

# From overwhelm to ownership

What a Rice Krispies box  
taught me about resilience

CGI Ireland Conference 2025

Robbie Creevy | COO & Co-Founder  
PushMe Ltd

15<sup>th</sup> May 2025



# Who am I?



# What's on the agenda?

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1. PushMe overview
2. Rewind to December 2014
3. Embracing change
4. Building resilience – The 7 C's
5. Practical exercise – Taking control of your morning
6. Wrap up / Q&A

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# PushMe



PushMe

A digital coaching platform changing the way...



...Firms

attract, develop and retain their key...



...Employees

by helping them solve problems and achieve their goals.



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# PushMe's platform

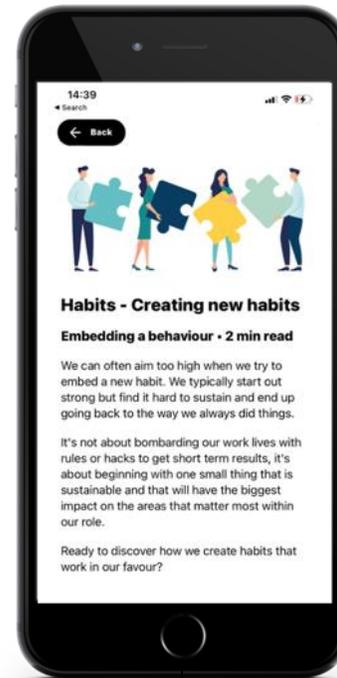
Bridge the gap between learning new skills and applying them.



Periodic self-assessments



One-to-one business coaching



Customised, bite-sized learning



Personalised support offering



# December 2014

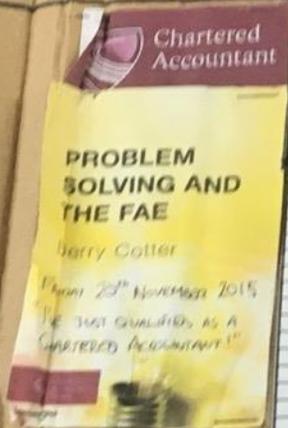


Get more from yourself.



# Vision Board

WORK EXAMS SPORTING PERSONAL



IMPACT  
HEARD GOALS  
VOICED IMPACT  
CONSISTENCY

DATE	VENUE	OPPONENT	COMPETITION
Tuesday March 26	Marlons Field	Bohemians	FAI Cup
Monday March 30	Bohemians	Bohemians	FAI Cup
Friday March 31	Dalympark Park	Bohemians v Galway Utd	FAI Cup
Saturday March 31	Carlisle Grounds	Bohemians v Bohemians	FAI Cup
Friday March 31	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday March 31	Telstra Stadium	Bohemians v Bohemians	FAI Cup
Friday March 31	United Park	Bohemians v Bohemians	FAI Cup
Thu. April 01/11	United Park	Bohemians v Bohemians	FAI Cup
Friday April 10	Dalympark Park	Bohemians v Longford Town	FAI Cup
Friday April 17	Dalympark Park	Bohemians v St Patrick's Athletic	FAI Cup
Monday April 20	The Showgrounds	Bohemians v Bohemians	FAI Cup
Friday April 24	The Showgrounds	Bohemians v Bohemians	FAI Cup
Friday May 1st	Dalympark Park	Bohemians v Cork City	FAI Cup
Friday May 8th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday May 15th	Samuel Beckett Park	Bohemians v Bohemians	FAI Cup
Thu. May 18/19	Samuel Beckett Park	Bohemians v Bohemians	FAI Cup
Friday May 22nd	Dalympark Park	Bohemians v Bray Wanderers	FAI Cup
Wed. May 31st	United Park	Bohemians v Bohemians	FAI Cup
Friday June 05	United Park	Bohemians v Bohemians	FAI Cup
Friday June 12th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday June 26th	Dalympark Park	Bohemians v Longford Town	FAI Cup
Saturday July 04	City of Dublin Stadium	Bohemians v Bohemians	FAI Cup
Friday July 11th	Bohemians Park	Bohemians v Bohemians	FAI Cup
Friday July 17th	The Showgrounds	Bohemians v Bohemians	FAI Cup
Friday July 24th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday July 31st	Talbot's Cross	Bohemians v Bohemians	FAI Cup
Monday August 3rd	Dalympark Park	Bohemians v Bohemians	FAI Cup
Saturday August 09	Marlons Field	Bohemians v Bohemians	FAI Cup
Friday August 14th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Monday August 17th	Carlisle Grounds	Bohemians v Bohemians	FAI Cup
Wed. August 20th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday August 28th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Saturday September 01	Telstra Stadium	Bohemians v Bohemians	FAI Cup
Wed. September 13th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday September 18th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Saturday September 19th	United Park	Bohemians v Bohemians	FAI Cup
Friday September 25th	United Park	Bohemians v Bohemians	FAI Cup
Sunday October 01	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday October 09	Dalympark Park	Bohemians v Bohemians	FAI Cup
Saturday October 17th	The Showgrounds	Bohemians v Bohemians	FAI Cup
Friday October 23rd	The Showgrounds	Bohemians v Bohemians	FAI Cup
Friday October 30th	Dalympark Park	Bohemians v Bohemians	FAI Cup
Friday November 01	Aviva Stadium	Bohemians v Bohemians	FAI Cup



# Resilience



Get more from yourself.

# Embracing change

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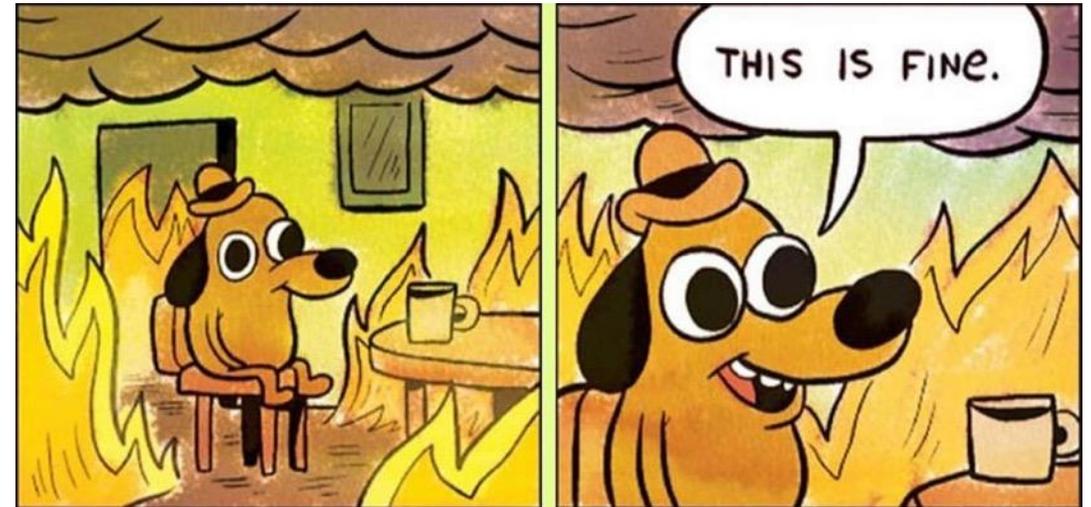
“Change is the only constant in life.”

Source: Heraclitus, Greek Philosopher

“Ones ability to adapt to those changes will determine your success in life.”

# Embracing change, what's in it for me?

- Building resilience
- Enhancing emotional well-being
- Expanding skill set
- Honing problem-solving abilities
- Improving self-esteem and confidence
- Increasing opportunities
- Developing internal sense of safety



**Curiosity is the engine of  
achievement.**

**Ken Robinson**

# Failure to embrace change



- \$50m sale offer to BB

**NETFLIX**

- + 9,000 stores
- + 84,000 employees
- ~ \$6bn revenue



BUILDING  
RESILIENCE

Market  
share

**49%**



**3%**



# Resilience

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“Resilience has been described as the ability to recover quickly **but** recovery alone **is not** an adequate goal.

Truly resilient organisations bounce back better **and even** thrive.”

Source: McKinsey & Co, Global Management & Consulting Firm

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# Resilience

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- Catastrophic nuclear accident
- Reactor explosion, safety test
- Deaths, cancers, evacuation

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# Resilience

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- **Symbol of nature's resilience**
- **High radiation levels**
- **Thriving ecosystem in extreme conditions**

# The 7 C's of Resilience

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- **Competence:** Knowing you're capable and have the skills to handle adversity.
- **Confidence:** Believing in your strengths and abilities.
- **Connection:** Having a support network and ties to others in the community, creating a sense of security.
- **Character:** Staying true to your values and beliefs.
- **Contribution:** Having a sense of purpose, and knowing that you have the power to positively impact others.
- **Coping:** Having an understanding of how to manage stressful situations.
- **Control:** Understanding that the choices you make have consequences, and acting accordingly.

# The 7 C's of Resilience in practice

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- **Competence:** Continuously learn and develop new skills, seek opportunities for growth.
- **Confidence:** Self-affirmation, celebrate your achievements, embrace a growth mindset, view failures as learning opportunities, surround yourself with supportive individuals.
- **Connection:** Meaningful relationships, build support network, foster open and honest communication, practice active listening, offer support, promote a sense of belonging and community.
- **Character:** Reflect on values and align actions with them, embrace integrity, honesty, and empathy, emphasise personal growth, embrace challenges as opportunities for character development.
- **Contribution:** Positive impact in the lives of others, engage in acts of kindness, volunteer, or support causes that resonate with you, contribute to something greater than yourself to cultivate a sense of purpose and meaning.
- **Coping:** Develop coping mechanisms to manage stress and adversity, including practices like mindfulness, exercise, journaling, seeking support from trusted friends or professionals.
- **Control:** Identify what is within your control and focus energy on this, let go of what you cannot change and embrace an adaptive mindset, seek alternative solutions when faced with obstacles.

# Taking control of your morning

- 1 thing you are grateful for

*"I am grateful for...my supportive family"*

- 1 positive affirmation about yourself

*"I am...a highly creative person"*

- 1 positive intention for your day ahead

*"I will...bring confidence to my presentation today"*

- Rate how you are feeling from 1 – 10 and commit to taking one action during the day that could bring you up one notch on your rating scale.



# Taking control of your morning

**Option 1:**

Scan QR code



**Option 2:**

Type the below url into your browser

or

[tinyurl.com/pushmecgi2025](https://tinyurl.com/pushmecgi2025)

# Vision Board

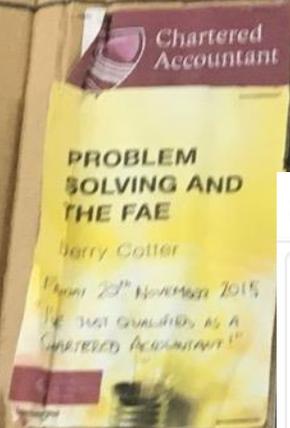


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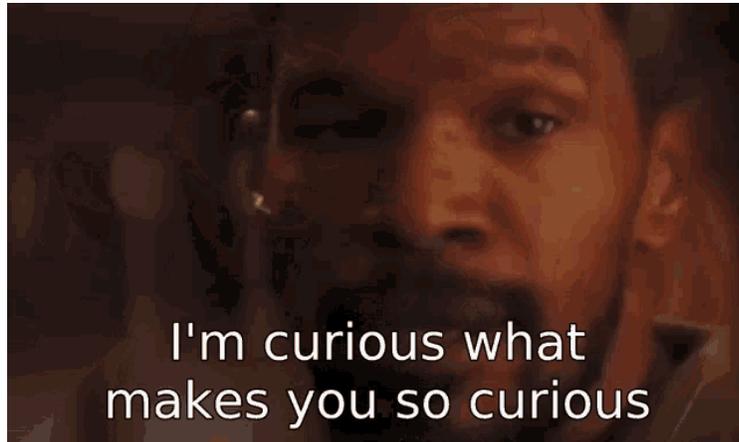
League of Ireland Premier Division 2015

Club	MP	W	D	L	Pts	GF
1 Dundalk	33	23	9	1	78	78
2 Cork City	33	19	10	4	67	57
3 Shamrock Ro...	33	18	11	4	65	56
4 St Patrick's At...	33	18	4	11	58	52
5 Bohemians	33	15	8	10	53	49



# Wrap up

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**Be curious when faced  
with change**



**Invest time in the  
7 C's of Resilience**



**Move closer to what appears  
on your own Vision Boards**

# Thank You!

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

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