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# The power of Journaling

Transforming team performance, well-being and innovation one page at a time

**Alexandra Badita**

# Why Journaling Works *and Why It's Perfect for Teams*

## Team Benefits:

# 1

- Sharper decision-making under pressure
- Improved focus & productivity
- Reduced stress & emotional fatigue
- Stronger innovation and problem-solving
- Higher engagement and morale

## Case Study:

# 2

A study with U.S. Army officers introduced a 15-minute daily journaling practice during leadership training.

- Officers improved problem-solving accuracy by 25% under stress simulations
- Emotional regulation scores rose by 21%
- Commanders reported better team morale and communication post-training

## Neuroscience Says:

# 3

- Writing by hand activates both brain hemispheres and enhances deeper thinking.
- Journaling reduces amygdala activity, therefore lowers stress.
- Reflective writing boosts memory retention and insight generation.

# The Impact for Your Team & Organization

## ROI at a glance

**+23%** Team **productivity increase** after introducing weekly guided reflection. (Harvard Business Review, 2017)

**+40%** Better **problem-solving** capacity in teams practicing structured journaling.

**-34%** Reduction in perceived **stress levels** within 2 months. (PwC Leadership Program, 2020)

**+27%** Improved clarity on **strategic priorities** among managers.

## Culture & Impact

**COLLABORATION**

**CLARITY**

**RESILIENCE**

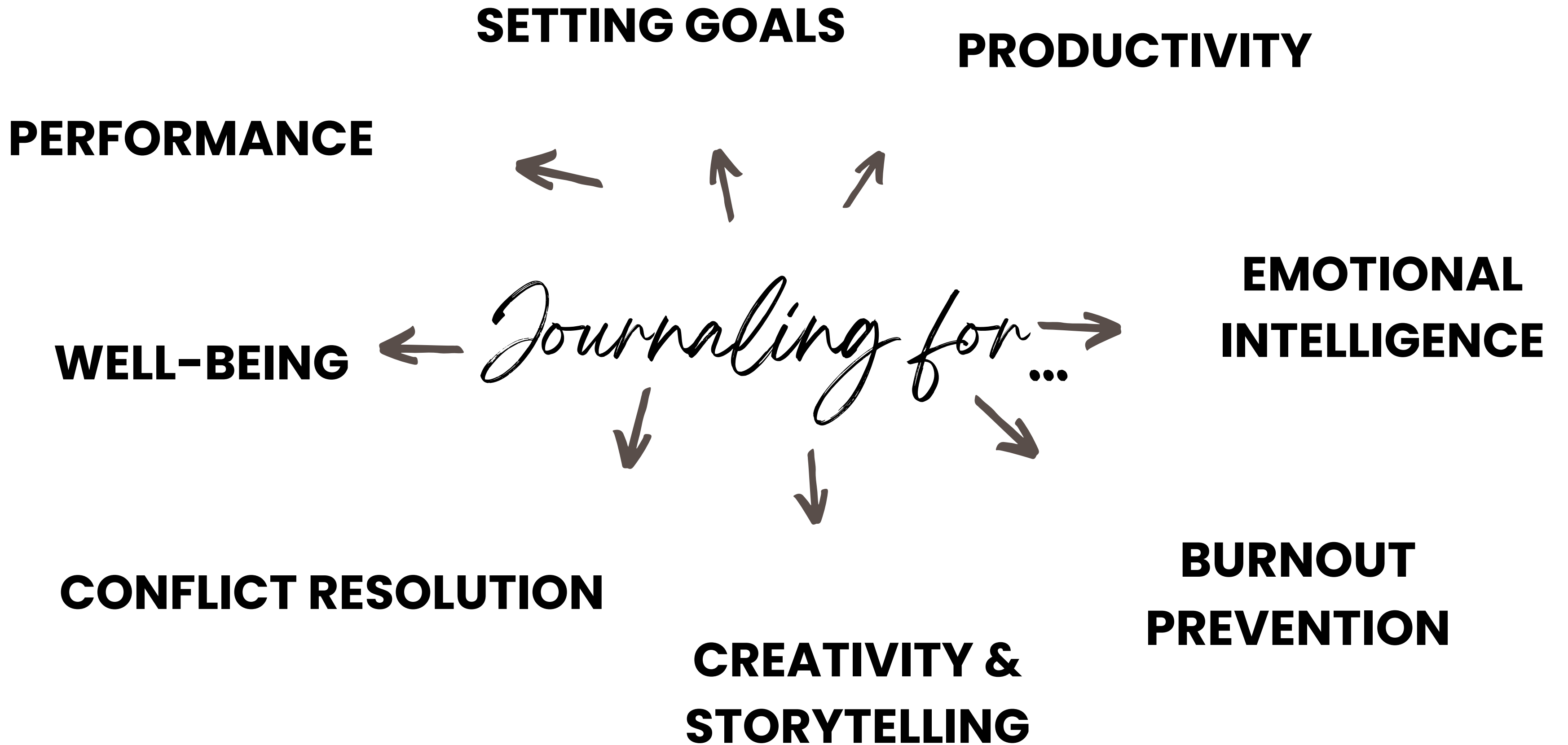
**ENGAGEMENT**

# The Workshops

Each workshop is available as 90-minute session or half-day immersive experience (online / on-site).

This can be followed by an accountability group online (from 7 up to 21 days or more) for team members to continue journaling, receive guidance and assess growth.





**We can add our journals for the full experience or customise one exclusively for your team.**



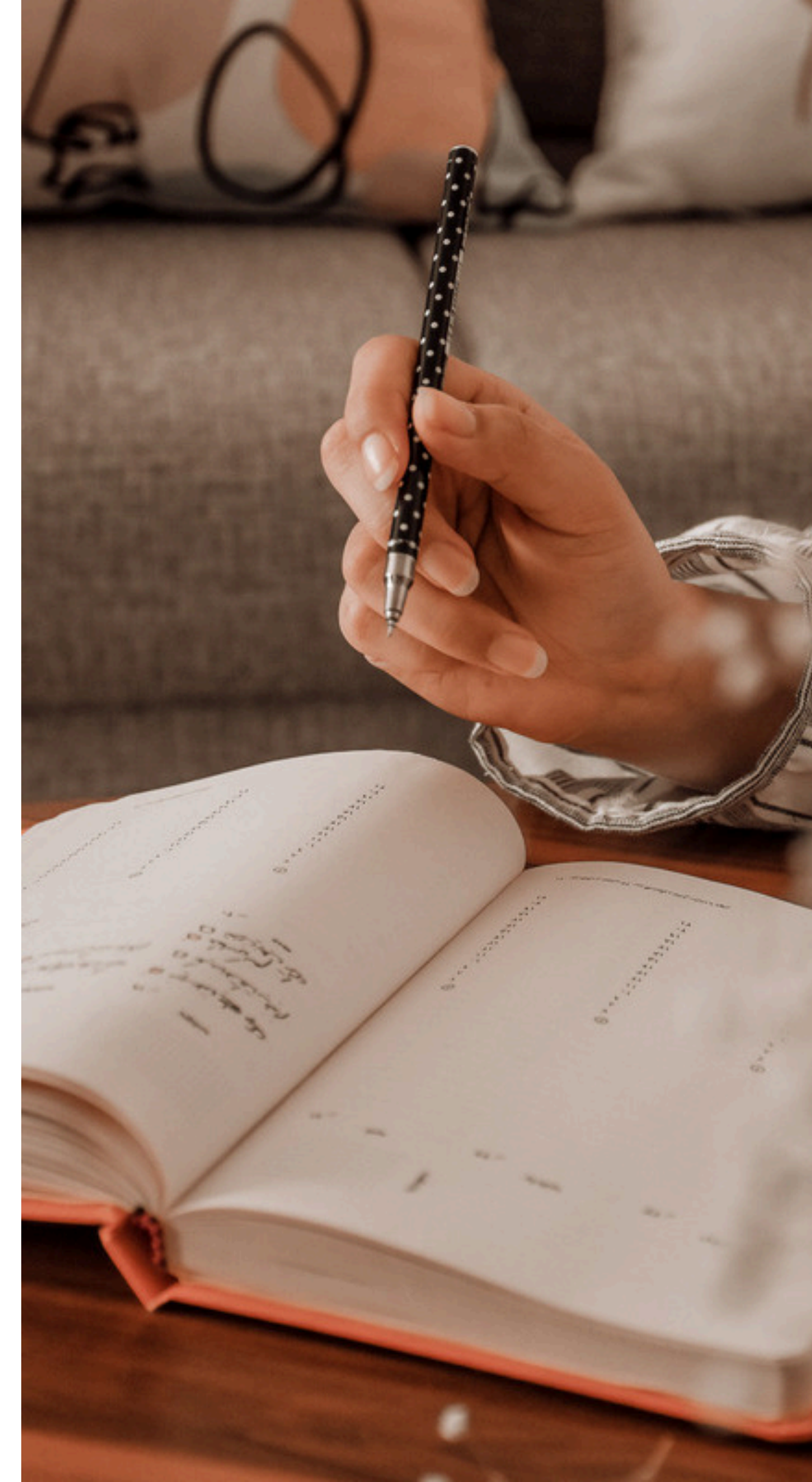
# Budget & Tailored Solutions

Sessions are fully customizable to your team's goals and culture.

## **Packages start from:**

600 EUR for a 90-minute interactive session and scalable based on duration, format and number of participants

**Custom packages** for team programs, coaching or company-wide initiatives are available upon request. Customised journals and agendas available.



# Testimonials



## Dan Christante - Super Patch Canada

I did the journaling program with Alexandra and it was excellent. Enjoyed every moment of it. Whether you journal on a regular basis, do it part time or have never tried, I highly recommend you consider working with Alexandra.

## Iris Weissbuch - Communication Specialist

Alexandra, I thank you tremendously for bringing this into my life. The transformation is hard to put into words. I have grown more than ever before in only 30 days of journaling. So many revelations.

## Andrei Sima - Founder PRO Gis Solutions

I learned new techniques, and the most interesting part was the methods of reviewing what we had learned on previous days through interactive exercises and the live team exercises that we later discussed with all participants.

## Robert Deck - Founder & CEO Click2.ai

What an incredible workshop hosted by Alexandra Badita today! I am thrilled to share that the feedback from all participants has been nothing short of amazing. Thank you, Alex, for your dedication and expertise in putting together such a valuable event.






# About Alexandra Bădiță

- Journaling & Storytelling Facilitator
- Book author
- TEDx Speaker 2024
- 8 years in digital marketing & project management Romania & UK
- Masters in Journalism and Advertising
- Founder Impressivity® by Alexandra in 2014
- Corporate Facilitator & Retreat Host
- Author "Write Your Way to Happiness" and "Impress Yourself Every Day"
- Podcast host "Live Your Impressivity Show"
- International Speaker (California, Netherlands, Cyprus, UK, Albania, Switzerland)
- Certificate Journal Therapy and Neuropsychology, Train the Trainer
- Founder of The Journaling Academy in Romania
- Co-founder of the educational projects "Journaling in schools" and "My first journal"

**MEDIA:**  **FEMEIA.**  **Avantaje**       

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**Thank you!**

