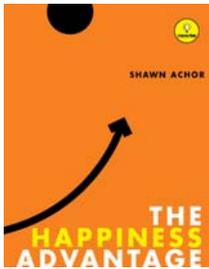


# NEW Motivational Release!

## The Happiness Advantage with Shawn Achor



What does being happy have to do with work? We've all been told that if we work hard, we'll be successful. And if we're successful, we'll be happy.

What if that formula is wrong? What if the opposite were true and happiness *is* the secret to success – at work and at home?

*The Happiness Advantage* is a new program that shows you how happiness can improve your performance and satisfaction at work. Happy is a healthy state of mind and it is infectious! When our brains are happy, that positive feeling will ripple out to those around us, which can raise productivity and help us work faster and smarter. The implications for your workplace can be tremendous.

Did you know that optimistic salespeople outsell their pessimistic colleagues by 56%? According to bestselling author of *The Happiness Advantage*, Shawn Achor, happy employees have higher levels of productivity. Happy employees also perform better in leadership roles and receive higher pay! You might even find that happiness can be your single most important competitive advantage.

In *The Happiness Advantage*, you'll learn the following:

- You'll understand the science that underlies *The Happiness Advantage*
- You will see how you can put *The Happiness Advantage* to work personally to improve your productivity, performance and satisfaction
- You'll learn how you can spread *The Happiness Advantage* to everyone in your organization

In addition to the main program, you can purchase the Complete Training Program that includes Shawn's five practical implementation modules. In these modules, you will learn how to make a positive workplace a reality. The modules cover easy, everyday techniques that can turn even the most pessimistic worker into an optimist. Transform your organization into a happy and productive entity with these simple applications. Module topics include:

- The Zorro Circle
- Social Investment
- Falling Up
- Leading Positive Change
- Mindset Matters

Author and former Harvard Professor, Shawn Achor, has spoken in 45 countries for a wide range of audiences. The Harvard Business Review, New York Times, Forbes, CNN, and NPR have recognized Shawn's work. At Harvard, Shawn taught Positive Psychology, the most popular course at the time.

### RUN TIME

- DVD 1: *The Happiness Advantage* contains one 38-minute program and two shortcut versions at 20 minutes and 27 minutes (ALL included on the DVD to provide training flexibility).
- DVD 2: *Five Happiness Advantage Implementation Modules*:
  - The Zorro Circle - 7 minutes
  - Social Investment - 6 minutes
  - Falling Up - 7 minutes
  - Leading Positive Change - 10 minutes
  - Mindset Matters - 7 minutes

### COMPLETE PACKAGE INCLUDES

- DVD 1 – *The Happiness Advantage*
- DVD 2 – *Happiness Advantage Implementation Modules*
- *The Happiness Advantage* Workbook
- *The Happiness Advantage* hardcover book

### PRICE

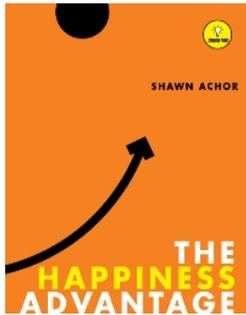
- \$995 Complete Package
- \$795 for DVD 1: *The Happiness Advantage* program and workbook



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# NEW Motivational Release!

## The Happiness Advantage with Shawn Achor Implementation Modules



### Part of *The Happiness Advantage*

Below are 5 modules that will show you how to implement happiness, productivity, and resilience at work and home.

These modules are a “must see” for everyone trying to excel in a world of increasing workloads, stress, and negativity. Everyone can try them!

### **The Zorro Circle:**

Too many unread emails, multitasking and impossible deadlines can hijack your brain’s ability to function productively. The Zorro Circle will show you a few simple, daily tasks that will help you reduce stress and increase productivity. Learn how to focus on things that you *can* control. Plus it’s fun to see how Zorro did it! 😊

### **Social Investment:**

Many people tend to keep to themselves when faced with stress. However, this is one of the worst things you can do! The best predictor of happiness is social support. Capitalizing on social relationships actually increases happiness and productivity. This module will teach you how to use your social support to get you through stressful situations.

### **Falling Up:**

With this program you can turn even the most pessimistic workers into low-level optimists. Shawn’s research shows that optimistic salespeople made 37% more sales than pessimistic salespeople. Your mindset is a powerful indicator for future success. Simple changes in mindset can make a huge difference!

### **Leading Positive Change:**

The perfect tool for leaders! Recognizing employees is the most important way to get them to enjoy their job. Praise is essential, but it is often misused. We often praise the result of an effort, for example “Great job meeting your monthly sales goal” rather than the process, for example “Great job working so hard, it shows that you care about your work.” Shawn teaches us how to spread the Happiness Advantage to others using a few simple techniques.

### **Mindset Matters:**

Your mindset makes a huge difference to your happiness. How optimistic you are actually affects your productivity, your ability to make sales, even the number of sick days you take. When you are positive, you have a significant advantage: You’re able to see opportunities for success that more negatively minded people simply pass over.

### RUN TIME

- The Zorro Circle - 7 minutes
- Social Investment - 6 minutes
- Falling Up - 7 minutes
- Leading Positive Change - 10 minutes
- Mindset Matters - 7 minutes

### INCLUDES

- DVD with Five Modules
- Workbook

### STYLE

- Motivational with Instruction

### PRODUCED BY

- Enterprise Media

### PRICE

- Implementation Modules:
  - Sale \$795
  - Rent \$295
- The Happiness Advantage Series:
  - Sale \$995
  - Rent \$495



**THE  
HAPPINESS  
ADVANTAGE**