



## Build Powerful Habits for a Positive Mind

Most attempts at positive change fail because we stop at insight and don't build habits. Sustained change towards a more positive mind requires laying down neural pathways to form new habits through consistent daily practice. And that's what our program design empowers you to do.

## Daily Practice

15 minutes/day of app-guided practice enables you to establish mental muscles (neural pathways). These exercises are bite-sized to fit your busy schedule and customized based on how you self-sabotage.

## Weekly Focus

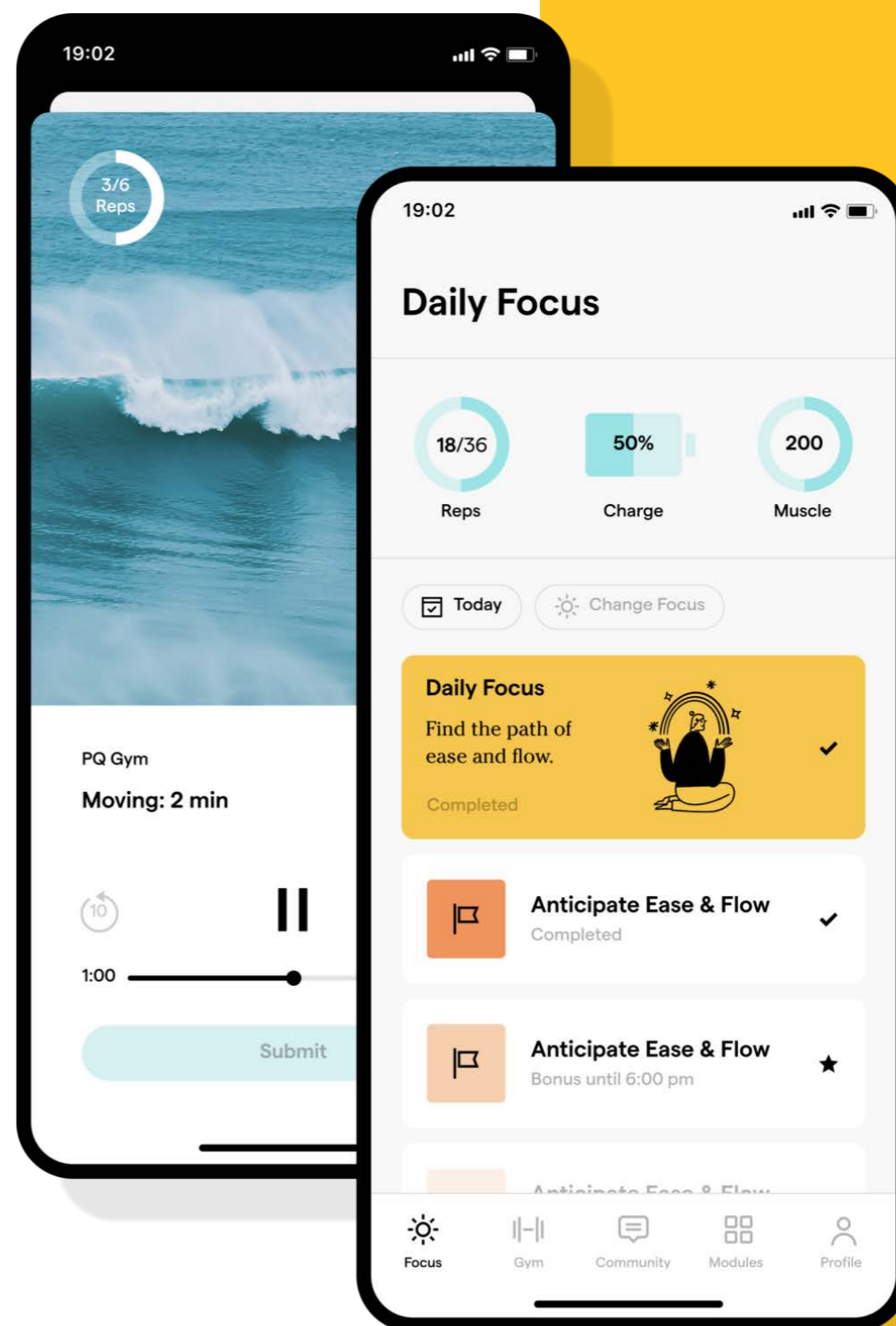
Weekly hour-long video delivers deep experiential exploration of the week's focus. You'll feel inspired and energized to practice during the week in order to sustain the benefits experienced during the video sessions.

## Measurable Progress

You'll feel motivated through instant feedback on exactly how much progress you're making towards building the 3 core muscles of mental fitness. Brain rewiring may be visible in MRI imaging within 8 weeks.

## Community Support

We help you establish a support and accountability group with other program participants. Research has shown this to be a critical success factor for establishing lasting new positive habits of the mind.



# 6-Week Foundation

You get to build a foundation of mental fitness by strengthening three critical mental muscles to shift the balance of power from your inner Saboteurs (your negative self) to your inner Sage (your positive self).

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## Week 1

### Self-Command Muscle

Through a breakthrough process called PQ Reps, you get to boost your Self-Command muscle. Each PQ Rep only takes 10 seconds and can be done with eyes open or closed. With each PQ Rep, you develop greater mastery over your own mind, quiet the negative, and activate the positive region of your brain.

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## Week 2-3

### Saboteur Interceptor Muscle

You get to intercept your top Saboteurs the moment they try to hijack your thoughts, feelings, and actions. In preparation for this practice, you get to expose the lies, limiting beliefs and damage of your Saboteurs, so they can no longer fool you into thinking they are helpful to you.

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## Week 4-6

### Sage Muscle

You get to practice the Sage Perspective that every problem or challenge can be converted into a gift and opportunity. And you get to generate the gift through the 5 Sage Powers of Empathize, Explore, Innovate, Navigate, and Activate.

# Lifelong Applications

Positive Intelligence is an operating system with many applications. In the first six weeks you develop your 3 core mental muscles. In subsequent weeks, modules in the app then enable you to use those muscles for a variety of work and life applications. You continue to grow.

## Personal



### Stress

Discover how your stress is entirely generated by your specific Saboteurs. Learn personalized strategies to shift from Saboteur to Sage response to minimize stress.



### Wellness

Discover the neuroscience of your mind/body connection. Improve your sleep, diet, and exercise led by Sage strategies and protected from Saboteur interference.



### Relationships

Discover the 3/1 positive to negative ratio required in healthy relationships. Learn the powerful technique of Relationship Design to build and maintain healthy relationships.



### Parenting

Intercept common Saboteur-led parenting traps. Learn parenting strategies aimed at boosting your kids' foundational mental fitness, Self-Command, and Sage strength.



### Career Planning

Access your Sage wisdom guiding your career to maximize both achievement and fulfillment. Guard against Saboteur-led traps leading to achievement without fulfillment.

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## Professional



### Emotional Intelligence

Develop 17 of 18 EQ competencies by simply weakening your Saboteurs and strengthening your Self-Command and 5 Sage Powers.



### Conflict management

Discover how your specific Saboteurs fuel your conflicts. Learn to apply each of the 5 Sage Powers to shift from conflict to win/win solutions even in the most challenging



### Creativity

Discover how your specific Saboteurs sabotage creativity in yourself and others. Learn how to activate and access the deep wisdom of the Sage brain during solo or group activities.



### Leadership

Challenge outmoded Saboteur-led assumptions about how to lead. Learn a leadership model that simultaneously brings out the best Sage qualities in yourself and others.



### Performance

Every Saboteur sabotages performance. Develop a personalized performance plan using your Self-Command and Sage Powers for optimal productivity.

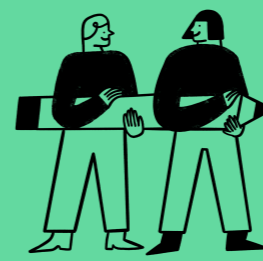
## Applications for Teams

Team modules in the app enable teams to grow the 4 Pillars required for maximizing both performance and wellbeing.

Imagine the impact of every team in your organization becoming positively self-directed, optimizing both productivity and wellness.



**Triple Purpose**



**Mutual Accountability**



**Earned trust**



**Healthy Conflict**

# What Makes Our Program Different



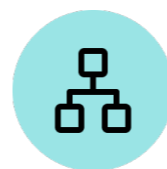
## Focus on Habit Formation

Most trainings result in short-lived improvements. For sustained results, we focus on building neural pathways that form lasting new habits. That's why we call this "mental fitness".



## Develop all 3 Core Muscles

Mental fitness requires 3 core muscles. Saboteur Interceptor, Self-Command, and Sage. Meditation only focuses on Self-Command, which is why it is not sustained by most.



## Treat Root Cause, not Symptoms

Our factor analysis research has revealed the foundational root-level enablers and disablers of optimal performance and wellbeing. We rewire the brain at the root cause level.

## One Operating System, Many Applications

Through factor analysis, we've discovered the core operating system of the mind that can run a massive variety of work and life applications. One simple operating system, many applications.

## A Platform for Ongoing Growth

Similar to physical fitness, mental fitness is not a short-term training. After the initial six-weeks foundation, our app ensures continued growth through a variety of work and life applications.

## Research-Based, Measurable Results

Our research has included more than a million participants from around the globe. Our tools have been field-tested with thousands of tough-minded participants, ensuring their efficacy.

# FAQ

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## Is this the right program for me? —

This is the right program for you if you are a) committed to improving your performance and effectiveness dramatically while reducing stress, b) looking for a science-based and trusted system to make it stick, and c) willing to put in the initial effort to rewire years of mental habits that don't serve you.

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## Aren't negative emotions sometimes helpful? —

Some people believe that negative emotions are helpful. For example, they think stress gives them their performance edge, or beating themselves or others up is helpful for continual improvement.

Feeling pain for a split second when your hand touches a hot stove is indeed useful, delivering an important alert. But your Saboteurs keep your hand on the hot stove, continuing to feel negative emotions which harm both performance and happiness.

In this program we learn to use negative emotions as a helpful alert, and then quickly shift to the positive region of the brain that has the calm clarity, objectivity, and creativity to handle the challenge most effectively.

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## Who will lead the Positive Intelligence Program? —

Shirzad Chamine conducts each of the weekly video sessions. Shirzad will also participate daily in the exclusive online community of the program participants to answer questions, provide coaching, and cheer you on.

Shirzad is the New York Times bestselling author of Positive Intelligence, translated into 20 languages. He has been CEO of the largest coach training organization in the world and has trained faculty at Stanford and Yale business schools.

Shirzad lectures on Positive Intelligence at Stanford University and works with Stanford's NCAA athletes. A preeminent C-suite advisor, Shirzad has coached hundreds of CEOs and their executive teams. His background includes graduate level studies in neuroscience in addition to a BA in psychology, an MS in electrical engineering, and an MBA from Stanford.



# FAQ

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## How much time and effort is required? —

You'd be committing to watching a 1-hour video once per week and doing a combined total of 15 minutes per day of practice guided by the Positive Intelligence app exclusively designed for this program.

This might sound like a lot of time. In fact, cumulatively, it constitutes less than 2% of your awake time for the duration of the program. Please consider that your Saboteurs are costing you far more than 2% of your time, effort, energy, and productivity. Consider how much more than 2% of time and productivity this six-weeks investment will save for years to come.

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## How is this different from reading the book? —

You'd never learn to ride a bicycle by reading a book about it. You'll be asked to read the first 8 chapters of the book while participating in the program. The book provides the research foundation and introduces the tools. The video session guides you through experiential exercises that help you personalize the tools to your own personality and needs. And the app coaches you to practice one tool at a time in the context of your own daily work and life challenges.

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## Should we participate as a team? —

Even though the focus of the program is individual development, team leaders often call this experience the best team building experience they have ever had. Going through this program together significantly deepens trust, helps clear the air related to recurrent team member conflicts since they're mostly generated by Saboteurs, and gives the entire team a common framework for helping each other grow, making decisions, responding to setbacks, and managing conflicting styles and agendas.

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## Do you have corporate/group discounts? —

Yes, if you would like to purchase the Positive Intelligence program for your employees, or any group of 8 people and above, please contact Bob Ferguson, [bob@fergleads.com](mailto:bob@fergleads.com), for more information.

# Enroll Today

Imagine yourself able to remain calm, clear headed, stress-free, and positive even in the midst of handling work and life's greatest challenges. What becomes possible for you, in achievement, in peace of mind and wellness, and in your relationships?

Make a commitment now to boost your mental fitness.

Reach out to enroll

