

Hippo Time Reasoning

It's OK not to be OK.

Just like Hippos wallow in the mud sometimes, humans also need to allow ourselves some time to wallow when we feel mad, bad or sad. Time to sit with our sadness, to process and digest. Hippos don't just go into the mud to wallow, they also go there to get out of the heat, to cool off and to play.

The 'Hippo Time is OK' principle makes it clear that having some time out when life's challenges knock us sideways is absolutely fine; we all need that sometimes. Some self-care isn't selfish. We all need to give ourselves space and time to think and respond carefully to what has happened.

But, Hippo Time is temporary. It's part of the journey. It's not meant to be the destination.



Hippo Time provides a useful 'mini break' from life and relief from day-to-day pressures. Time to get life in perspective.