

Blue Cow Concept

The Blue Cow concept came from a children's TV show that used to be shown on the BBC channel Cbeebies in the UK via The Story Makers. It's all about a cow - a blue cow - that is different from all the other cows in her field. Unlike the other cows she dreams about what might exist in the world beyond her field. She's full of optimism, energy and curiosity. She's passionate and dynamic and full of life. Her brown cow colleagues are none of these things. When she tells them that she wants to be an astronaut, or compete in the Olympics or be a great ballet dancer, they look up from chewing the grass and say: 'Everyone knows that cows can't do that!'



In every episode, Blue Cow ignores their scepticism and goes to the edge of her field where she catches a bus to wherever she needs to be to experience her longing for adventure. We (the audience) watch her fly to the moon, win gold medals in the Olympics, dance at the Royal Ballet and when she's done, she rushes back to her field and tells the brown cows all about her adventures. She's full of excitement and passion for what's just happened, but they continue to chew the grass. They say: 'She's off again! Everyone knows cows can't do that. 'The narrator always ends a Blue Cow episode with the words: 'But we know they can!'

Jo Davison is a mother of three children and her best fairy tale for them now is "The Blue Cow" which means that she always will make them feel special and unique. Blue Cow now is turned in a very successful story for us as adults as well, but it started when her boys (now 10 and 9) were little. They were watching an episode of Blue Cow and they said 'Mum, we should be Blue Cows...'

Jo and Steve loved Blue Cow when they were watching it with their kids. It was so much better than it needed to be. Multi layered with a very powerful message - to leave the field you have been grazing in for too long (in any area of life) and go and create a life you love. They used Blue Cow metaphors in their healthcare business and everyone in their team (and most of their clients) knew that theirs was a Blue Cow environment, and they were trying to do Blue Cow things in the world.

This got them Steve and Jo to say: “yes, we should! So together they all listed the traits of ‘Blue Cows’ - these included:

- being positive
- friendly
- kind
- never settling for ‘normality’

And then they listed what the opposite of a Blue Cow would be. These became ‘Brown Cows’. These were:

- negative
- lethargic
- grumpy people.

They had no idea that this concept would then transform their Health Care business, which they had at the time. They inspired their team to be Blue Cows and now they have a mentoring business. They have Blue Cow Awards and run inspirational events for fellow Blue Cows. Jo now talks all over the world about living as a Blue Cow and creating a dream life!

<https://youtu.be/99mqfAphaA8>

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