The Happiness Advantage | Orange Frog Workshop™
Training that Brings the Happiness Advantage to Life at Work

Location Host: American Association of School Administrators Headquarters
1615 Duke Street, Alexandria, VA  22314

For Team Leaders AND Training-Development Professionals

3 Day Public Workshop & TRAIN THE TRAINER
Based on the Research of
International Best-selling Author Shawn Achor

Register Now for the Early Bird Discount!
Save $500 (limited seating available)
Overview

A positive engaged brain is the greatest competitive advantage in the modern economy. It is ESSENTIAL in rapidly changing environments and is needed today more than ever before. This is why companies are lining up to schedule THIS workshop and why we are once again, after selling-out every session since 2015, providing it in 2019 for a limited number of participants.

The Happiness Advantage | Orange Frog workshop provides a blueprint for increasing employee engagement and tapping into people's intrinsic motivations.

See why THIS workshop has been credited with raising engagement scores, increasing levels of optimism and well-being, reducing stress and producing record breaking financial results.

See why Harvard Business Review put Shawn Achor on its cover, his TED Talk is among the 20 highest viewed of all time and his two part interview with Oprah Winfrey made ‘Oprah's Biggest 'Aha' Moments from 2014.

If your organization is not fully maxed out with positivity, don’t miss this unique opportunity to experience The Happiness Advantage at work!

Based on years of research by Shawn Achor and others in the field of positive psychology.

Shawn Achor is considered a leading expert on the connection between happiness and success. He spent 12 years at Harvard, winning over a dozen distinguished teaching awards before traveling to over 50 countries bringing his research to over one-third of the Fortune 100. His research has made the cover of Harvard Business Review and his TED Talk is one of the most popular ever, with over 15 million views. He is the author of New York Times best-selling books The Happiness Advantage and Before Happiness, as well as his immensely popular business parable The Orange Frog.

Achieve a proven ROH (Return On Happiness)

Forbes recently noted unhappy employees outnumber happy employees by two to one. Gallop, in its 2013 Global Workplace study spanning 142 countries, finds that only 13% of the workforce are engaged and happy in their jobs, representing a cost of $500 billion annually – in the US alone. In his 2012 HBR article, Shawn Achor shared research documenting improvements in happiness and well-being associated with positive outcomes in employee engagement (up to 10x more engaged) and higher levels of sales (37% average increase across multiple studies, including $21 per square foot more in retail sales). Shawn’s groundbreaking research into Social Support has shown Social Investment to improve not only higher levels of employee satisfaction – but also lead to improvements in customer loyalty and numerous industry service metrics.

“The greatest competitive advantage in the modern economy is a positive and engaged brain”
The Workshop teaches the seven core principles of the science of happiness from *The Happiness Advantage*. These principles were brought to life in Harvard’s famed happiness course and now to companies worldwide. These principles provide a springboard for people at the individual, team and organization levels; showing people clearly how to infuse positive practices into their personal habits, team work routines and the organization’s culture.

## The Seven Principles

### The Happiness Advantage
Because positive brains have a biological advantage over brains that are neutral or negative, this principle teaches us how to retrain our brains to capitalize on positivity so we can improve our productivity and performance. Also provides 5 proven tactics to increase happiness.

### The Zorro Circle
Our brains need to record wins in order to feel like our behavior matters – this is especially true in times of change. When challenges loom and we get overwhelmed, our rational brains can get hijacked by emotions. This principle teaches us how to regain control and ensure short term wins by focusing first on small, manageable goals, and then gradually expanding our circle to achieve bigger and bigger ones.

### The 20-Second Rule
Sustaining lasting change often feels impossible because our willpower is limited. And when willpower fails, we fall back on our old habits and succumb to the path of least resistance. This principle shows how, by making small energy adjustments, we can reroute the path of least resistance and replace bad habits with good ones and make transition easier to initiate.

### The Social Investment Solution
In the midst of challenges and stress, a strong social support network is the greatest predictor of both performance and happiness. Instead of hunkering down and retreating within themselves, the most successful people invest in their friends, peers, and family members to propel themselves forward. Learn how to engage others to ensure mutual success.

### Mindset Matters
How we experience the world, and our ability to succeed within it, constantly changes based on our mindset. This principle teaches us how we can adjust our mindset and embed this powerful practice into our work routines in a way that increases our power to be more fulfilled and more successful.

### The Tetris Effect
Also called cognitive afterimage, this principle creates patterns and filters. When our brains get stuck in a pattern that focuses on stress and negativity, we set ourselves up to fail. The Tetris Effect teaches us how to retrain our brains to spot patterns of possibility, so we can see - and seize - opportunity wherever we look. Leverage this principle in work routines to help your team uncover positive solutions amidst chaos and turbulence.

### Falling Up
In the midst of defeat, stress and crisis, our brains map different paths to help us cope. This principle is about finding the mental path that not only leads us up out of failure or suffering, but allows us to be happier and more successful because of it. Successful companies leverage this concept by telling and amplifying stories of triumph and creating legends of hope, optimism and resilience.
The Magic of the Parable
Caught between two worlds, Spark was exactly like every other frog in his pond with one notable exception. Spark emerges from a tadpole with a slight but noticeable orange spot. And this orange spot makes Spark feel uncomfortably different. What’s more, Spark begins to make a disconcerting observation; when Spark does things that make him feel better (and produce more positive results) the orange spots increase. Spark is left with a difficult decision; be normal, which makes him less conspicuous, or continue doing those things that make him happier, more productive and… more orange.

So begins the parable of The Orange Frog, a disarming tale that serves as the starting point for The Happiness Advantage | Orange Frog Workshop™. By the end of the story, readers see and feel pressures they recognize in their day-to-day lives. They also witness the most remarkable transformation that takes place when Spark finally chooses to adopt an orange way of life. Not only does his own personal satisfaction and productivity increase, these same results slowly start to ripple out to the other frogs in the pond.

The Orange Frog was written specifically to support this workshop. We know that stories have been used throughout history to carry forward our most important lessons – and there is a reason – they work. Parables in particular are effective because they force the brain to dual process each idea making it stick in our brain and also allowing us to enjoy the learning process – while withholding judgment.

Orange Frog Introduction by Shawn Achor: http://youtu.be/ZxtB5BpOUgE

The Happiness Advantage | Orange Frog Workshop™
Using this story as a backdrop, participants explore their own workplace and identify similar pressures, similar characters and similar threats. They are then challenged to develop habits and strategies to resolve these pressures, allowing them to follow Spark’s journey and develop strategies to ripple positive results throughout their teams and departments.

Very different than typical workshops, this program is fun; it is challenging and highly rewarding. The story hooks people and lures them in. In what has been called the Trojan Horse of training, the fun activities experienced quickly include real work applications and results in the accomplishment of business and life-changing transformation.

Information is Not Transformation.
People change behavior, and while organizational change management approaches usually fail, people-based change management approaches can succeed. The learning design of this workshop requires your active participation and offers an experiential approach to learning. This design provides an opportunity to learn from the author and his research as well as the opportunity to learn from other practitioners in the workshop and have fun.
The Research
The research is clear; being positive results in more resilient, adaptable and successful people and organizations. This same research also is clear that positivity is contagious. The workshop will cover key research-based principles for creating a more positive and productive workplace and lifestyle.

Primary Workshop Objectives:

**Increased Individual Positivity (Self Leadership):**
Begin a personal transformation towards a more positive mindset and more productive and adaptable work life.

**Sustained Team Happiness and Adaptability (Team Leadership):**
Make happiness an integral part of the work environment by embedding specific practices into existing work routines.

**Increased Happiness and Engagement across the Organization (Culture Shaping)**
Promote happiness and engagement by learning to identify and amplify critical social scripts and connect positive engagement to positive business results.


Participants receive personal copies of best-selling books *The Happiness Advantage* and *Before Happiness.*
THE HAPPINESS ADVANTAGE | ORANGE FROG FACILITATOR WORKSHOP

BECOME A POSITIVE FORCE IN YOUR ORGANIZATION

The benefits in terms of return on engagement, adaptability, resilience and positive change readiness are substantial. The Happiness Advantage | Orange Frog Workshop™ takes a fun and fresh attitude to Shawn Achor’s leading research on the impact of positive psychology in the workplace and translates it into a powerful tool for creating sustainable organizational transformation.

The Happiness Advantage | Orange Frog Workshop™ is designed so that corporate trainers can pass on the benefits of this program to their organizations.

FACILITATORS HAVE ACCESS TO:

• Professional materials from an internationally renowned author and a leading expert on the connection between happiness and success
• A globally recognized process for increasing productivity, adaptability, resilience and optimism in the workplace
• Cost effective training with no development costs with minimal initial commitment to developing training capability
• Experiential, interactive and application-oriented training
• Workshops that can be conducted at times and locations suited to your organization's needs
• Workshops that are simple to launch and implement
• An engaging way to develop a common language as training is rolled out across the organization
• A process for initiating positive performance that has been proven across continents and valued by managers and employees alike

Join other successful companies right now who are utilizing The Happiness Advantage | Orange Frog Workshop™ for all their employees. Add your own strategic initiatives into the framework and watch the impact of higher engagement and increased productivity on desired business outcomes.

CORPORATE TRAINERS - JOIN THE HAPPINESS ADVANTAGE AT WORK COMMUNITY TO SHARE EXPERIENCES AND SUCCESS

Upon successful completion of the 3 Day Workshop and on-site certification*, facilitators are certified to conduct The Happiness Advantage | Orange Frog Workshop™ to participants inside their designated organizations.

*On-site certification is the required final step for corporate trainers. This involves a custom plan that includes on-site coaching, co-training and evaluation of 2 or more workshops.
"Orange Frog made me understand the importance of leading from the front. As an organizational leader and Learning & Development professional, my tendency is to focus on what I can do to lead change in T-Mobile. One of the “aha’s” I walked away with from the workshop was that I need to lead by example first, and T-Mobile will change later as a result."

-Jenn Falkenberg, Director of Learning and Development, T-Mobile

Based on the research of Harvard University’s best-selling author Shawn Achor
About Shawn Achor

Shawn spent 12 years at Harvard University, winning over a dozen distinguished teaching awards before traveling to over 50 countries bringing his positive psychology research to over one-third of the Fortune 100. Shawn is considered one of the world’s leading experts on the connection between happiness and success and is the author of New York Times best-selling books *The Happiness Advantage* and *Before Happiness*—as well as his immensely popular business parable, *The Orange Frog*. His research on happiness has made the cover of Harvard Business Review, his TED talk is one of the most popular of all time with over 15 million views, his lecture airing on PBS has been seen by millions and his two part interview with Oprah Winfrey made “Oprah’s Biggest ‘Aha’ Moments from 2014.” Shawn teaches for the Advanced Management Program at Wharton Business School and continues to conduct original psychology research on happiness and organizational achievement in collaboration with Yale University, Columbia University, International Thought Leader Network and The Institute for Applied Positive Research.

About ITLN

International Thought Leader Network (ITLN), in partnership with Shawn Achor, assists organizations around the world in bringing happiness research to life at work...through research partnerships, training and large scale interventions. The Happiness Advantage Workshop™ and its accompanying business parable by Shawn Achor, *The Orange Frog*, are designed to deliver key lessons about the happiness advantage, serve as a rallying language for teams and organizations to embrace the principles and provide the foundation for sustained positive behavioral change linked to core work routines and desired organizational results.

Visit our website at www.ithoughtleader.com and www.orangefrogexperience.com
Workshop Testimonials

“This was amazing! A must-do for any employee, it will motivate you in the workplace and beyond.”
- Steph Scott

“This is a career-changing experience, however, the personal benefits are invaluable and can track to my children.”- Cathi Gilliam

"Orange Frog has helped us maintain the great culture we already have; it impacts our culture and gives it structure – it’s a prescription for growth.” - Andrew Knopick

“I would definitely recommend this to others. I have been through many workshops, but this was by far the best!” - Keisha Streeter

“The Orange Frog is the most impactful strategy your business could choose.” – John Esler

The Bottom Line

The more we research, the more we are convinced that while intelligence and technical skills are crucial, the greatest competitive advantage in the modern economy is a positive and engaged brain. My work in 50 countries with over a third of the Fortune 100, and one of the largest studies at Harvard on happiness is further confirmed by our recent joint research project with Training Magazine, and in the case studies and examples at KPMG, UBS and other leading organizations.

One of the most powerful forces in human nature is our belief that change is possible. We have learned that reprogramming our brains to become more positive, more adaptive and more resilient in order to gain a competitive advantage at work is not only possible, it is essential in rapidly changing environments. But information alone is not transformation, which is why the next step is so important: cascading these findings and trainings to more organizations to create deep and sustained change so that happiness becomes not a short term, chance event at work, but a sustained lifelong practice. Happiness does not have to be short in length, it can be a continual choice.

- Shawn Achor