

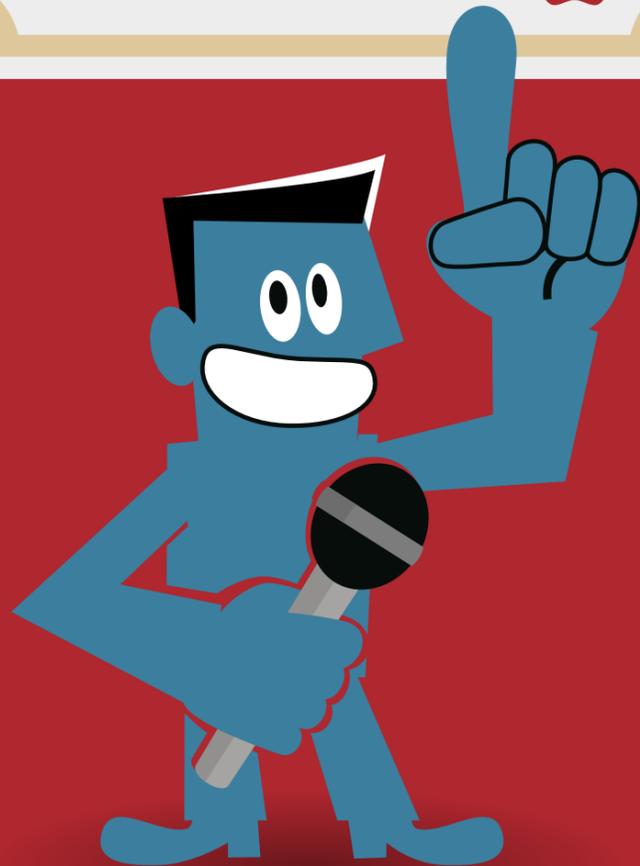
ISOLATION
NATION

ISOLATION
NATION
TWO-POINT-04

"VIRTUALLY THE BEST THING YOU CAN DO FOR EMPLOYEES"
(hopefully you got the double entendre using virtually)

Have you ever felt like you were “meant to do something?”
That’s the way I feel about this. Almost everything I have ever done, or felt,
or experienced, in my life leads me to making this claim:

I, MICHAEL LANDSBERG, CAN CHANGE
AND PERHAPS SAVE THE LIVES OF PEOPLE
WHO ARE IMPORTANT TO YOU.

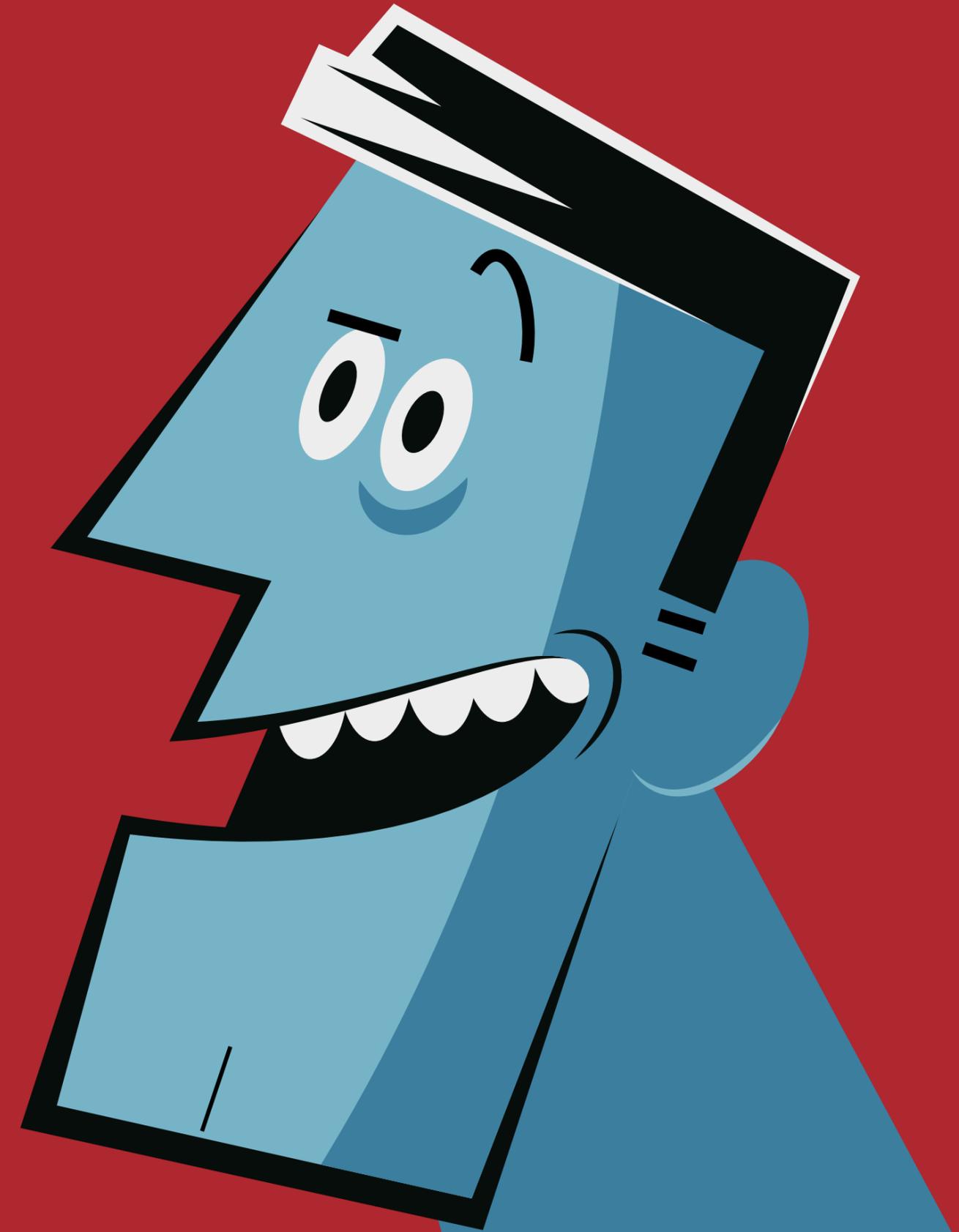


I have two degrees:

1. A Bachelor's Degree (Radio and Television Arts) from Ryerson University. This was accomplished in a mere 6 years.
2. A PHD in being a mental health patient. This was awarded to me, by me. I understand what depression and anxiety feel like. That alone, is not worthy of a doctorate. What makes me unique is my willingness and my ability to use my first degree to achieve my second.

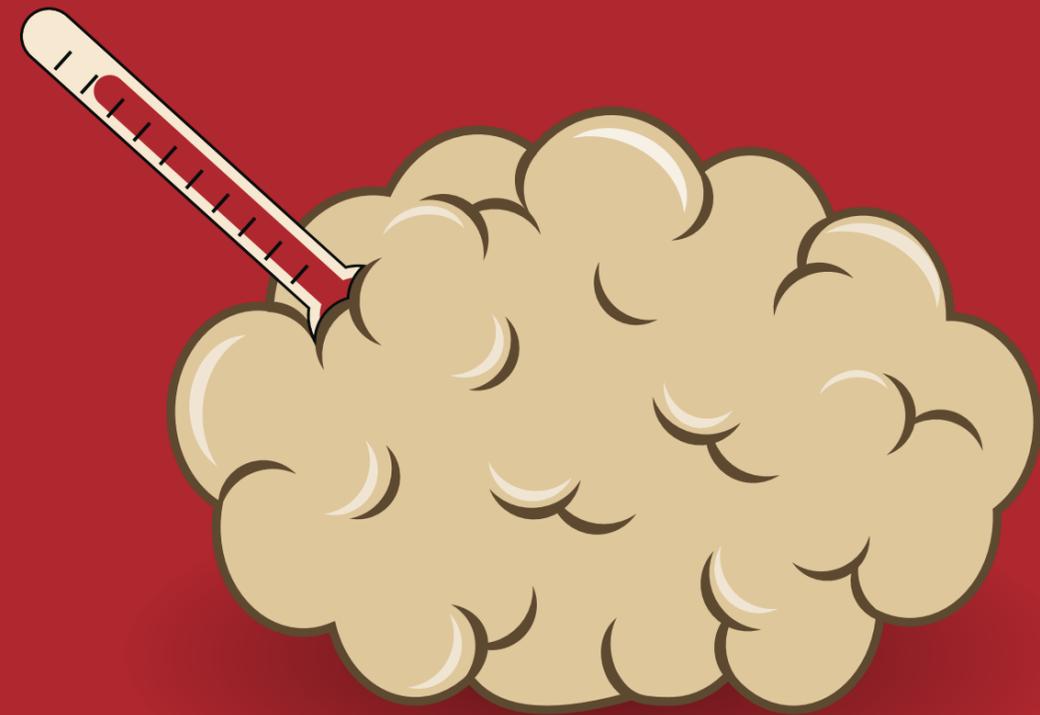
WHEN IT COMES TO SPEAKING
ABOUT MENTAL ILLNESS — I'M
DIFFERENT THAN MOST.

DIFFERENT ISN'T ALWAYS BETTER.
IN THIS CASE I BELIEVE IT IS.



ALL I WANT...

I want to speak to important groups in your life. I want to use what I have learned, to deliver a message about mental health that will change the way they view illnesses like depression. I'm talking about how they view themselves and equally important — how they view others.





I SAY 'GROUP'

I'm referring to your board, your entire company, a portion of it, a department, clients, prospective clients. I want to speak to your association, your school, your church, your hockey league, even your family. Everyone would benefit from Isolation Nation 2.0. Given the chance I will make a difference in their lives.

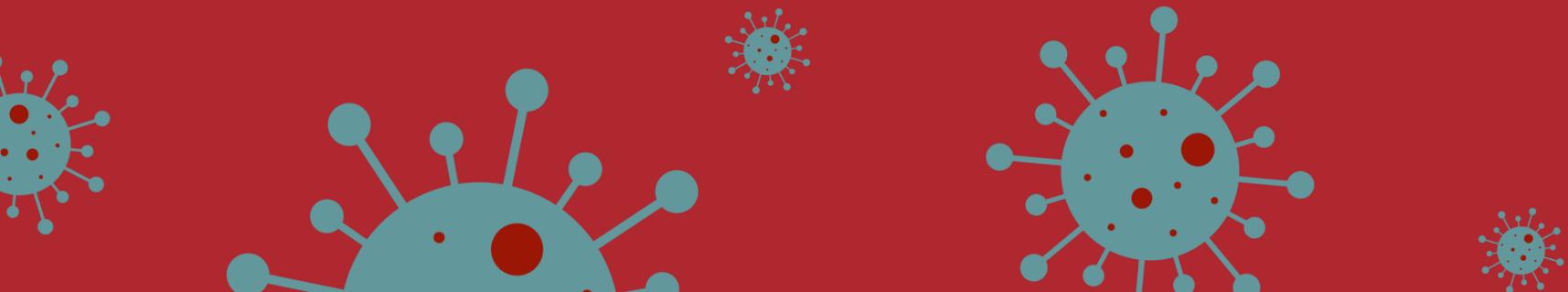
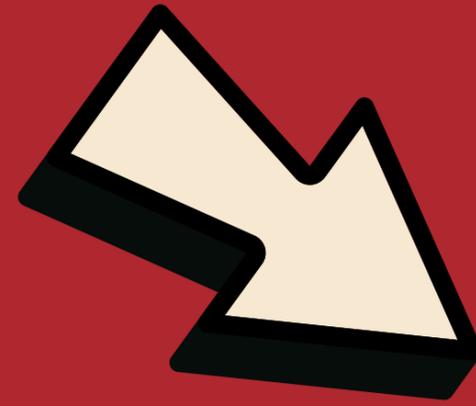
WHY ME?

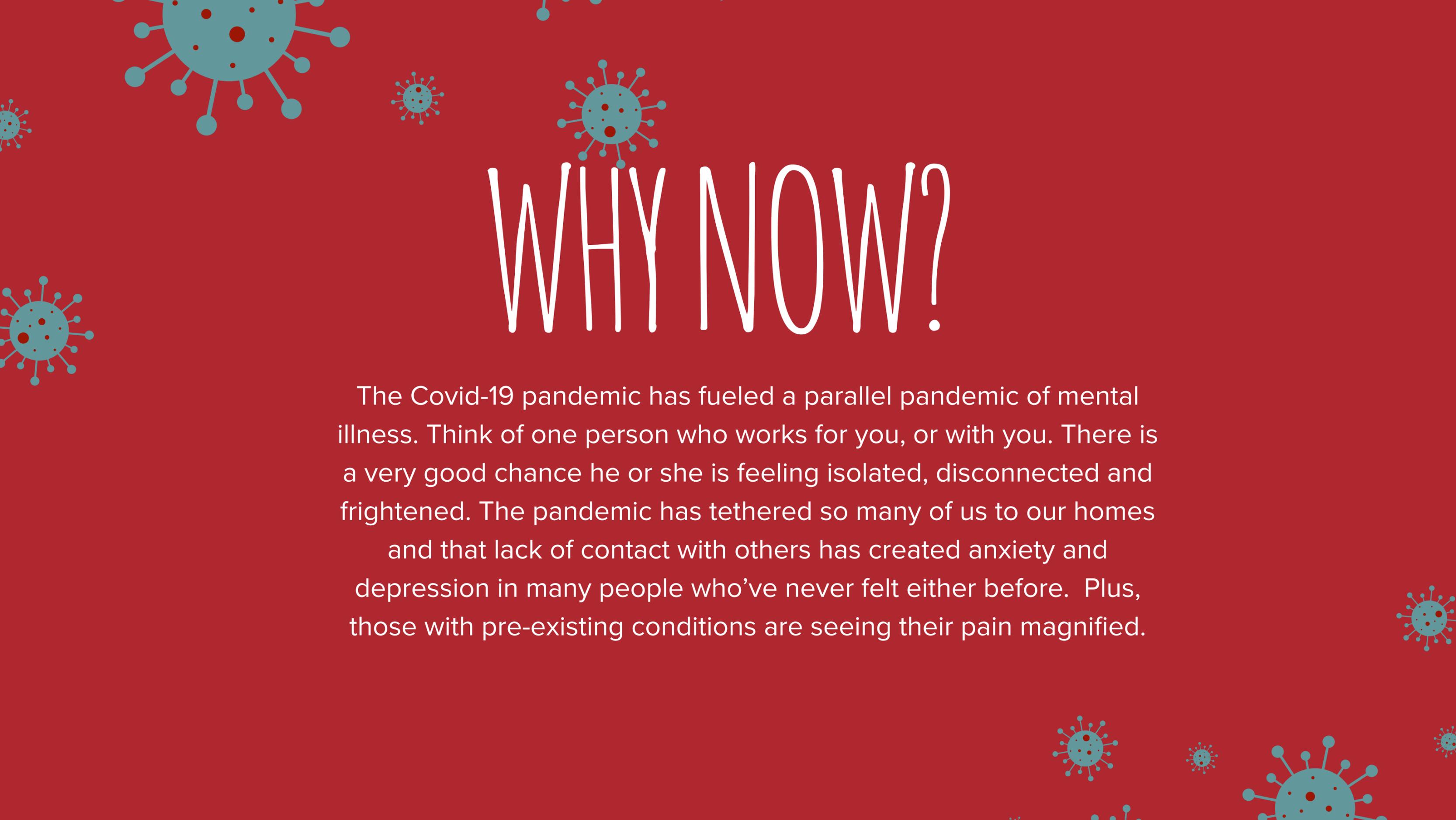
Simple. Many keynote speakers or mental health professionals are dull. Sorry, it's true and if they're dull in person- then on a digital platform they will be... well... you get the point. I have spent my career looking into a camera and bringing energy and enthusiasm regardless of the circumstances.



Oh, one more thing about that.
Click the TV and I will explain.

If that doesn't work, **CLICK HERE**



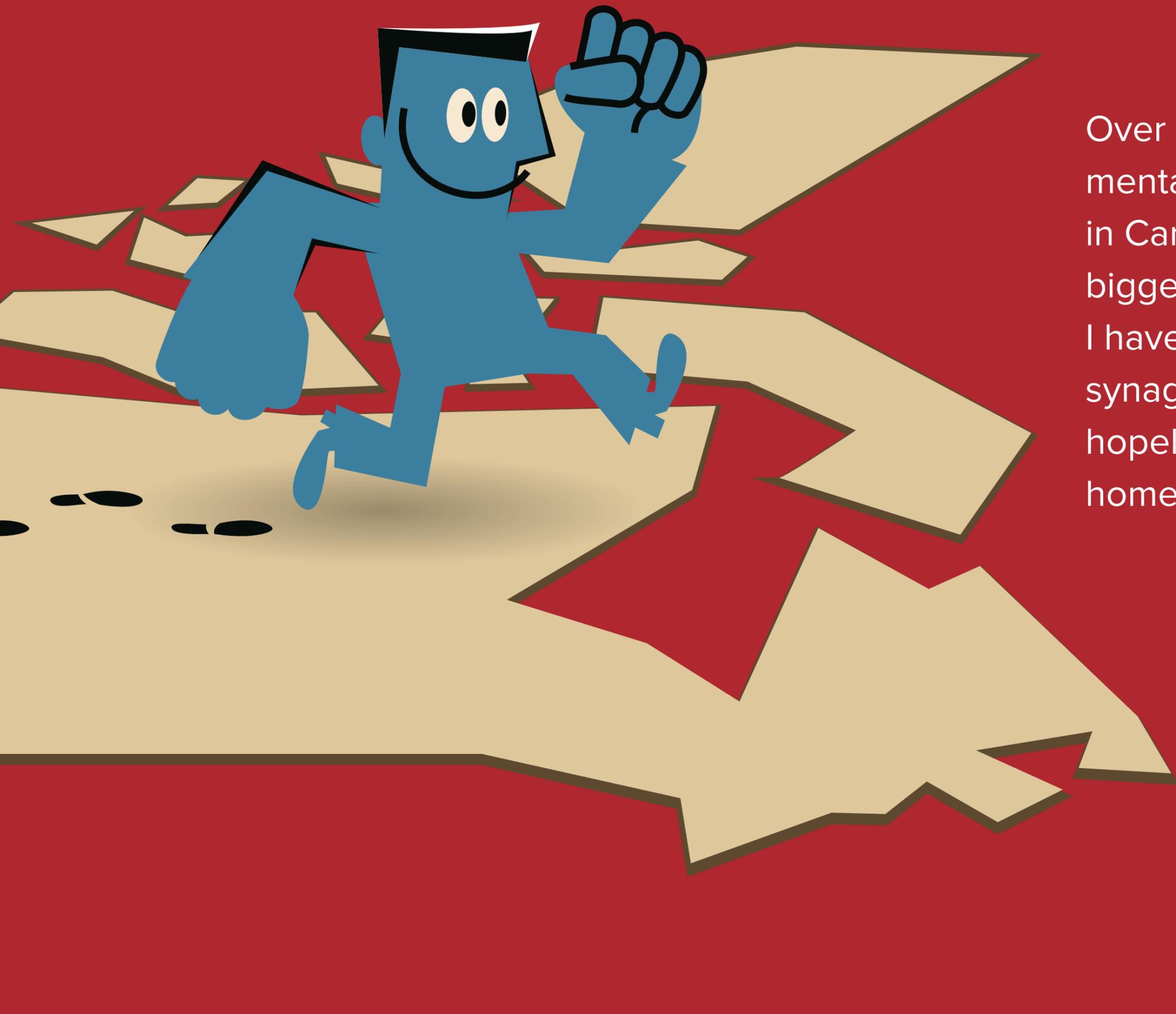
The background of the slide is a solid teal color. Scattered throughout are several stylized virus icons. Each icon consists of a central circle with several smaller circles (representing nucleic acid) inside and several thin lines (representing spikes) extending outwards. The icons are in two colors: teal and orange. They are of various sizes and are positioned at different points across the slide, including the top left, top center, middle left, bottom right, and bottom center.

WHY NOW?

The Covid-19 pandemic has fueled a parallel pandemic of mental illness. Think of one person who works for you, or with you. There is a very good chance he or she is feeling isolated, disconnected and frightened. The pandemic has tethered so many of us to our homes and that lack of contact with others has created anxiety and depression in many people who've never felt either before. Plus, those with pre-existing conditions are seeing their pain magnified.

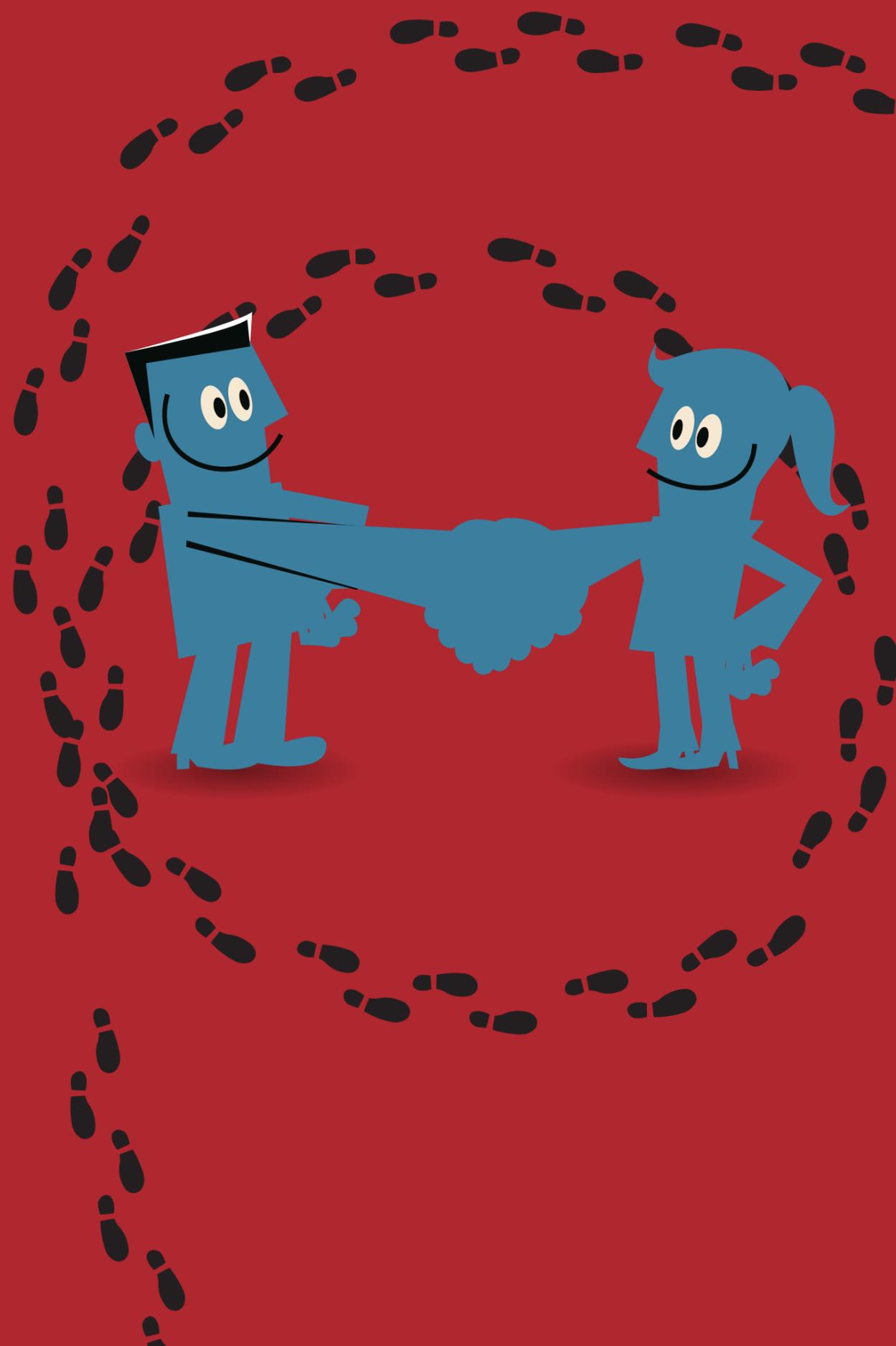


YOU LIKELY KNOW ALL OF THAT.
WHAT YOU MAY NOT KNOW IS HOW TO
STEP UP AND DO SOMETHING FOR THEM.



Over the past decade I have spoken about mental health in every province and territory in Canada. I have shared my story in the biggest cities and the smallest communities. I have bared my soul in churches and synagogues and I have brought hope to the hopeless in luxury homes and to the homeless on the streets.



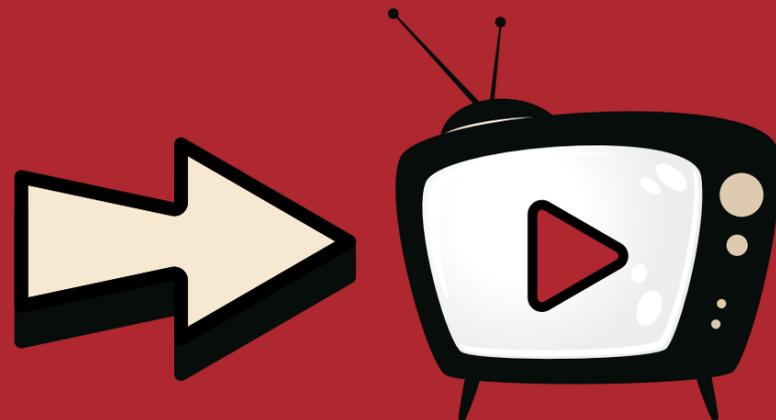


As recently as March 2020 I was travelling the country giving talks about mental health and bringing people hope. In the process of giving those hundreds of talks to tens of thousands of people, I learned how to connect on a rare level with total strangers

I never even considered the idea of doing these talks “online.” Face-to-face is everyone’s first choice. Face-to-face is obviously not possible at this time and thanks to ‘necessity being the mother of invention’, and the acceptance that ‘father time stops for no one’ the solution was obvious.

ISOLATION NATION

TWO-POINT-04



We developed specific skills for this while producing 60 shows called Isolation Nation during the first 3 months of the pandemic. It's tried, it's true and it's effective.

All 60 episodes live at sicknotweak.com.

WARNING

Watching all 60 in a short period of time carries risk. Know when to say when. Watch responsibly.

Click the TV or [**CLICK HERE**](#)

Sadly, the mental health impact of the pandemic has become obvious. We are seeing devastating increases in depression, anxiety, suicidal thoughts and suicides. Since March when the pandemic hit, there have been many months where we lost more Canadians to suicide than Covid-19.

QUESTION: WHAT CAN YOU DO ABOUT IT?

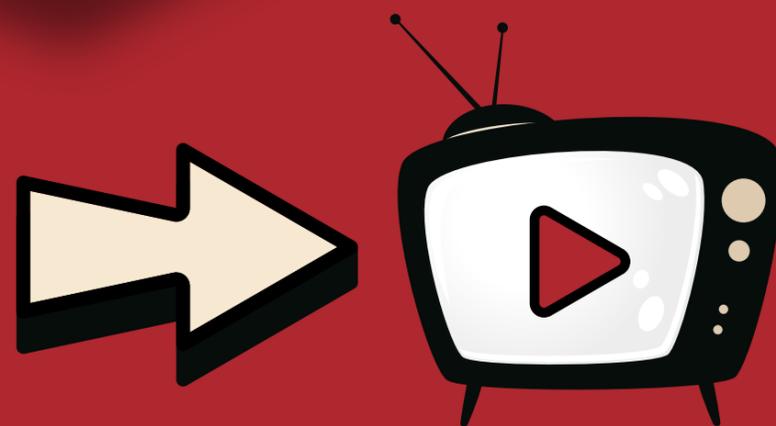
ANSWER: HIRE US TO PUT ON AN AWESOME SHOW.

What? A show? How can mental health talk be a show? Well, it can be a “show” and not simply “a talk” because we choose to combine information with entertainment. We do **it** because we know how to do it, and we do it well.

People seldom want to watch something because it’s good for them.

Click the TV to find out how we avoid that by “sweetening” it.

If that doesn’t work, **[CLICK HERE](#)**



Our presence speaking on your behalf makes a powerful statement, “in case you forgot – we care.” Most companies – small and large – have lost “physical” contact with employees who’ve been working from home during this pandemic. That means most of them have lost some emotional contact as well. What we are offering – Isolation Nation 2.0 – can bridge the ever-widening gap between all different areas and levels of a company.

ISOLATION NATION

TWO-POINT-0H

HOW TO BRING ISOLATION NATION 2.0
TO YOUR GROUP

Length:

Whatever you want, but in general 60-90 minutes.

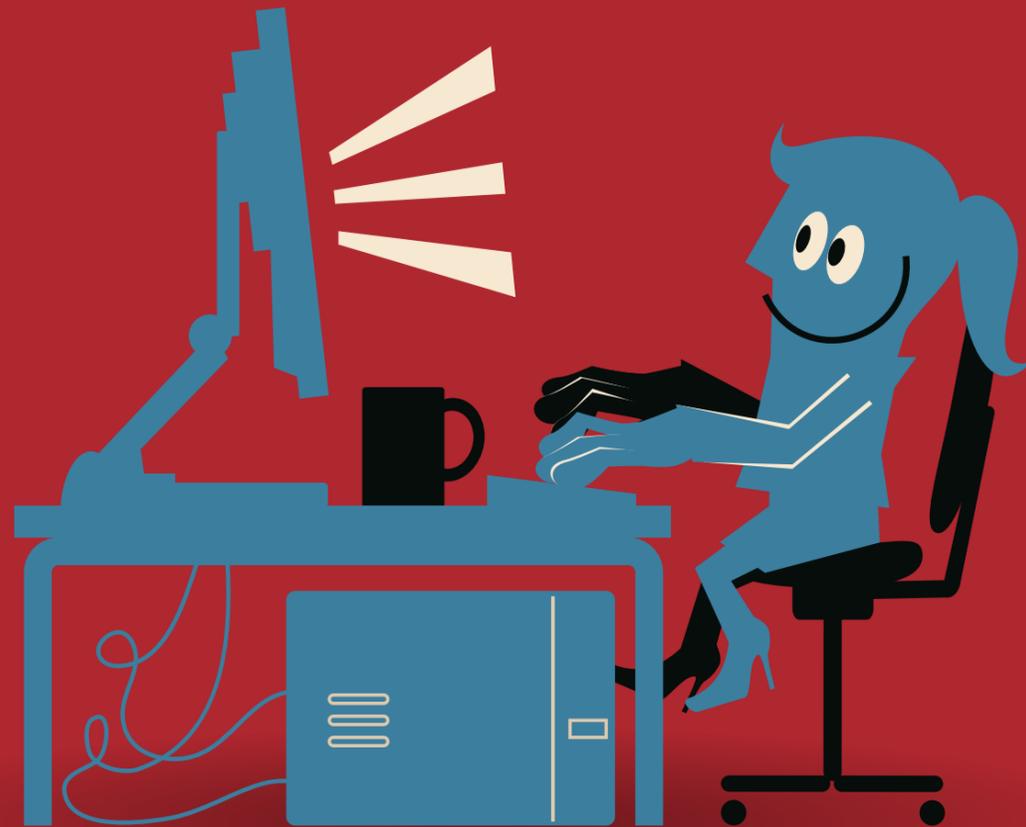
Platforms:

In general the platform has been chosen and managed by the client. However, we can do everything from start to finish. There are currently a half-dozen or so platforms that work great including of course Zoom.

Elements:

A large part of each presentation will be me doing what I do best, talking to camera — sharing things that will make a difference in people's lives.

Other ways we can communicate to vary the pace and deliver the best possible show:

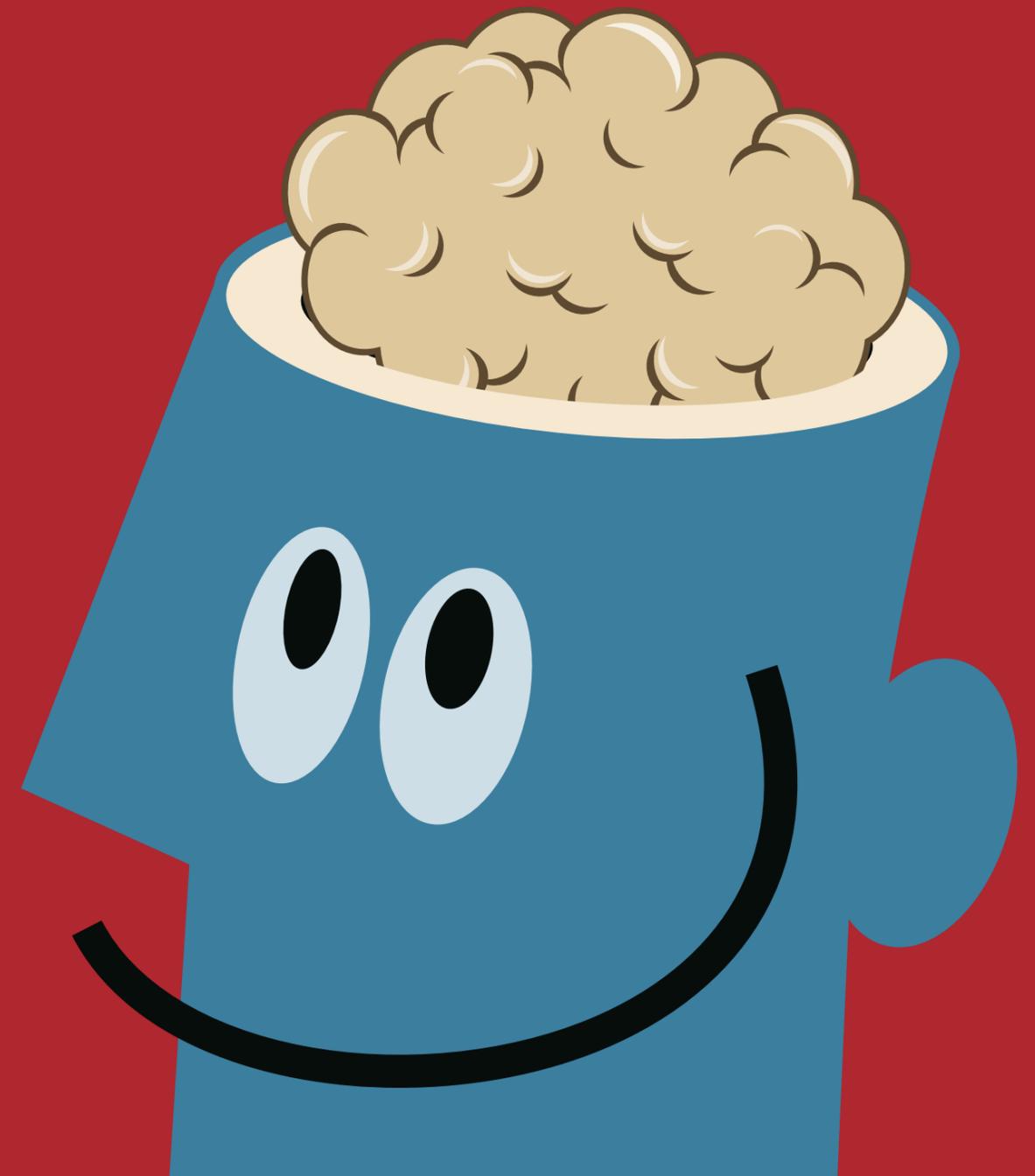


- Interviews with anyone you choose — could be senior people in your company, Human Resources, employees or even clients with important stories to share.
- Several times we have had people from the client's company interviewing me.
- Me interviewing a celebrity guest. We love Sean Cullen and his ability to make this fun, lively, funny and also significant with his story of depression and addiction.

All of the above, and in fact everything we do, will lead to the same place: a better understanding of mental illness. That means people who are important to you will understand themselves better, as well as those they care about.

Our goal is to create a fresh, multi-dimensional, presentation that aims to inform, comfort, and **entertain.**

Isolation Nation 2.0 will always be tailored to what you see as important. For instance, in our pre meeting chat we always ask you to firmly state what your goals for our show are and what takeaways are desired. Plus, we make it personal. We always find special ways to show our audience this is absolutely unique to them.



I HAVE NO HESITATION IN SAYING
"I GUARANTEE I CAN MAKE A DIFFERENCE."



Interaction:

Viewers you invite can impact the show in a personal way. Throughout the show we post poll questions that allow people to respond anonymously and give us a way to instantly address our audience's concerns. We want this to be a two-way conversation so viewers can text questions at any time during the duration of the show and we will address them as they come in. We want this to be a two-way conversation.

If the idea of having someone deliver a totally fresh mental health show is appealing to you, and/or your clients, then we should talk.

Michael Landsberg

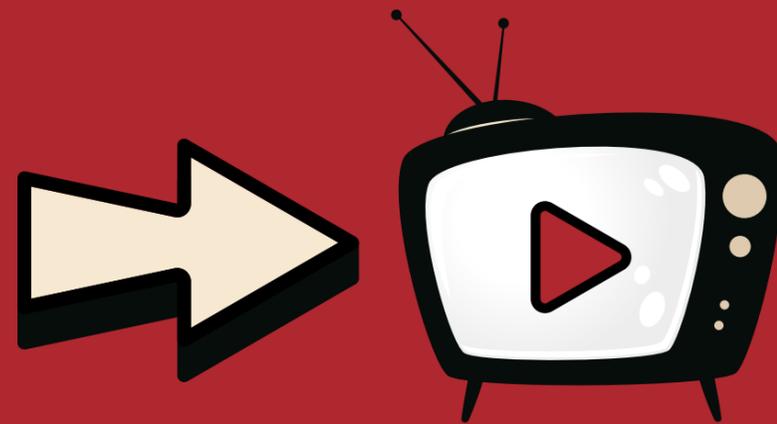
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Casey Landsberg

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Click the TV to see a brief sampling of what we do. Yeah, it's pretty good.

If that doesn't work, **CLICK HERE**