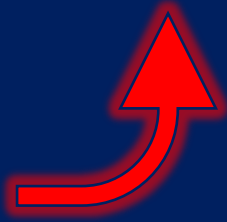


THE ATELIER FORMULA

by The Aimita Corporation

CLIMB



YOU CANNOT REACH A PEAK IF IT ISN'T THERE TO CLIMB

Being the Best you can be is a mighty challenge in the face of a Covid Lockdown. However, it is well known that the greatest challenges create opportunities for the greatest achievements. And there are plenty of challenges to face right now!

The Aimita Corporation has set a target of making a positive difference to tens of thousands of lives as it launches its Butterfly Paper and seeks to help create vibrant life beyond Covid.

Firstly, we want to encourage everybody to think beyond the negative impact that the Covid life can have on the mind. One disaster, one death, one warning or restriction after the next; these are not a healthy set of seeds upon which to live. To thrive and to flourish, a person needs to balance off their thinking and ensure flow of the most positive thoughts. We want to generate a positive feed for the mind; we want to create new inspiration to support the resurgence of our world. In a simple, practical and helpful way.

Have you got patience? Can you beat frustration?

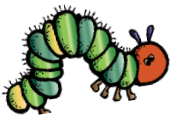
Do you know determination? Will you find a way?

THEN THE ATELIER QUIZ-CROSS-GRAM IS FOR YOU! £500 for the Winner! Turn to Page 3.

“You cannot start today and create a new beginning. You can start today and create a new ending”

Everyone wants to be successful until they see what it actually takes.





ATTITUDE IS MORE



IMPORTANT THAN ABILITY

“Just when the caterpillar thought it was going to die, it became a butterfly”

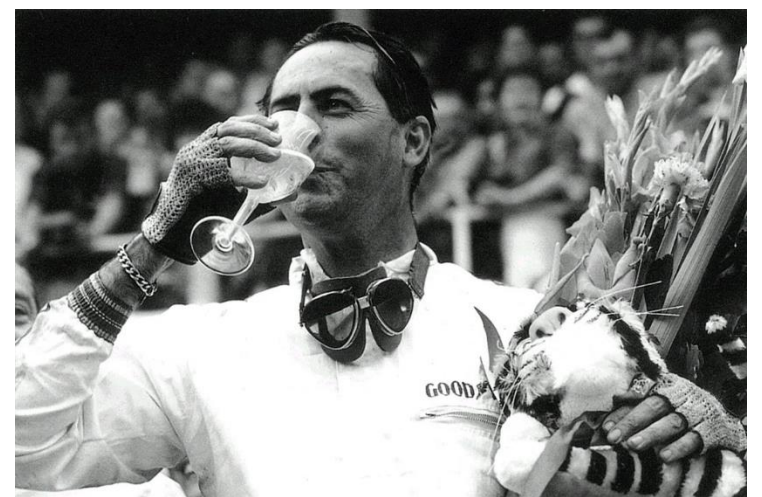
If you want to change, if you want to grow, then you have to transform. To transform you need to have a reason to transform, you need to know what to transform and how to transform. In a practical sense, in matters of fact and in real terms. Not in airy, wooly or fluffy language. This is where Atelier fits in.

Ability counts. Of course it counts. But being able to naturally run fast without having the capacity to grit your teeth and run through the pain when it comes will get you nowhere. Being unable to solve that difficulty on the run, to overcome that snapped shoelace, will lead to failure.

When you see a Champion, you see a teeth gritter; a problem solver; you see a person who knows that **ATTITUDE** is more important than ability.

In 1959, one such person was Jack Brabham. Brabham was an Australian motor racing driver. On the final lap of the final race of the season at Sebring, Brabham was leading when his car ran out of petrol.

He reacted by jumping out of his car and pushing half a ton of metal for a quarter of a mile as cars roared past him. The rules required that the car and driver needed to cross the finish line. Brabham collapsed after his feat and he achieved fourth place.



That fourth place won Brabham the World Driver's Championship.

The attitude of a Champion has ambition, self-appraisal, work ethic and learning skill wrapped into one.

A Champion doesn't know 'no'. **A Champion finds a way.**

Brabham had to have enough ability to be leading in the first place; but his attitude made the ultimate difference in a very obvious way.



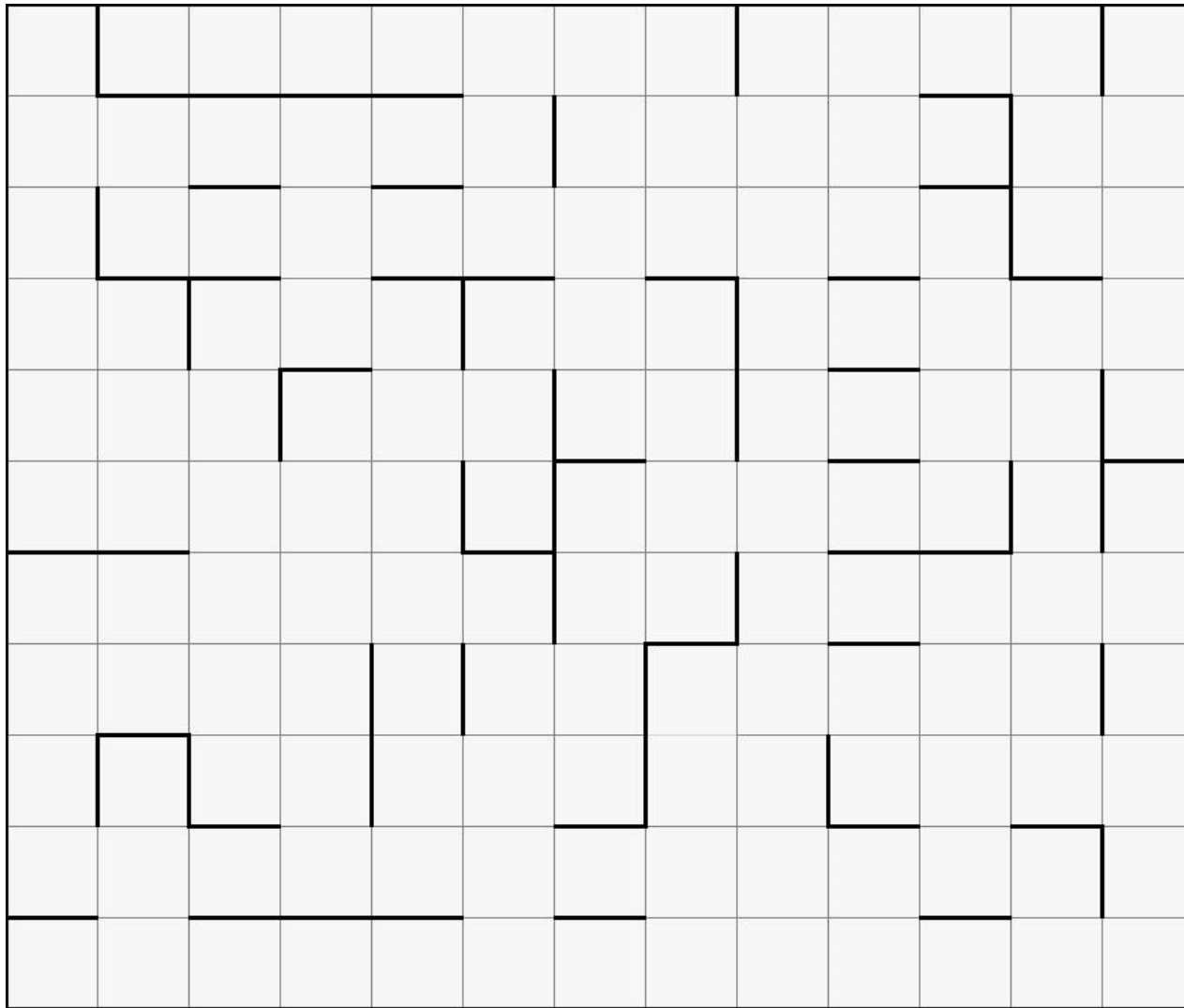
The Great Atelier

QUIZ-CROSS-GRAM

Work out the answers

Every answer fits in somewhere

Then take the first letter of each correct answer and create an inspirational phrase



Fit them into the grid correctly

Be patient and think; the answer might not be your first thought

Once you have completed the grid correctly, use the first letter of each correct answer **once only** to create the **best motivational message** you can and enter our competition!

For clarity, if 5 answers begin with 'A' then you can use 'A' 5 times to create your inspirational phrase.

With your free Entry, please include your Full Name, Address, Email Address and Mobile Number.

ACROSS

- Crown worn by Indian princes
- Hampton Court has one
- 44th US President
- A direction or point of the compass
- Current Captain of Arsenal FC
- Capital of Switzerland
- 82 degrees C recorded here in Antarctica in 1983
- Archaically used word to draw attention to interesting or amazing events
- Birds, plans and missiles are all this: type of antenna
- Informal adverb meaning 'to some extent'
- Preposition meaning about or concerning
- Tallest mountain in the world
- The French say oui, the Spanish don't
- Pleasure one takes in ones occupation
- Sanskrit word for son
- To have an equal score in a contest
- Meat sliced across muscle fibres
- UK PM 2016-19
- Coarse Middle Eastern fabric woven from goat or camel hair
- Planet died aged 76
- Elevated railway in Chicago
- Informal South Africa: Man
- Shares the island of Hispaniola with the Dominican Republic
- Expressing location, arrival or a time
- French President 1995-2007
- There are 64 types of this bird species of the Ardeidae family
- A beings soul or personality in Ancient Egyptian mythology
- Hottest temperature on earth recorded here

£500 FIRST PRIZE | £100 FOR 5 RUNNERS UP

Our competition challenge is for **fun**.
Not for entrants to complain about please.

DOWN

- A floating piece of ice
- The Great Pyramids of...
- Capital of Indonesia
- Celebrity Chef surname
- International Bar Association
- Affirmative in voting
- Longest river in India
- Not ours; not yours
- Scottish Gaelic name for Scotland
- A name; in Greek and old French meaning ecclesiastical loyalty
- Hello!
- Han Solo and Chewbacca were one of these
- To earnestly persuade
- Alien saved by Elliott
- In English we seek, we try, we attempt. The Portuguese might do this.
- Thanks!
- Precedes 'collect'
- Double reed woodwind instrument
- Netherlands produce nearly 2 billion annually - singular
- 1950-53 War
- Way of winning a boxing match
- 2nd Largest US gaming company est. 1982
- Always the life of the party in the urban world
- Deciduous/semi deciduous tree; ulmiae family
- Oath in Hebrew; biblical religion in Ethiopia
- Immeasurably long period of time
- Old English measure for rope; perhaps equivalent to the fathom
- Abbreviated - New York Time Zone

The risk in submitting an entry is entirely upon the entrant. The company will not accept liability or any responsibility for any dispute over any answer. The questions and answers are collated in good faith and the judges' decision, which by the nature of the challenge is subjective, is final. They will be looking for the phrase that does the most to inspire them.

IP ownership of entries transfers to the competition owner on submission. Submit your correct grid and your motivational message by post to The Aimita Corporation, 2nd Floor, Berkeley Square House, W1J 6BD or by email to bethebest@theatelierformula.com.

THE ATELIER FORMULA

The Atelier Formula is an approach to structuring personal or team performance and development from the point of view of one successful multi-millionaire businessman entrepreneur.

The formula sets out 7 areas of ability that need governance and focus. It sets out 4 areas of 'attitude' that need attention. It sets out that success requires both attitude and ability. It states that attitude is exponentially more important than ability and that ambition is the key factor in that attitude.

“No human being can really understand another; and no one can arrange another person's happiness”

Atelier Consulting helps individuals to measure individual performance, teams to measure team performance and guides both to raise their games. If you want to become the Prime Minister, then how do you have to plan and act in order to move towards that objective? Despite the unforeseeables, if your goal is lesser, then treat it just as seriously.

Beauty, they say, is in the eye of the beholder.

Success then is defined simply in the mind of the individual.

You have to know who you want to be and you have to want to be it with a passion. But you also need to plan your action towards it in a structured and thorough way.

“I built and sold a multi-million-pound business in my early 30s. I lifted a major football trophy at Wembley and managed the first double winning Club in England in my early 40s. I have built another multi-million-pound business in my early 50s.

The Atelier Formula consolidates the knowledge that has helped me to deliver the successes that I have been involved in and structures it to help others”.

 **Graham Westley - Author** 



THE FORMULA

11 Players in The Atelier Team!

7 ABILITIES

TECHNICAL	T
TACTICAL	T
TEAMSHIP	T
PHYSICAL	P
PERSONAL	P
PROFESSIONAL	P
MENTAL	M

4 ATTITUDES

INTEGRITY	I
(in assessing current competence)	
WILLINGNESS & COMPETENCE IN LEARNING	L
DEPTH OF WORK ETHIC	W
EXTENT OF AMBITION	A

The performance of an individual or a team can be summarised as follows:

TO THE POWER OF THE
SUM OF ATTITUDES

$$(I + L + W)^A$$

$$(T_3 + P_3 + M)$$

SUM OF ABILITIES

*The sum of abilities is multiplied to the power of the sum of attitudes powered up by the key ambition factor. The more **ability**, the more performance. The more **attitude**, we see exponentially more performance. The more **ambition**, the greatest chance.*



BUT IS IT ALWAYS ABOUT THE SCIENCE?

SCIENCE HAS TAKEN ON A HUGE NEW SIGNIFICANCE. HOWEVER, SCIENCE CAN BE CONFOUNDED.

The laws of aerodynamics prove that the bumblebee cannot fly. Neither its wing size nor its wing beats per minute give it the capacity to achieve flight based upon the degree of wing loading that is needed. The problem is that nobody told the bumblebee that and so it defies science.

The bumblebee is not only ignorant of science but it is also capable of cross modal object recognition; it can recognise an object that it has previously felt but not seen, a very human trait and a skill disproportionate to its likely cerebral capacity.

One would imagine that this mental skill is a contributory factor in structuring the organisation of 22,700 bee trips that are required to fill one jar of honey. Those trips are worked from amongst the 100,000-200,000 bees that a queen produces each year which spend between 10-20 days each collecting nectar.

We have a creature that does what it 'can't do'; that has a very focused purpose; that works incredibly hard at it; and that has talent you don't expect of it.

There are lots of lessons to learn from the bee when we reflect on ourselves and when we consider those around us in a team.

“It’s not how hard you can hit, it’s how hard you can get hit, how much you can take and keep moving forwards. That’s how winning is done”

No Butts in Winning...



Alfred Butts was an architect. However, he was unemployed as the deep recession of 1930 hit him hard. He had to delve into his creative mindset as he sought to generate a future income. The answers were not easy to find. Butts decided to research the 'games' market. For no real reason. Just because he thought it might be a good thing to do.

He researched and found that games could be categorized:

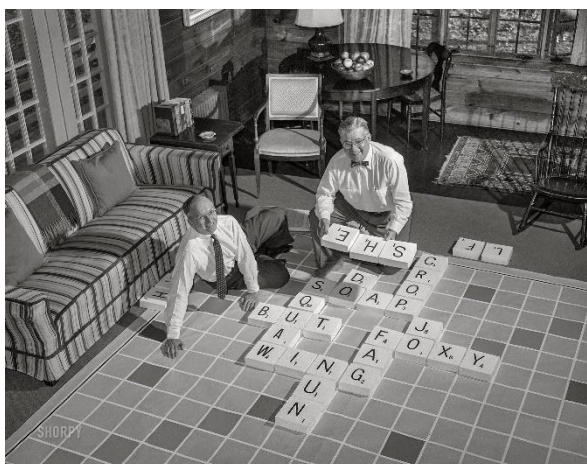
- 1.They involved chance and numbers like bingo or dice
- 2.They required skillful moves, like chess or draughts
- 3.They used words and knowledge, like crosswords or anagrams

“Go confidently in the direction of your dreams; live the life you imagine.”



However, none of them used all. He aimed to create a game of chance, skill and words. Butts created Lexico, allocating letters, a value based on commonality of use, placing letters with their value on a tile and inviting participants to place tiles on a board in a tactical way to make words, score points and outwit opponents. Lexico became known as Scrabble.

In 1952 Jack Strauss, the President of Macy's Department Store (New York), played Scrabble in a hotel whilst on holiday. He immediately fell in love and placed a huge order. Butts' game began selling 6000 units per week. Today, 2 million sets are sold each year in 29 languages. There is a TV game show and a Scrabble World Championship. Out of disaster flows opportunity. You'd better believe it! If you do, you will start right now!



THE ATELIER FORMULA

www.theatelierformula.co.uk

What it takes...

11 attitudes and abilities



**TO ACHIEVE YOUR
FINANCIAL TARGETS**



**TO LIFT YOUR
TROPHIES**



**TO REACH YOUR
GOALS**

A structure to help teams and individuals to
deliver upon an intention.



By Book | Webinar | Workshop



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