

CORPORATE TRAINING INFO-SHEET

Holistic wellness for the present day employee

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COURSES



Positive Psychology: Perception Creates Our World

More details on
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Description:

Before there is happiness and success, comes your perception of your world. This course is designed to teach how to create a positive reality that allows one to see the possibilities for a successful + happy life. Because research tells us that the way we frame a situation is predictive of the outcome.

Course Objectives:

- Understand what it means to be optimistic and the benefits
- Learn how our perceptions shape our world
- Recognize the most valuable realities and noise canceling strategies
- Learn 4 powerful principles for becoming a positive force

By the end of the session:

By sharing principles, strategies, and skills, students will see solutions, possibilities and connections that are unseen by the average person; leaving with an action plan to change their reality.



Positive Psychology: Transferring Your Positive Reality

More details on
page 3 [↗](#)

Description:

We are constantly transmitting information to others, even if we don't say a word. This course is designed to teach how to transfer your positive reality to others. Much of our behavior is literally contagious. The vision of reality we see and share changes other people; we illuminate paths that may have never been seen or considered which can move people from paralysis to activation.

Course Objectives:

- Understand the power of a shared positive reality
- Learn about the ripple effect + the Pygmalion effect
- Through scientific studies, learn 5 powerful strategies to effect change

By the end of the session:

Students will fully grasp the power of their influence and leave with an action plan for not only changing their reality, but the knowledge to influence others to create a culture for change.



Wellness Warrior: Understanding Your Energy

More details on
page 4 [↗](#)

Description:

This course will demonstrate how everything in the field of wellness and personal growth can and should revolve around the basic concept that every-SINGLE-thing we choose to eat, think, feel and do either replenishes or diminishes our energy. Because of this, everyone should understand how what they are choosing to bring into their lives is affecting them. But while many have heard vague references to the concept, very few have been given the tools to be successful.

Course Objectives:

- Learn about the four buckets of energy
- Learn three basic principles for high performance
- Discover your energy baseline
- Explore and experience first-hand what replenishes + diminishes your energy

By the end of the session:

Students will leave with resources and a personalized action plan for implementing a few specific changes in their life that will replenish their energy, leaving more resilient and empowered than ever.



POSITIVE PSYCHOLOGY: Building a Resilient Workforce

THE HUMAN BRAIN
11,000,000
RECEIVES
PIECES OF INFORMATION
EVERY SECOND
FROM OUR ENVIRONMENT



BUT,
It can process only **40** bits per second.

Which means it has to choose what **tiny percentage** of this input to process and attend to, and therefore ignoring and dismissing the rest.

**Your reality is a choice; what you focus on
SHAPES YOUR WORLD**



WHY THIS COURSE MATTERS

55%
OF WORKERS ARE
UNHAPPY AT THEIR
JOBS

DEPRESSION RATES ARE

10x
HIGHER TODAY
THAN 60-YEARS AGO

ONSET AGE OF DEPRESSION

1960 vs. 2020

29
YEARS OLD

14
YEARS OLD

We offer
two courses
to combat these
statistics with your
employees



WHY THESE COURSES ARE DIFFERENT + BENEFICIAL

The typical approach to understanding human behavior has been to look for the average behavior and outcome; we refer to this as the **"cult of average."** Conventional psychology consciously ignores the outliers because by definition they don't fit the pattern. **The opposite is true for positive psychology,** instead of deleting the outliers, they study and learn from them.

A decade ago, there was a 17-to-1 negative-to-positive ratio of research in the field of psychology. In other words, for everyone one study about happiness and thriving, there were 17 studies on depression and disorders. As a society, we understand a lot about how to survive and very little about how to thrive.

**In business and in our lives, "average" + "surviving" is no longer enough.
And if we study and teach average, we will remain average.**

Course 1 Positive Psychology: Perception Creates Our World

Before there is happiness and success, comes your perception of your world.

Course topics:

- The rise of Pollyanna
- Understanding our perceptions
- Recognizing alternate realities
- Pursing the most valuable realities
- Noise canceling strategies
- How to recognize the signal
- Canceling the internal noise
- The Tetris effect
- Finding value in contrast
- The 20-second rule
- Tribe

Course 2 Positive Psychology: Transferring Your Positive Reality

Much of our behavior is contagious. This course will teach how to transfer your positive reality to others.

Course topics:

- A shared positive reality
- The ripple effect
- Pygmalion effect
- Emotions are contagious
- 5 strategies for positive illumination
 - o Franchise success
 - o Rewrite the social script
 - o Blaze the trail
 - o Fact checking
 - o Retreat without resistance
- Action plan

Once the skills and strategies introduced in these courses are mastered, the difference will be seen and experienced in virtually every aspect of life. Employees will be more energized, more motivated, more driven and more productive. Ideas will flow that yield better results. Instead of being crippled by stress and adversity, employees will be able to turn them into opportunities for growth. And will learn how to refract their light of positivity on coworkers, clients, family members and all others around them.



WELLNESS WARRIOR: Understanding Your Energy

Everything in the field of wellness and personal growth can and should revolve around the basic concept that every-SINGLE-thing we choose to eat, think, feel and do either replenishes or diminishes our energy. Because of this, everyone should understand how what they are choosing to bring into their lives is affecting them. But while many have heard vague references to the concept, very few have been given the tools to be successful.

This course will describe three fundamental principles to understanding how to maximize your energy in four unique, yet related, energy buckets: physical, mental, emotional, spiritual. You can improve the quality of your mood, your physical health, your career, your intimate relationships, your family life and more – simply by learning and applying the concepts we will explore in this course.

In this four-hour course we will explore:

- What vibration is and understand the physical + emotional implications
- Three basic principles for high performance
- Four energy buckets
- Personal quiz – your baseline
- What replenishes and diminishes your energy (The BIG three, Positive Energy Behaviors, Two common pitfalls)
- A personalized action plan to see real change

WELLNESS WARRIOR

understanding your energy

NOTHING IN LIFE IS
NEUTRAL

LEARN ABOUT THESE
LIFESTYLE
CHOICES
AND MORE



YOGA

HEALING TOUCH



FOOD

GRATITUDE



MEDITATION

SOUND THERAPY



MITIGATING ELECTRONICS

ESSENTIAL OILS



TOXIC FREE LIVING

AFFIRMATIONS



TRIBE

NATURE



Our Programs

Our corporate wellness courses are heavily science-based. The goal of science is predication. Businesses have long sought out a way to use science to **predict high performance** in individuals. As it turns out, IQ and technical skills combined predict at most 25 percent of job success. Which means over 75 percent of your career outcome has nothing to do with your intelligence or your technical training. After a decade of studies, researchers have found that the missing piece to understanding success and happiness is this: the ability to **train your mind** to scan your environment for the good.

Based on research, our courses provide skills, strategies + principles:

- Training individuals to see solutions, possibilities and connections that are unseen by the average person.
- Providing individuals with internal tools that combat external forces + situations (such as stress, change, adversity).

Pricing

Our solutions are not only effective but **affordable**:

Duration	Cost	Class Size
Positive Psychology course	\$2,500	<20
Wellness Warrior course	\$1,750	<20
CliftonStrengths (3-hour)	\$1250*	<20
1 hour (Lunch + Learn)	\$500	<20
Keynote (1 hour)	\$1,500	Unlimited

*does not include the CliftonStrengths profile fee for each participant

Course Offerings

- Both **Positive Psychology** Courses are full day sessions that can be offered in two half days or one full day
- **Positive Psychology** Courses can be offered in tandem or as stand-alone offerings (see **page 3** for details)
- **Wellness Warrior** Course is a half day session (see **page 4** for details)
- All courses are available as intro lunch + learns
- Courses can be customized outside of these durations at your request for an additional cost
- Keynote speaking engagements on both topics are available for company-wide/department-wide events
- Cost does not include travel expenses (if necessary)
- Our class sizes are built to be interactive; allowing for dialogue + conversations in an experiential learning environment

Learn more about our corporate offerings at: www.SHINEakron.com/corporate



Thousands of certifications awarded, with **5-star reviews** from students and a customer repeat rate of over 90%



Experienced facilitators with years of experience in business, and more importantly a **positive, contagious vision**



Professionally developed content with the **highest level of quality**, vetted with students and professional organizations



Comprehensive programs that are **simple, effective, and affordable**

Cortney Martinelli is a corporate + community trainer, speaker, educator, and author. She has been supporting the wellness community for over a decade. Since then, she has worked with thousands of clients and students hosting 100+ events each year. In addition to Cortney's vast experience within the world of wellness, she spent the last two decades working in the corporate arena for a fortune 100 company. During that time, she specialized in employee engagement, communications and education, where she developed and delivered training + education to thousands of employees. Cortney's classes can be summed up in one word: empowering. Cortney's personal stories, authenticity, playfulness and creativity are hallmarks of her teaching style. She also has a knack of taking complex concepts and explaining them in an easily understandable way.



With an advanced education in Instructional Technology, Cortney has an evolved understanding of the intricacies of **knowledge transfer techniques for adult students**



A visual communication designer that excels at taking complex information and designing + **delivering it in a way that is easily accessible** for students

50+

Two-time best-selling author; developed **50+ programs** around wellness + human effectiveness

"I have done several workshops and a certification with Shine and I have absolutely loved every single one. There is an incredible amount of information that is shared and done in an easy-to-learn format. Cortney is an incredibly wonderful human, funny and so knowledgeable. I love learning from her. Highly recommend her and Shine!"