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# THE NEW LEAF INITIATIVE CIC

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A REHABILITATION REVOLUTION

Supporting Prisoners to Support Business:  
Through a Lived Experience Lense

Marie-Claire O'Brien - Founder and CEO

Candidate A	Candidate B	Candidate C
Consults with astrologists	Kicked out of office twice	Decorated war hero
Had a mistress	Stayed in bed till 10am	Vegetarian
Chain smoker	Alcohol dependant	Doesn't smoke
Drinks 8-10 martinis per day	Struggled at school	Rarely drinks and no illicit love affairs



**Candidate A -  
Franklin Roosevelt**

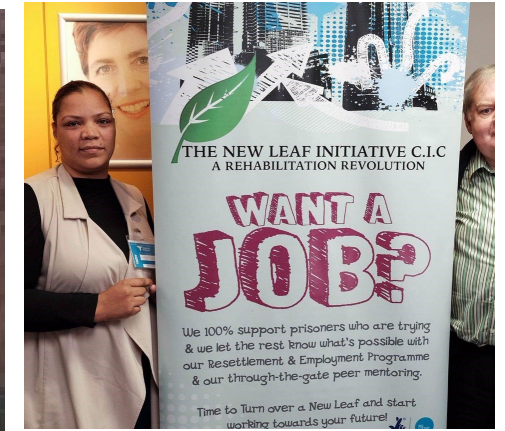


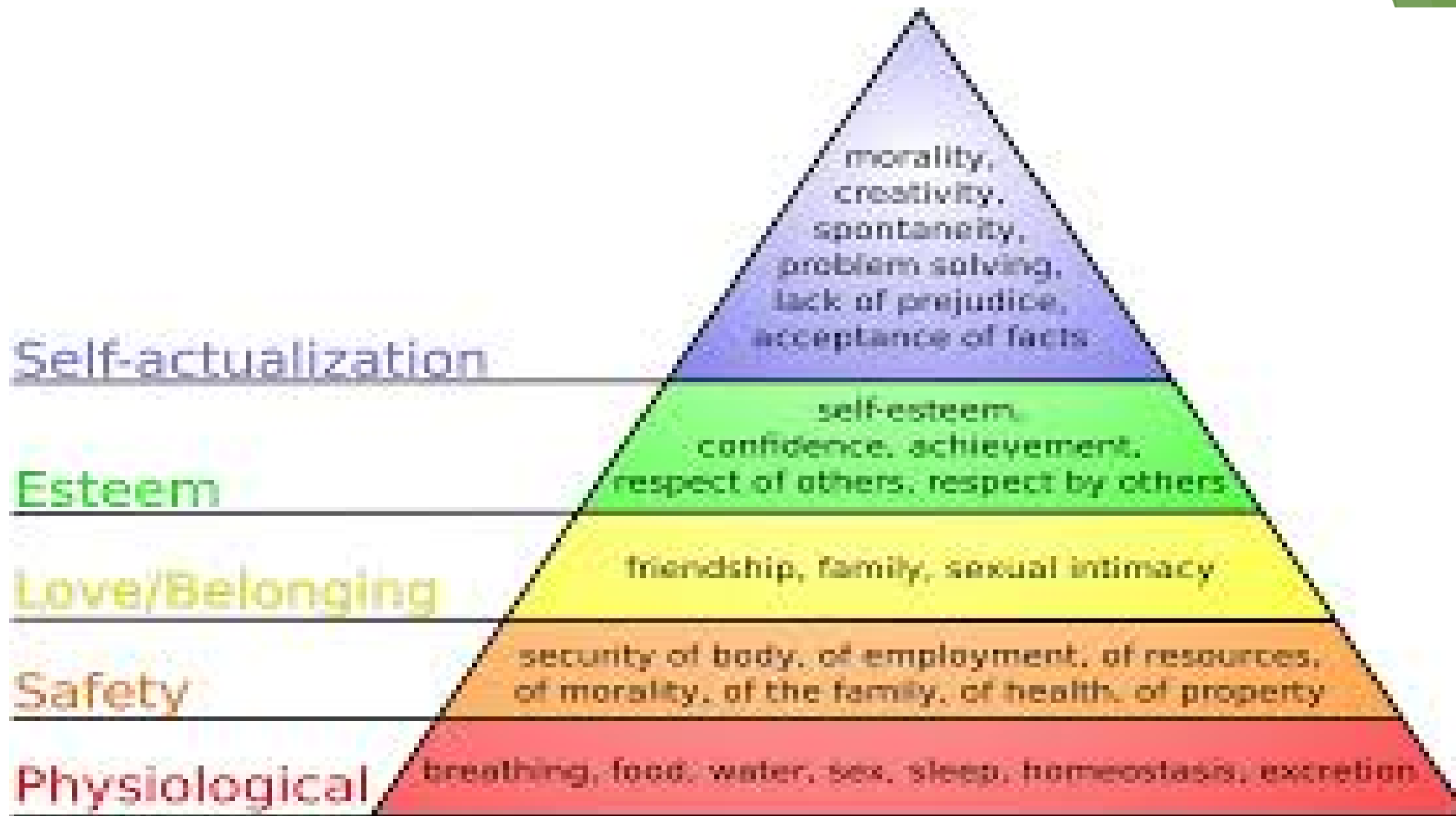
**Candidate B - Winston  
Churchill**



**Candidate C - Adolf  
Hitler**







Maslows Hierarchy of Needs/Motivations



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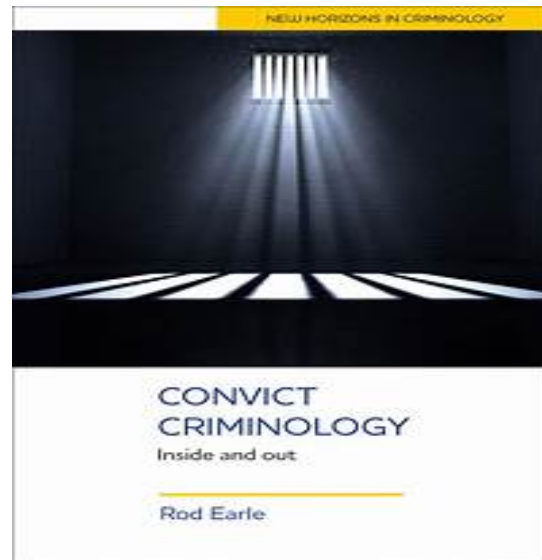
National  
Probation  
Service



HM Prison &  
Probation Service

**OFFPLOY**™

**TIMPSON**  
Great Service by Great People



**PRISON  
REFORM  
TRUST**

  
**Intuitive Thinking Skills™**

From dependence to independence

"Specialists in  
Attitude Behaviour Change"



**behindbras**

**EFFRR**

Employers' Forum  
For Reducing  
Re-offending

 **GREGGS**