



THE HUMAN BRAIN
11,000,000
RECEIVES
PIECES OF INFORMATION
EVERY SECOND
FROM OUR ENVIRONMENT



BUT,
It can process only **40** bits per second.

Which means it has to choose what *tiny percentage* of this input to process and attend to, and therefore ignoring and dismissing the rest.

**Your reality is a choice; what you focus on
SHAPES YOUR WORLD**



▶ WHY THIS COURSE MATTERS

55%
OF WORKERS ARE
UNHAPPY AT THEIR
JOBS

DEPRESSION RATES ARE

10x
HIGHER TODAY
THAN 60-YEARS AGO

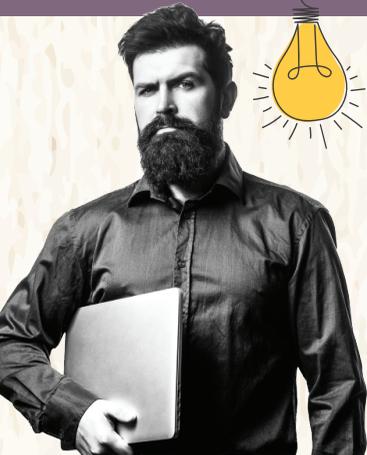
ONSET AGE OF DEPRESSION

1960 vs. 2020

29
YEARS OLD

14
YEARS OLD

We offer
teachings
to combat these
statistics within our
community



▶ WHY THIS CERTIFICATION IS DIFFERENT + BENEFICIAL

The typical approach to understanding human behavior has been to look for the average behavior and outcome; we refer to this as the **“cult of average.”** Conventional psychology consciously ignores the outliers because by definition they don't fit the pattern. **The opposite is true for positive psychology,** instead of deleting the outliers, they study and learn from them.

A decade ago, there was a 17-to-1 negative-to-positive ratio of research in the field of psychology. In other words, for everyone one study about happiness and thriving, there were 17 studies on depression and disorders. As a society, we understand a lot about how to survive and very little about how to thrive.

**In our lives, “average” + “surviving” is no longer enough.
And if we study and teach average, we will remain average.**

Day One Before Illumination: Perception + Becoming a Positive Luminary

Before there is happiness and success, comes your perception of your world. **Course topics:**

- The rise of Pollyanna
- Understanding our perceptions
- Recognizing alternate realities
- Pursing the most valuable realities
- Noise canceling strategies
- How to recognize the signal
- Canceling the internal noise
- The Tetris effect
- Finding value in contrast
- The 20-second rule
- Tribe

Day Two Positive Illumination: Transferring your Positive Reality to Others

Much of our behavior is contagious. This course will teach how to transfer your positive reality to others. **Course topics:**

- A shared positive reality
- The ripple effect
- Pygmalion effect
- Emotions are contagious
- 5 strategies for positive illumination
 - Franchise success
 - Rewrite the social script
 - Blaze the trail
 - Fact checking
 - Retreat without resistance
- Action plan

Once the skills and strategies introduced in this certification are mastered, the difference will be seen and experienced in virtually every aspect of life. One will be more energized, more motivated, more driven and more productive. Ideas will flow that yield better results. Instead of being crippled by stress and adversity, one will be able to turn events into opportunities for growth and learn how to refract their light of positivity on clients, friends, co-workers, family members and all others around them.