



Your best day every day

Learn tools to progress from

- ✓ good performance to peak performance,
- ✓ stress and strain to the effortless joy of work,
- ✓ hitting the numbers to the attainment of excellence.

FINDING THE EYE OF THE STORM



A 1-day workshop on the neuroscience of success

Friday, April 11, 2008 • 9 am – 5 pm
At the Acqua Hotel, Mill Valley, CA
Fee \$295

In the storm, your brain is incapable of sustaining peak performance.

The eye is the state of calm reaching clarity – where performance attains excellence. It is within your reach.

Presented by **Don Joseph Goewey**,
author of *Mystic Cool, The Neuroscience of Success*.

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YOUR BEST DAY, EVERY DAY.

Sustaining your best day, everyday, takes a fundamental shift in attitude. You're good, even better than most. So, how much can a fundamental shift in attitude add to your life? It adds the one remaining element everyone needs to reach his or her full potential. It is well established in human performance that attitude predicts a successful leader or peak performer, much more than IQ.

Yet studies reveal that the attitude of most employees is not emotionally and cognitively attuned for greater success. You can become one who is.

Science has found that people who make this defined shift: in attitude:

- Achieve higher levels of performance
- Maintain higher levels of energy and overall health
- Communicate more effectively
- Build stronger relationships
- Quiet stress and stressful encounters at the point of inception
- Balance work and family more ably
- Live longer

Leaders and Peak Performers are made at every ProAttitude workshop. For every challenge you face, ProAttitude provides tools that empower the progression from good performance to peak performance, from stress and strain to the effortless joy of work, from hitting the numbers to the attainment of excellence. With these tools, you will generate a powerful shift in attitude that sustains optimal brain function for cognitive, emotional, and interpersonal strength. You will be able to transcend stress to regain the energy and creativity stress drains.

Making this shift is simpler than you think. This workshop shows you how.



The Training

The training teaches a state of mind that predictably attains the optimal brain function necessary to sustain peak performance and a higher quality of life. Not surprisingly, this is the same state of mind that transcends stress. It is achieved through a fundamental shift in attitude that rests on four essential qualities that anyone can develop. The four qualities are:

1. Quietly engaged, fully present
2. Calm and clear inside regardless of outside
3. Connected and connecting
4. Able to see the whole instead of the fragments

We call it Mystic Cool. Mystic Cool represents a dynamically peaceful attitude that immunizes the mind from stress to achieve our absolute best. ProAttitude provides a set of tools that break through the obstacles that block this higher quality of mind. The tools are simple to learn, easily applied, and, with practice, become second-nature. Three of the tools are describe below.

The Basis of the Training: The training is based on breakthroughs in neuroscience that have established that a dynamically peaceful attitude leads to the following neurological gain:

- Gamma wave activity, signaling higher mental acuity, steadily increases.
- Emotions begin to work in harmony with reason, rather than high-jacking the mind.
- We activate neural circuitry that increases interpersonal strength, enthusiasm, and optimism.
- Homeostasis locks-in, securing the mind-body connection that generates optimal health.

The Training Design and Format: The training is built on instructional design theory. It is highly experiential and interactive. Our trainers view their role, not as teachers, but as facilitators helping people remember what they may already know but have yet to find a way of applying. The training involves three steps.

Step 1: Building Awareness: The first step involves bringing personal patterns of stress into greater awareness. People are not often aware of how often they are in a stress reaction and what it costs them personally. Through a series of simple but telling exercises, participants identify personal patterns of stress. Awareness actually begins to loosen the grip of these ingrained patterns. Once ingrained patterns of stress relax, conscious choice is restored to actualize a stress-free attitude.

Step 2: Building A Practice: The second step is defining the choices that shift stress. Four qualities of a stress-free attitude are defined and the training facilitates a direct experience of each quality, providing a set of easy to use tools that attain and sustain each quality.

Step 3: Extending The Internal Shift Interpersonally: The third shift extends the internal change the training achieves toward building interpersonal strength and teamwork.

The Learning Objective

- Heighten the awareness of self-defeating, stressful patterns and identify the fear that underlies them.
- Understand the neurological power in a dynamically peaceful attitude and how it works to sustain optimal brain function that translates into peak performance.
- Master a set of *internal tools* for quickly ending stress through a dynamic shift in attitude that restores peace of mind. Master a set of *interpersonal tools* that achieve greater connection, interpersonal strength, and positive teamwork. Implement a consistent practice that can increase intelligence, lift performance, and provide the means for greater fulfillment and well being.

The Ten Tools We Provide Assist Participants To:

1. Transcend stressful, anxious thinking and judgments.
2. Quell negative self-talk, patterns of negation, and strains of pessimism.
3. Shift feelings of overwhelm.
4. Strengthen their sense of connection with self and others.
5. A sustained sense of the whole, instead of fragmentation.

Examples of How The Tools Work

Tool #1 - What Am I Afraid Of? If we are stressed out, we are in some form of fear. This is a biological fact. Thus the process of ending stress and recovering our cognitive and emotional strength is a process of letting go of fear. Imagine you are walking down the hall to a meeting to report on your project. If you are a ProAttitude graduate you have learned to detect signs of stress and the fear at the bottom of stress. So you stop and ask yourself a simple question: *What am I afraid of?* The first thought that might come to mind is: *I am afraid of failing.* The next thought might be: *I'm afraid they won't listen; that they'll impose something that will slow the project down.* Next you might think: *I could get fired if the project misses its deadline.* Fear is usually irrational but the primitive part of the brain relates to fear as real and activates a stress reaction that can impair performance. So how do you bust fearful thinking to regain calm and clarity so stress doesn't conduct the presentation?

Tool # 2 - Letting Go of Fear: The second part of *What I am Afraid Of* is letting go of the fear that underlies a stress reaction. When you break the pattern of this kind of thinking you can collapse the progression into a stress reaction. The job is quickly managed through a simple inquiry into each fearful thought, asking yourself: *At this moment, do I know 100% for sure that this fearful thought will actually happen?* If the answer is *No*, the logical next step is to drop the fearful thought in favor of regaining the calm and clarity that will heighten your performance. *Who would I be without this fearful thought?* The answer generally comes in the form of restored confidence and focus.

Tool#5 - The Clear Button: Another ProAttitude tool for busting stressful thinking is the Clear Button. If you are a ProAttitude graduate you have learned most stress reactions begin with fearful, stressful thinking. You imagine a button in the center of your palm, press it and stop thinking for 4-5 seconds. After 4-5 seconds or less you reorient yourself to the present moment, and relax as you regain composure and move forward with what is next

Tool #9 - PreAttitude: Visualizing the way you handle a potentially difficult situation can actually shift the situation toward a more successful outcome. Say that this afternoon you will be meeting with a group of people around a certain subject, both of which have been difficult for you in the past. In this setting you tend to lose your edge and on occasion have even become reactive or withdrawn. If you are a ProAttitude graduate you would pull out the ProAttitude CD and listen to the PreAttitude process before the meeting. This visualization reframes the meeting mentally and emotionally, enabling you to reach an attitude of fearless self confidence.



Workshop Leader

Don Joseph Goewey

Don Joseph Goewey has had a long career in the field of human potential and human performance. He is author of *Mystic Cool*, *The Neuroscience of Success* and president of ProAttitude, a human performance company dedicated to transforming the workplace through a unique and powerful approach to sustaining peak performance by ending stress.



Previously, he served as the lead executive at the International Center for Attitudinal Healing, the Department of Psychiatry at Stanford University Medical School, , and San Mateo County Mental Health Department.

He has studied and consulted with Carl R. Rogers, Ph.D., the founder of the humanistic psychology. He has also worked closely with Gerald Jampolsky, M.D. in establishing a school of psychology based on attitude. Don is uniquely qualified to translate the new discoveries in neuroscience into a practical approach to sustaining a successful and fulfilling life.



What They Say About The Training

"By the end of the workshop, everyone's stress had shifted and it translated into performance. A year and half later, our Worker's Comp claims dropped from \$500,000 to just \$20,000. It is clear to me that it was because of this training. I conducted a survey to see how many had sustained the shift they made during the training. I found that more than 90% had."

Len Brutoco, President, Brutoco Engineering and Construction

"It reduced my stress, restored my energy, and gave me a plan to stay this way without adding anything to my To-Do list."

Linda Pfeifer, Director of Training Informatica Corporation

"I got a great deal more out of it than I expected to. It will help me change my life!

Stanford University

"Professionally rewarding. Motivation on a whole new level."

Los Angeles County Sheriff's Department