is due to stress, depression, or anxiety. Effective reintegration reduces turnover and protects your most valuable asset: your people.

[www.slaptechnique.com](http://www.slaptechnique.com)

