



**E TŪ TĀNGATA**  
**STAND**  
**TOGETHER**  
 AOTEAROA

► **The Goal**

We want a culture in New Zealand where every person is valued. A culture in which we're not threatened by the success of others but instead champion one another in the pursuit of dreams and accomplishments.

► **The Problem**

The problem is that Tall Poppy Syndrome exists in New Zealand and this culture of criticism undermines self-worth and resilience, leaving us feeling diminished. Tall Poppy Syndrome does serious damage to our wellbeing. And that holds us, and our nation back.

► **The Solution**

E Tū Tāngata is a mindset backed-up by practical interactive resources that seek to empower New Zealanders to Stand Together in support of one another.

## What is E Tū Tāngata?

**E Tū Tāngata is a ground-level, New Zealand-based initiative aimed at tackling Tall Poppy Syndrome.**

Tall Poppy Syndrome is the idea that people who stand above the crowd should be cut down to size. Tall Poppy culture tells us that your success is a threat to mine. It influences the way we put others and ultimately ourselves down. This culture of criticism discourages us from standing up and being proud of our successes and accomplishments.

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**E Tū Tāngata is a way of thinking, a mindset, that can be applied to our everyday lives. E Tū Tāngata aims to address Tall Poppy Syndrome by weaving together the three strands of:**



**You Have Value**  
 He mana tōu nō  
 whakapata



**We Succeed Together**  
 Ki te kāpuia e  
 kore e whati



**Others Matter**  
 He aha te mea nui o  
 te ao, he tangata

**You Have Value** reminds us that we each have an inherent value which is not diminished by failure or negative experience. When we live out of an assurance of our own value we are less threatened by the success of others and more able to take risks and try new things.

**We Succeed Together** reminds us that we can achieve more as a team. When one rises, we all rise.

**Others Matter** reminds us that all people have value, no matter their circumstances. When we reach out to help others it helps them recognise their own value, and also reinforces our own sense of value.

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The three strands of E Tū Tāngata provide a common language with which to frame and shift the way we think and speak about ourselves and those around us.

E Tū Tāngata also provides practical interactive resources to help people understand how to apply the mindset. These resources have been developed for schools, groups/teams, workplaces and families.



## ► Future Research

E Tū Tāngata and University of Canterbury are collaborating to provide robust research into the impact of E Tū Tāngata. This research would position E Tū Tāngata within a theoretically based framework and provide a guide for strategy development, implementation, and evaluation.

## ► Contact

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### Can E Tū Tāngata help with wellbeing?

The E Tū Tāngata mindset brings the potential to shake the core of our society.

When our value is accepted and acknowledged; and we feel a sense of connection and belonging, there is a greater psychological resilience and wellbeing in people.

This then becomes a protective factor in how we develop, interact and think about ourselves and others.



### Gabrielle Bisseker, Child and Family Psychologist

### Don't just take our word for it ...

Recently, one of my research students completed a study (yet to be published), in which she interviewed school professionals from a diverse cross-section of Canterbury secondary schools regarding their strategies for supporting student wellbeing. A common concern for many of these schools was that there is a wide range of social-emotional learning programmes, wellbeing programmes, and character strength programmes, but the vast majority of these were difficult to embed throughout a school system, required considerable adaptation for New Zealand's bicultural context, or were expensive to implement. However, the early reports from school leaders who are starting to adopt E Tū Tāngata suggests that this initiative overcomes those challenges.



### Dr Myron Friesen, Senior Lecturer, Canterbury University

E Tū Tāngata has been transformational in the way we approach wellbeing and relationships. It has given our school values new purpose as we focus on growing a shared mindset within our community that underpins everything we do.



### Simon Moriarty, Principal, Te Ahi Kaikōmako, Rolleston Primary School

**Let's not be held back by Tall Poppy Syndrome in New Zealand any longer.**