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## THE NEUROSCIENCE OF SUCCESS

We human beings are called the Crown of Creation because of our brain. The human brain is arguably nature's single greatest achievement, and Nobel Prize laureate Eric Kandel tells us that we direct our brain with "the most complex set of processes in the universe, the mind."

Well, in the last twenty-five years, new research in neuroscience has identified the mindset... the mental attitude that enables higher order brain networks to function at full power.

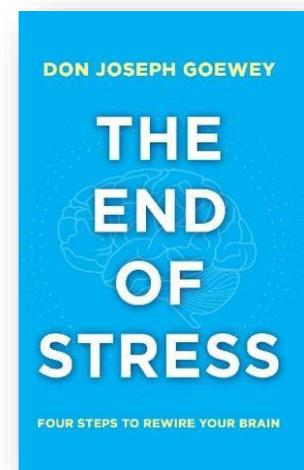
When higher brain networks wire and fire together, humming away happily at the brain speed of a hundred million computer instructions per second, the odds of succeeding at life improve immensely... at every level of life; from family life to your career, from physical and emotional well-being to maximizing your full measure of talent and skill.

It's a brain generating the fluid and creative intelligence to achieve your goals, along with the emotional and social intelligence to instill joy in your work, peace in your life, and harmony in your relationships. It's also the key to health and longevity.

All of these positive outcomes are what nature intended when it evolved the higher brain. The bad news is that stress debilitates, erodes, and even damages higher-brain networks, inhibiting us from succeeding fully at life.

The good news is there is a solution to stress that not only repairs the damage stress causes, but also generates the neurological conditions that stimulate the growth new connections within the higher brain, expanding brain capacity to make you even smarter, able to reach even greater heights.

The discovery that we can change our brain through a change of mindset has redefined human potential and psychological growth as nearly limitless. Change mindset in ways that change experience and the brain changes.





## THE RESEARCH ON STRESS & THE BOTTOM-LINE

### ENGAGEMENT: THE #1 FACTOR IN SUCCESS

Companies that achieve high employee engagement [outperform their competition across all business metrics](#). Those in the top half of employ engagement nearly double their odds of success compared with those in the bottom half ([Gallup, 2016](#)). Those at the 99th percentile have four times the success rate of those at the first percentile ([Gallup, 2016](#)).

Business units that measure high in employee engagement generate 20% more in sales and are 21% more profitable than business units who measure low in engagement ([Gallup, 2016](#)).

The Effect on Job Satisfaction and Retention: Employee satisfaction is directly linked to employee engagement ([Bin Shmailan, 2016](#)) and employee retention increases as employee engagement increases ([Lado and Wilson, 1994](#)).

### WHY EMPLOYEES DISENGAGE

Only 24 percent of 568 managers surveyed by the Harvard Business Review considered most of their employees highly engaged ([HBR, 2013](#)).

Why? It's stress. Stress and disengagement are highly correlated. Nearly 60 percent of employees in high stress business units are disengaged ([Willis Towers Watson, 2014](#)). Business units with disengaged employees suffer 31 percent more turnover (Harter, 2006). For a business to succeed fully, it must sustain employee engagement, and to sustain employee engagement it must resolve the problem of stress.

### THE SOLUTION TO THE PROBLEM

In the last ten years, neuroscience has identified a solution to stress to goes far beyond conventional stress management ([HBR, 2012](#)). The solution relates to our capacity to literally rewire our brain's default from one that reacts stressfully to one that generates the calm, creativity and optimism that predicts success ([Davidson, 2003](#)).

The scientific term for this change is positive neuroplasticity and it is achieved through a fundamental shift in mindset that the *Neuroscience of Success* training facilitates. ([Goewey, 2015](#))

## COURSE OUTLINE

The training is offered as a live webinar, one hour-and-a-quarter every week for eight weeks, or as two-day workshop.

**Session 1: Stress is Serious:** *You will learn how your mindset and your biology interact to produce a successful, rewarding life or a life of stress and struggle. You'll map your stress fingerprint*

**Session 2: The Awareness that Extinguishes Stress** *You will apply a process that breaks the mental pattern driving stress.*

**Session 3: From Stressed to Calm, Clear and Positive:** *You'll learn to apply tools that build the attitude or mindset that rewires the brain to function at optimum, enabling you to respond to stressors intelligently, with greater calm, confidence, creativity, and optimism. You'll learn to empower a To-Be list that conquers your To-Do list.*

**Session 4 - The Creative Brain:** *In this session, you will learn how to tap the brain's creative and intuitive capacity to generate the out-of-the-box insights that lead to breakthroughs and innovations.*

**Session 5 - The Power of Connection:** *In this session, you will learn the three conditions that sustain positive, constructive relationships.*

**Session 6 - The Whole of You Instead of the Fragments:** *In this session, you will learn to transcend the fear of failure to realize the fearless self-confidence that succeeds at life*

**Session 7 - The Power of Suggestion:** *In this session, you will learn how to harness the power of suggestion to realize goals and dreams.*

**Session 8 - Pulling It All Together:** *In this session, you'll pull it all together into a simple personalized format that you can use to sustain the gains you have made and build upon them moving forward.*

- ❖ The course includes access for participants to our online "toolbox" where all the tools are assembled in various formats (audio, visual and text). The toolbox correlates to the workbook we use in the course to strengthen the learning experience.
- ❖ Also included is an "after-course" series consisting of eight 10-minute podcasts accessed through smart phones, pads, and computers providing reviews of the course to help graduates sustain and expand upon the attitudinal shift they are making.



## THE RESULTS FROM MORE 15,000 TRAINED



Initial decrease in stress	41%
<b>Applying what I learned has made me more effective in:</b>	
Lowering my stress level	93%
Increasing the quality of my work	71%
Increasing my productivity	66%
Increasing my level of creativity	65%
Increasing my job satisfaction	60%
<b>The training has increased my effectiveness in:</b>	
Work relationships	77%
Personal relationships	79%
Increasing my health and well being	83%
Balancing life with work	70%
<b>Quality and Impact of Training ( from 0=Poor to 5=Excellent)</b>	
Score for overall training experience	4.7 out of 5.0
Would recommend this training	98%

## A SAMPLING OF WHAT PARTICIPANTS HAVE SAID



*Before I knew it, I was changing. I didn't even see it coming. It was phenomenal.*

*The whole thing was outstanding! Don's ability to get to the core of what, I think, all of us were struggling with, was amazing. I felt like he really understood what I was going through and was speaking to me directly. And, what he said made sense.*

*Each week I had a way to deal with life differently. Most importantly, IT MADE A DIFFERENCE IN MY DAILY LIFE!*

*During the past week, my stress level has been high due to health issues. If it were not for the class, it would probably be off the chart. Utilizing the exercises actually provided a huge improvement in my stress level.*

*This training has changed my life! That sounds dramatic, but in the past few days, my whole perspective and approach have been dramatically different. I am making a conscious effort to shift my attitude and approach to all that I do.*

*So far, it has given me such peace and hope. It is really a healing and inspiring course. I have heard many different people's approaches to stress management and actualization of total wellness, but none of them reached me the way this has.*



## **SOME OF THE ORGANIZATIONS WE HAVE WORKED WITH**

**Cisco Systems**

**Wells Fargo Bank**

**Hewlett-Packard**

**Fenwick and West LLP**

**Public Library of Science (PLOS)**

**Los Angeles County Sheriff's Department**

**The Alliance of Chief Executives**

**Monsoon Commerce/Alibris**

**Stanford University**

**Instituto Tecnológico y de Estudios Superiores de Monterrey**

**Rhode Island School of Business**

**University of Hawaii**

**Napa County Health and Human Services**

**San Mateo County**

**San Francisco Public Health Department**

**SureHarvest**

**Brutoco Construction & Engineering**

**Johnstone Moyer Construction**

**Idaho Pacific Lumber Company**



## PRICING

- \$10,000 – Live webinar series for up to 24 participants.
- \$350 per participant after 24 up to 50.
- Enrollment greater than 50: the price is negotiated with the client.
- Individual coaching and make-up sessions as needed: \$300 per session.

## DON JOSEPH GOEWY, FOUNDER

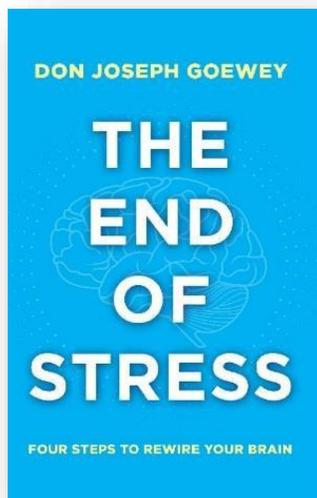
Don Joseph Goewey managed the department of medicine and the department of psychiatry at Stanford University Medical School; he headed San Mateo County's emergency medical services system; and he directed the Center for Attitudinal Healing, an institute that pioneered an approach for overcoming catastrophic life events. For its breakthrough work, the Center was awarded the Excellence in Medicine citation from the American Medical Association.

Don has worked with people faced with some of the most stressful situations on earth – from people facing terminal illness to parents struggling with the loss of a child, prisoners serving life sentences, refugees of the genocidal war in Bosnia struggling with extreme post-traumatic stress, and corporate leaders and mid-level managers in high pressure work environments.

Don spent six years in a think tank integrating breakthroughs in neuroscience and psychology. From this work, a psycho-social model was innovated that facilitates neuroplasticity, which is the capacity of the brain to rewire itself in ways that extinguish chronic stress reactions and amplify the higher brain function that enables a human being to flourish. The model was tested in a number of Fortune 100 companies where it was shown to elevate the quality of people's experience and performance at work and in life. In 2006, Don founded ProAttitude to work with companies in applying this model to create a more fulfilling workplace.

Don is also the author of the bestseller *The End of Stress: Four Steps to Rewire Your Brain*, *Mystic Cool: Neuroplasticity, Thought, and the Power of Attitude*, and the editor of *Stop Fixing Yourself: Wake Up, All Is Well* based on the spiritual philosophy of Anthony DeMello

PRO ATTITUDE



Simon and Schuster

## DON IN THE NEWS

