



don@proattitude.com

<https://proattitude.com>

1-510-964-1398

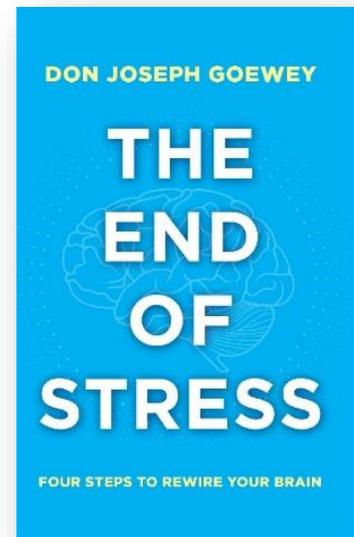


The End of Stress Training from stressed to inner peace to flourishing

We are faced with unparalleled circumstances that are causing much difficulty at every level of life, from our families to our careers to our own well-being. Much is uncertain and much is beyond our control. Life is challenging us now more than ever to learn how to let go of anxiety and the stress it precipitates and cultivate the shift in mindset that keeps us calm, clear and creative on the inside regardless of what is happening outside. That's personal power and it is the biological key to higher brain function and a strong immune system. We are being challenged to make this change.

Making this shift leads to what psychology calls the Good Life, which defines a life of being well and doing well on the way to flourishing. It's the polar opposite of stress. In one way or another, we human beings have been striving to reach the Good Life, going back to Aristotle, but research shows that few ever achieve it. The Good Life is alluding us. As Tony Robbins has famously stated, "Success without fulfillment is the ultimate failure," and many are failing in this way. *But do not stress.* Success with fulfillment is well within our reach.

Breakthroughs in neuroscience over the last 20 years have found that success, health, and happiness are all about our state of your brain and the state of our brain is all about our state of mind. This course translates the new research into simple, proven tools that give you the capacity to switch your experience – from stressed, reactive, and negative whenever it becomes that way – to the calmer, more creative and happier perspective that amplifies the higher brain function to sustain a success with fulfilling.



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 8 short podcasts that can be accessed through smart phones, pads, and computers providing 10-minute reviews of the course material 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%
Applying what I learned has made me more effective in:	
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%
The training has increased my effectiveness in:	
Work relationships	77%
Personal relationships	79%
Increasing my health and well being	83%
Balancing life with work	70%
Quality and Impact of Training (from 0=Poor to 5=Excellent)	
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

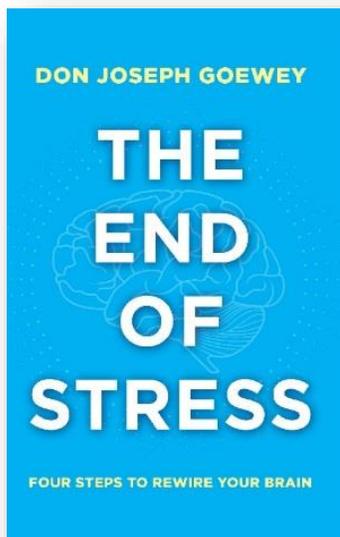
DON JOSEPH GOEWY

Don served as an executive at Stanford University Medical School, directed a regional emergency medical services system, and for twelve years headed the Center for Attitudinal Healing that pioneered an approach to catastrophic life events that received the *Excellence in Medicine* citation from the American Medical Association.

He has worked with some of the most stressful situations on earth – with people facing terminal illness, parents struggling with the loss of a child, prisoners serving life sentences, and refugees of the genocidal war in Bosnia struggling with extreme post-traumatic stress.

Don headed a “think tank” group that over six years worked to integrate breakthroughs in neuroscience and psychology to create a model for changing brain structure to extinguish stress reactions and amplify the higher brain function that enables people to flourish. The model has achieved significant results in helping people elevate their work experience in high pressure environments.

Don is the author of *The End of Stress/Four Steps to Rewire Your Brain* (2014), *Mystic Cool/ Neuroplasticity, Thought, and the Power of Attitude* (2009), and editor of *Stop Fixing Yourself*, the definitive reader on the philosophy of Anthony DeMello (2021).



Amazon Bestseller

DON IN THE NEWS

