

A 6-MONTH BURNOUT PROGRAMME FOR MEN · IN PERSON, BARCELONA

THE COLD TRUTH

Your best men are the last to say they're struggling. Catch them before burnout does.

Six months of weekly work with me, for the men in your company carrying the most. Every week we talk one-to-one, and every week we meet on the Seneca rooftop, where I do the work with them: in the ice, in the sauna, at the fire. We use **breathwork**, **ice bath and sauna**, **creativity** and **honest conversation** to take the pressure off and build a man who can handle it. The tools are learnt by doing, and they're his to keep.

01	02	03	04
Breath	**Ice bath and sauna**	**Creativity**	**The circle**

Weekly 1:1 + rooftop · **6** months · **€750** per man, a month · With **George Garnish**, founder of Seneca

AT A GLANCE

SIX MONTHS, ON ONE PAGE.

IN PERSON · BARCELONA

€750

per man, a month

SIX MONTHS

€4,500

per man, in total

On the Seneca rooftop, every week. He starts as soon as he's ready.

WHAT EACH MAN GETS

- **A weekly one-to-one** with me
- **Two hours on the rooftop, every week:** his own breathwork flow, 2–3 rounds of ice bath and sauna together, food on the open flame
- **Check-ins from me** through the week
- **The Cold Truth community** and WhatsApp group
- **Free access** to the rooftop, the ice bath and the Monday meet-ups
- Drawing, his canvas, a brother, and a look back at the end of every phase

THE BUSINESS CASE

One burnout baja costs a company roughly **€6,000 to €16,000** in direct costs alone. Six months of The Cold Truth costs **€4,500**.

PRIVATE. ALWAYS.

You pay. What he says stays between him and me. **No reports, no notes, no scores.** You'll see it in the man.

MESSAGE GEORGE
WhatsApp or call · +34 603 45 80 71

Want the numbers behind it? **Keep reading.**

THE PROBLEM

BURNOUT IS ON YOUR BALANCE SHEET NOW.

Mental health is now the second biggest reason people in Spain go off sick, and the one that keeps them off longest.

SPAIN

644,000 bajas for mental health in 2024, the most on record	**+84%** more mental-health bajas than seven years ago	**98.5** days off on average, more than twice the 46 days of an average baja

CATALONIA

3× as many mental-health bajas as ten years ago	**79** days off on average in 2025, against 28 days for all bajas	**€14bn** direct cost of sick leave to Spanish companies in 2024

And burnout isn't rare. **More than half of workers in Spain (55%) say they've had it**, and 40% say their job is the main cause of their stress, anxiety or depression. Barcelona has the highest absence rate in Catalonia.

Sources: INSS / Ministry of Health 2024 · AIReF and Fedea, reported by Infobae, Nov 2026 · Salut / Pimec, reported by Ara and Diari de Tarragona · AMAT, IT report 2024 · Unobravo burnout survey 2025 (self-reported) · EU-OSHA OSH Pulse 2025 · Ivie for Umivale Activa.



WHAT ONE BAJA COSTS YOU

ONE MAN OFF. DO THE MATHS.

A senior man on €80,000 a year goes off for 98 days with burnout, the Spanish average for a mental-health baja.

Days 1–3, at full pay	€660
Days 4–15: you pay 60% by law, topped up to full pay	€2,630
From day 16: public pay is capped, so you cover the gap	€8,130
Your Social Security contributions, the whole time he's off	€4,970
Direct cost of one baja	**€16,400**

If your collective agreement doesn't top up his pay, the direct cost is still around €6,150.

AND THAT'S BEFORE

Covering him
Overtime, a temp, or a team stretched until the next man goes.

What stops
The clients, deals and decisions that wait for him.

The slow return
Weeks or months back at half speed.

If he leaves
Replacing him is estimated at 50–200% of salary: **€40,000–€160,000**.

ONE BURNOUT BAJA
€16,400+

SIX MONTHS OF THE COLD TRUTH
€4,500

> *One baja avoided pays for three men's six months.*

An example, not a quote. Based on Spain's sick-leave rules for illness not caused by work: nothing paid by law for days 1–3, 60% of his base from day 4 (paid by the employer to day 15), 75% from day 21, public pay capped at the maximum base (€4,909.50 a month, 2025), employer contributions of about 31%, and a convenio topping up to full pay. Your figures depend on salary and convenio. Replacement cost range: widely quoted HR estimate.

WHY MEN

MEN DON'T GO OFF SICK. UNTIL THEY DO.

They're the ones who keep turning up. Saying they're fine. Carrying the team. Right up until it breaks.

36%
of mental-health bajas in Catalonia are men. Not because they're fine. Because they don't say it.

130
days off on average when a man aged 55–64 goes off with his mental health

3 in 4
suicides in Spain are men

Sources: Salut 2024 incapacity data · AIReF and Fedea, reported by Infobae, Nov 2026 · INE, provisional 2024.

Most wellbeing at work is an app, a hotline or a yoga class, and men mostly don't use them. **But they will get in an ice bath next to another man, sit in a sauna, cook on a fire and talk.** That's the door.

THE OLD STORY	THE COLD TRUTH
~~*Man up.*~~	*Say it out loud.*
~~*I'm fine.*~~	*I'm not fine, and that's allowed.*
~~*One more late night.*~~	*Stop. Breathe. Reset.*
~~*Don't be a burden.*~~	*Let men carry it with you.*
~~*Handle it on your own.*~~	*Strong is honest.*

The old story doesn't make the pressure go away. It changes where it comes out: drink, anger, a short fuse with the team, the 3am stare at the ceiling. And then the baja.



WHO IT'S FOR

THE MEN YOU CAN'T AFFORD TO LOSE.

You probably already know who they are.

RUNNING ON EMPTY

Still delivering. Just.

Sleeping badly, short fuse, the drink after work getting bigger. Still hitting his numbers, for now. This is the man to catch early.

BACK FROM A BAJA

Coming back properly

Going back to the same pressure with no new tools is how the second baja starts. Six months to come back strong, and stay well.

EVERYONE LEANS ON HIM

The one holding it up

The manager, the partner, the founder. Everyone brings him their problems. Nobody asks how he is.

LIFE CAME IN WITH HIM

Something happened

A death, a divorce, a new city, a newborn. Life outside work doesn't stay at the door.

Nobody gets sent. Every man chooses it himself, and every man starts with a conversation with me. If it's not right for him, I'll say so.

WHAT THIS IS

THE BODY. THE CIRCLE. THE CANVAS.

Plenty of wellbeing programmes give your people an app or a hotline. Nothing puts these three together like this. It's different, and it's powerful.

THE BODY **Breathwork, ice bath, sauna**	Burnout is a nervous system stuck on high alert. You can't think your way out of that. You train it. Every week, a breathwork flow designed for him and two to three rounds of ice bath and sauna teach his body to stay steady under pressure, and that steadiness builds week on week.
THE CIRCLE **Real conversation**	Side by side, someone going first, nobody fixing him. One-to-ones with me, a brother, the other men, and the fire. The way men have always got things off their chest.
THE CANVAS **Creativity as a tool**	This is what makes it different. I'm also an artist, and I've always found creativity amazing for mental health: for opening up and expressing yourself when words won't do it. A drawing every week, and a canvas painted month by month.

> *I'm not selling a method I read about. I'm handing on the tools I learnt the hard way, and still use every day.*

FROM THE MONDAY CIRCLES

> *"The Cold Truth gives me the power to feel in a way I have never experienced, and it makes me stronger on the other side. All thanks to you, brother."*
>
> Cold Truth member · Barcelona

> *"Being part of Seneca has been restorative and amazing. George cares about others and making a difference in people's lives. Do yourself a favour, go get your ice bath!"*
>
> Google review · ★★★★★



HOW WE WORK

IN IT TOGETHER.

I don't stand at the side with a clipboard. I'm in the ice next to him, in the sauna next to him, at the fire next to him. We face the discomfort together.

We go deep. But not like therapy: like mates. Two men in the heat with nowhere to go, cooking on an open fire, talking straight. Primal, simple, and honest. Nothing like a meeting room.

01
Honest conversation
The real thing, said out loud.

02
Accountability
His word, checked every week.

03
Self-expression
Pen, paper, canvas. Out, not in.

04
Motivation
Someone who expects him to turn up.

05
Support
Me, a brother, the men, for six months.

06
Tools for life
Learnt by doing, his to keep.







WHO I AM

NOT A THERAPIST. NOT A GURU. A MAN WHO'S BEEN THERE.

> *I started this because I was broken, not enlightened.*

I'm no healer, and I'm not trying to heal anyone. **I'm his brother, his coach and his friend.** I'll show him the tools, get in the ice next to him, and hold him to it. He does the work. I make sure he keeps showing up.

Nine years in the cold. Frozen bins in the back garden, breathwork, a sauna. Not because I saw it online. Because I needed it. My partner Tatei's illness is what started me in the water. She passed. I came to Barcelona and built Seneca: a rooftop with ice, a sauna and a fire, where men come every other Monday to breathe, freeze and talk.

Founder of Seneca, men's coach, and a trained breathwork facilitator. I'm also an artist, and I've always found creativity amazing for mental health: for opening up, and for expressing what you can't easily say.

Everything in these six months is something I learnt the hard way, and I still do it every day.

WHAT YOUR MEN WON'T GET

Woo-woo. Guru talk. A webinar. Videos that look like I'm in Bali. Being told what they want to hear.

WHAT THEY WILL

Me, as I am. Real, raw, honest. No bullshit. Straight to the root.



THE STRUCTURE

BUILT LIKE A PLAN.

Men don't change from a good chat. They change from structure: a clear plan, done every week, measured, and checked by someone who won't let it slide. Same backbone for every man, tailored to his life, his pace and what he's carrying.

1	**Direction** From running on empty and carrying it alone, to handling the pressure on his own terms. Ends at the fire.
3	**Phases** Strip it back. Face it. Build and carry it. Two months each, ending with a proper look back.
6	**Months** Each with its own theme, its own exercise, and its own section of his canvas.
26	**Weeks** Each with one promise, said out loud, checked midweek, answered for next session.
5	**Parts to every rooftop session** Fire on. Draw and talk. His breathwork flow. Ice bath and sauna. Eat, and his word. Same order, every time.

MEASURED

Sleep, drink, mood, people and breath-hold time, scored every month.

CHECKED

A midweek "Done it?", a brother, and a reply within 24 hours if he goes quiet.

REVIEWED

At the end of every phase: everything laid out. Then against now.







EVERY WEEK

ONE-TO-ONE. THEN ON THE ROOFTOP.

Every week he gets a one-to-one with me and two hours together on the Seneca rooftop. Same order every time, so he always knows what's coming, and the whole programme is structured around him.

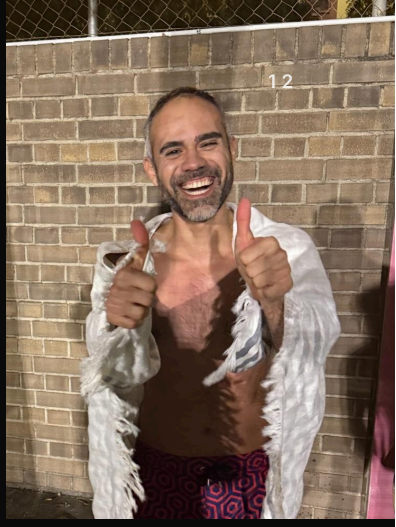
WEEKLY · ONE-TO-ONE

1:1	**One-to-one with me.** His numbers, the month's exercise, how his word went, and what's really going on.

WEEKLY · TWO HOURS ON THE ROOFTOP

FIRE	**The fire goes on first.** Food goes on the open flame and cooks while we work.
DRAW	**Phone away. Pen out.** Draw something he's carrying, then talk about what came out. Side by side, not face to face.
BREATHE	**A breathwork flow designed for him.** I'm a trained breathwork facilitator, and every flow is tailored to him and where he is that week. He learns it, so he can use it on his own.
CONTRAST	**Two to three rounds of ice bath and sauna, together.** Cold, heat, cold, heat. I'm in there with him.
EAT	**Food off the fire. His word.** We eat, we talk, and he says one promise for the week out loud.



BREATH · ICE BATH · SAUNA

IT COMPOUNDS.

One ice bath feels good for an afternoon. Twenty-five of them change how a man meets pressure. Every week his body learns a little more that it can feel something awful, breathe, and stay. That's not about toughness. It's the skill underneath everything else: the hard meeting, the 3am wake-up, the deadline, the moment he'd normally reach for a drink.

EVERY ROOFTOP SESSION: TWO TO THREE ROUNDS, TOGETHER

ICE BATH	SAUNA	ICE BATH	SAUNA	ICE BATH	SAUNA
Round 1	Round 1	Round 2	Round 2	Round 3	Round 3

HOW IT BUILDS OVER SIX MONTHS

MONTH 1

30 seconds in the ice. I guide him through it. He learns the shock passes.

MONTH 2

Two minutes. Five minutes of breathing every morning, on his own.

MONTH 4

Full rounds, three to five minutes. He runs it himself: his breath, his time.

MONTH 6

His own challenge. And a daily practice he'll keep without me.

BREATH

His off switch

I'm a trained breathwork facilitator, and his flows are designed for him, so he learns to run them himself. His hold time is measured monthly.

The science: controlled breathing switches on the "rest and recover" side of the nervous system. A review of 15 studies linked it to less anxiety, anger and low mood. (Zaccaro et al., 2018)

ICE BATH

Calm under pressure

The shock is real. Staying in it, calm, changes how he meets stress everywhere else.

The science: repeated short cold dips shrink the body's shock response, and the change lasted 7 to 14 months. It compounds. (Tipton et al., University of Portsmouth, 2000)

SAUNA

Pressure, no distractions

No phones, nowhere to go. As the heat rises, so does the pressure, and he learns to stay calm and keep talking. That's work. That's life.

The science: a 20-year Finnish study of 2,315 men linked regular sauna, 4 to 7 times a week, with a 40% lower risk of early death. (Laukkanen et al., JAMA Internal Medicine, 2015)

THE SIX MONTHS

STEADY FIRST. THEN FACE IT. THEN BUILD.

That's the order men actually come back from burnout. You don't dig into what's underneath while he's not sleeping and drinking every night. Each month has its own exercise, and at the end of every phase we stop and look back. Needs longer in a phase? He takes it. That's not failing.

MONTHS 1–2

STRIP IT BACK

Sleep, breathe, get in the ice.

01 Turn up

02 Breathe

Look back 1

MONTHS 3–4

FACE IT

What's really driving it. Said out loud.

03 Stay in it

04 Switch off

Look back 2

MONTHS 5–6

BUILD AND CARRY IT

People, habits, standing on his own.

05 Brothers

06 Carry it

The fire

THE COLD

30 seconds at the start. Full rounds by month 4. A final challenge he chooses: a winter sea swim, a set time, 30 days straight.

OPENING UP

He listens. Then he says the real thing. Then he tells people outside the circle.

HIS WORD

One promise a week. A brother who checks on him. Then his own targets.







SIX MONTHS, SIX FIRSTS

THINGS HE'S NEVER DONE.

One thing from every month that most men have never done. Each one is that month's exercise.

MONTH 1

Map one ordinary day, hour by hour.

And see, in his own handwriting, where the energy goes and when it gets worst.

MONTH 2

Find where the stress lives in his body.

Draw an outline of himself and mark it: the tight chest, the knot in the gut, the jaw.

MONTH 3

Write a card for 3am.

What he'll do the next time he wakes up with his head going. It lives by his bed.

MONTH 4

Walk for two hours. No phone. No music.

Fully switched off, maybe for the first time in years. And the conversation he's been putting off.

MONTH 5

Text three people one question.

"What do you see in me that I don't?" He brings me the answers.

MONTH 6

Write his life in five years, two ways.

The life he wants, and the one he'll get if he lets it all slide. Then his own cold challenge.

And a few things I won't tell him about until he's there.





THE ART

WHEN THE WORDS WON'T COME.

Most men can't say what they're carrying. Not because they don't want to, but because they've never had the words. A pen gets there first. No skill needed, and nobody is marking it. I'm an artist, and I draw right next to him. We already use drawing at the Monday Cold Truth circles.

EVERY WEEK

What he's carrying

"Draw something you're carrying: today, last month, last year." A few minutes. Then I ask, I don't interpret. Week to week, the drawings start telling a story.

MONTH 2

Before and after

Thirty seconds of drawing before the ice, thirty seconds after. Put them side by side. The difference is the point.

MONTH 4

The wall

Draw what he puts up to keep people out: jokes, busy, "I'm fine". Then, what gets through?

MONTH 5

Two-minute portraits

Draw another man's face in two minutes. Nobody's good at it. Then tell him one true thing you see in him.

MONTH 6

Lay it all out, and the canvas

Twenty-odd drawings, in order, on the floor, next to his canvas: six sections, one painted at the end of every month. Six months in front of him. He tells the story of it. Then he takes the canvas home.



HELD TO IT

HARD ON THE EXCUSES. NEVER HARD ON HIM.

Structure only works if someone checks. Every week, someone does.

WEEKLY

His word

One promise, said out loud. Midweek I message: "Done it?" Didn't do it? We find out what got in the way. No telling off, no pretending either.

MONTHLY

The numbers

Sleep, drink, mood and people, scored 1 to 10, plus his breath-hold time. Month one next to month six. They're his, not yours.

HIS BROTHER

A man in his corner

He's paired with another man on the programme. A call a week: "Did you do what you said?"

GONE QUIET?

Nobody goes missing

Miss a session or go silent and I'll message him within 24 hours. Every time.

WHAT THE COMPANY SEES

Nothing on paper. **No reports, no notes, no scores, no attendance lists.** What's said on the rooftop stays on the rooftop. That's the only way a man opens up. He can tell you whatever he chooses. You'll see the rest in him.

WHAT HE LEAVES WITH

TOOLS. FOR LIFE.

He doesn't just do the breathwork with me. He learns it, so he can use it anywhere: in the car before a big meeting, at 3am, in the middle of an argument. The six months end. The tools don't.

BREATH	**When his head won't stop.** At 3am. Before the meeting that matters. When the anger's rising and he's got ten seconds to choose.
COLD	**When he needs to reset.** A bad morning, a flat week, a decision he's avoiding. Two minutes of cold and he's back in his body.
SAUNA	**When the pressure's rising.** He's sat in the heat every week and kept talking. He knows he can stay steady when it builds.
PEN AND PAPER	**When the words won't come.** Draw it before he says it. He'll see what's going on before he can explain it.
HIS WORD	**When he's drifting.** One promise, small enough to keep, said out loud. The habit of keeping his word to himself.
HIS MEN	**When it gets heavy again.** A brother and a circle he can call. And he's always welcome back on the rooftop.

> *These are the tools I learnt in my worst years. I still use every one of them, every day.*



FOR YOUR COMPANY

PART OF YOUR DUTY OF CARE.

Spanish law already asks you to act on stress and burnout at work. This is a concrete way to do it, for the men most at risk.

THE LAW

Psychosocial risk is a work risk

Under Spain's workplace safety law (Ley 31/1995 de Prevención de Riesgos Laborales), every company, of any size, must assess and act on psychosocial risks such as stress, workload and burnout. The Labour Inspectorate has made it a priority for 2025–2027.

PREVENTION, NOT A PERK

Fits your prevention plan

The Cold Truth can sit inside your wellbeing or prevention plan as a real action: named men, every week, for six months. Not a poster in the kitchen.

IT PAYS BACK

£4.70 back for every £1

Deloitte found employers get about £4.70 back for every £1 they spend on staff mental health, and that early, preventive support returns the most.

Deloitte UK, Mental health and employers, 2024

THE BOOKS

Usually a business expense

Money spent on your people's health is usually treated as a deductible business expense for the company. Your tax adviser will confirm how it applies to you.

SAFE, AND TAKEN SERIOUSLY

HEALTH CHECK FIRST · HIS CALL, ALWAYS · BREATH ON LAND, NEVER IN WATER · ALONGSIDE THERAPY, NEVER INSTEAD · TRAUMA-INFORMED

He can always pass, skip, stop or get out. It's not therapy and not medical treatment, and if a man needs more help than I can give, I'll help him get it.







WHAT'S IN HIS SIX MONTHS

ALL OF IT.

Not a course he watches. Six months with someone in his corner every single week.

24–26	**Rooftop sessions** Two hours together, every week	**24–26**	**One-to-ones** Every week, with me
50+	**Rounds of ice bath and sauna** Two to three of each, together	**25**	**Breathwork flows** Designed for him, learnt for life
25	**Meals off the fire** Cooked on an open flame while we work	**25**	**Drawings** His six months, on paper, in order
6	**Monthly exercises** Writing, walks, calls, challenges	**1**	**Canvas** Six sections, painted by him, his to keep
12	**Monday circles** The Cold Truth meet-up, twice a month, free	**∞**	**Rooftop and ice bath** Free access, whenever he wants
7	**Days a week** Accountability check-ins from me	**1**	**Community** The Cold Truth WhatsApp group
1	**Brother** Another man holding him to his word	**3**	**Look backs** Drawings and numbers, then against now

THE TERMS

SIX MONTHS. BY CONVERSATION ONLY.

For companies in and around Barcelona, for men who can get to the Seneca rooftop every week. In person, always. I keep it small because I'm with every man every week. There's no sign-up page: every man starts with a conversation with me.

PER MAN · IN PERSON

€750

a month, for six months · €4,500 per man in total

Private. The company pays. The company gets no reports. What he says stays with me.

Six months. That's how long real change takes to stick: three phases, two months each.

INCLUDED, FOR EVERY MAN

- A weekly one-to-one with me
- Weekly 2 hours on the rooftop: breathwork, ice bath and sauna together, food off the fire
- Free access to the rooftop, ice bath and Monday meet-ups
- Check-ins from me through the week, and the WhatsApp community
- Drawing, his canvas, his brother and a look back after every phase
- A health check before he starts

HOW TO START

01 **Get in touch.**
You, your HR or people team, or the man himself. A WhatsApp message or a call.

02 **I meet each man.**
One honest conversation. He has to want it. If it's not right for him, I'll tell him.

03 **Health check, then he starts.**
A few questions before the ice. Then no waiting for a start date.

MESSAGE GEORGE
WhatsApp or call · +34 603 45 80 71

Seneca · Barcelona
The Cold Truth, for companies