



January 1, 2024

RE: DeCon launches ABLE Initiative

What began as a one-off workshop became a book, then a mission.

Following the publication of *DeConstructing Criticism*, we spent a year speaking to creatives, educators, students, small business owners and even parents - all of whom had strikingly similar feedback: learning to tell a different story about criticism is a skill everyone can use, not just artists. So we listened. And ABLE was born.

Artists. Businesses. Legal. Education.

With the launch of the ABLE Initiative, *DeCon* takes the principles of working artists and translates them from workspaces to workplaces.

At the heart of *DeCon* is the idea of radical listening. When we tune in to our Inner Critic we hear the stories we tell ourselves about ourselves, the lifelong lessons we've internalized about how criticism feels and what it means. *DeCon* provides tools and strategies on how to change those stories, shedding a light on how learning to separate ourselves from our work can ultimately result in better product.

Mental Pilates

Through keynotes, workshops and private coaching, *DeCon* helps organizations start conversations through a method we call Mental Pilates: small movements that show improvement over time. These actions, when practiced consistently, effectively reframe criticism by decentering its negative connotations and empowering the individual to seek proactive solutions.

Let's tell better stories. We can do it. We are ABLE.

Jae Broderick

