



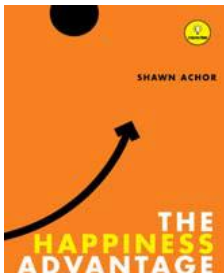
## What does being happy have to do with work?

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 with Shawn Achor

**The Happiness Advantage** is a new video-based training 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.



**The Happiness Advantage** training video gives you a formula for improving productivity, overcoming challenges, increasing cognitive abilities, and improving teamwork – all while improving your mindset. This comprehensive training program is based on Shawn Achor's book, *Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work*.



Telly Award Winner

In the **Happiness Advantage** video, you'll learn:

- the science that underlies The Happiness Advantage
- how you can put **The Happiness Advantage** to work personally to improve your productivity, performance and satisfaction
- 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 it is possible to make a positive workplace a reality.

### The 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

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. See over for details on each module.

**The Happiness Advantage** training program is available on its own as a 3-part, 38-minute training DVD or as a complete 2 DVD training program that includes the five Implementation Modules that provide real world suggestions for leaders and employees who are looking to improve happiness and success.

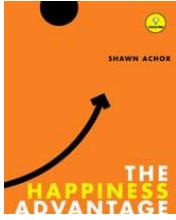
Preview **The Happiness Advantage** on our website [www.itf.ca](http://www.itf.ca)



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See page 2 for more information and pricing >>>

## THE HAPPINESS ADVANTAGE IMPLEMENTATION MODULES



Each Implementation Module covers an easy, everyday technique that can turn even the most pessimistic worker into an optimist. Transform your organization into a happy and productive entity with these simple applications.

### 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! ☺ (7 min.)

### 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. (6 min.)

### 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! (7min.)

### 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. (10 min.)

### 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. (7 min.)

### Complete Training Program Includes:

- **The Happiness Advantage** DVD which contains:
  - Full 38 minute program and two shortcut versions of 20 and 27 min. to provide training flexibility
- **5 Happiness Advantage** Implementation Modules:
  - The Zorro Circle
  - Social Investment
  - Falling Up
  - Leading Positive Change
  - Mindset Matters
- **The Happiness Advantage** Workbook
- **The Happiness Advantage** Hardcover Book

### Pricing:

- **The Happiness Advantage** Complete Training Program: \$995
- **The Happiness Advantage** DVD and Workbook: \$795
- **The Happiness Advantage** Implementation Modules DVD and Workbook: \$795

*Taxes & shipping extra. Prices subject to change.*

For more information or to order contact:

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