



Success Architecture Prospectus

Beautifying Minds with Primal Ingenuity

Success Architecture USA



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A warm message from the Founder...

I congratulate you on your decision to take the lead and pursue examining a professional certification in Creative Success Architecture. I honestly hope that your resolve will not fade, and your growing desire will guide you to acquire certification in this very exciting field. It has always been an emotional moment for me to meet people who struggle in life and confront it with patience, strength, flexibility, and perseverance bypassing obstacles and making something of their lives. By you viewing this document, I am told that you are on your way towards self realizations, building your best character, and acquiring vital information. I am personally very proud that you have taken the initiative and decide to improve your mental faculties, and enhance your intellectual capacity that Creative Success Architecture can offer. Discovering Creative Success Architecture will reveal your primal ingenuity and place your mind on the outskirts of creativity, innovation, success, change, and the know how to use these God bestowed capabilities. We appreciate your interest to join our society of trainer, teachers, scholars, and students who have acquired these skills and are honing on implementing them in their daily lives. Success Architecture is committed to provide you the best education and training in its innovative concepts. We are also committed to offer our courses by video training on the internet using all devices and channels as seen on our web site successarchitecture.com. Meanwhile, we support and encourage professionally certified trainers to record their training programs in various areas of self development for distribution.

I was lucky to discover this ingenuis system that runs the universe according to an eternal equilibrium in order to achieve its goal; being an incubator for life. That same system is within every human being. Success Architecture shows you the elements of this balance that gurantee creative success in self development, achievement, actualization, and stears you towards self mastery. Plan and design your TRAC, and walk a path that fits your primal brain without raising conflict with your basic instincts.

The other reason I am so enthusiastic about training this special creative universal secret, which transcends to our core, is the scientific foundation of its principles. Unlike some other theories in self development it is not built on pseudo scientific hopes and wishes. Creative Success Architecture is found on the most solid System Engineering principles. It has roots in the principles of equilibrium found in the environment, and natural siences such as Physics, Chemistry, Artificial Intelligence, and Neurology. That being said, it does not mean I am undermining the immense energy that could be yours for the taking once you implement its processes.

I start by wishing you the happiest of times, and the uttmost Success in your pursuit to master and profesionally certify. Creative Success Architecture will open new horizons for you and your loved ones. I am constantly thrilled and amazed every now and then by the implications that unfold to me.



Eng. Jasem Qabazard
Creative Success Architecture
Founder and CEO



Executive Summary

The purpose of professional certification in Creative Success Architecture is to ensure a thorough understanding of the mechanics and concepts. The Brain differentiates Mankind from other beings; it is the most direct reason for our supremacy on earth. The purpose of the human mind is, and has always been, the survival of the species. Our mind has the primal mechanisms and potentials to rein over our environment. We have successfully mastered our instincts to survive, and now humanity has reached a new plateau of potential in these most exciting modern times.

Creative Success Architecture mechanisms speak to the mind in its primal language.

Psychology teaches us how our mind develops in 3 distinct stages. Our first brain is the primal and most primitive program we are born with that guarantees our survival, safety, and security. Our second brain is our emotional brain, very close to the first, and contains our sense centers and motor functions. Our third brain is the part that thinks within our minds, and here is what provides our distinction from other beings. Our thinking and communication abilities are the prime reason for our civilization and development. Our thinking brain develops and grows as we age to reach its full potential once we mature. This brain is undeveloped in babies and children.

Our first primal brain has the precedence when making decisions, since it is the fight or flight program and the bases for our safety and security. It is our survival mechanism and it goes without saying that it is the most important part of our brain. In terms of precedence when making decisions our emotional brain comes second. Once a decision passes our primal and emotional brains, then it goes through the thinking process. Some scientists go as far as saying that the first two brains basically make all our decisions for us, while our thinking brain's role is to give proper reasoning for decisions that are already made. Meaning the decision is already made once they reach the thinking stage. Our thinking brain is very clever in giving excuses and always succeeds to give good explanation for already taken decision. This explains why some people make the most dreadful decisions and actions, and always have a logical explanation according to their thinking.

Creative Success Architecture Creates DRIVE...

This is where the initial role of Creative Success Architecture mechanisms comes to structure the primary environment for our children and ignite the spark in our first brain. In doing so we intrinsically motivate the brain to learn and acquire knowledge feeding it with positive energy that will not fade for a life time. Creative Success Architecture disciplines will continue to ignite more positive feelings and emotions thus kindling our internal spark. Our mechanism talks speaks to the brain in the primal structures it is already familiar with, to guarantee success in learning, acquiring education, knowledge, and walking a life TRAC of skills and capabilities. Add to that the intelligence that trains and teaches our brain how to design a life TRAC. Then plan, target, and act to achieve while thinking creatively and innovatively to come up with activities for succeeding in our endeavour.

Genes are the first determinant of intelligence in our children; it is the element that is not in our control. Fortunately, the second most important intelligence determinant is the environment. Nurture seems to have a profound effect on the level of intelligence in human beings. A thinker or a creative individual may use his utmost intelligence potential if properly developed within his environment. Our role in Creative Success Architecture training courses is to teach mothers, fathers, and teachers our brain's primal language in order for them to speak to our children's minds. Thus preparing the environment that develops intelligence to its fullest possible potential. Our children are the real geniuses who can properly embark on learning 5 languages before the age of seven. This is the golden age for our children, where they learn to walk, play, communicate, and miraculously gain skills, seeming impossible for the elderly to master. Ignorance of the primal communication language is the main reason for our children's poor performance at school. While nurturing internal intrinsic motivation requires a special language to foster a capability that will propel our children towards a bright future. Training our minds at adulthood is possible, and after all believing that we can change is one of the pillars of success, but it is difficult and costly at an advanced age. If we miss out on childhood training, it would require tremendous energy, struggle, effort, and immense desire. What is brought up in our subconscious as children will always prevail and cloud our judgement later in life. The family training program teaches you the founding strategies to build a positive being, and will support your upbringing with the primal balance of a smart environment.

When we don't provide positive reinforcing mechanisms and feedback loops to our children's minds, we create negative beings to the core. These innate negative behaviours lead, most of the time, and become the path of least resistance to be naturally journeyed. Yes, an adult can bypass innate paths, but not without resistance and while exhibiting large amounts of inertia, energy, consciousness, and being present in the moment to overcome automatic hijackings in favor of our negative paths. Habits are sometimes difficult to overcome. Imagine that you take a preferred road to your work on a daily basis and for twenty years. Then you wake up one day and you want to go to the doctor instead of going to work. You start taking the road to the hospital, your mobile phone rings; you answer and speak intently for a while. When you finish the conversation you might find yourself actually taking the road to work instead of the hospital. Changing habits require being conscious and present all the time in order to avoid innate behavior programmed and planted in our minds.

The mechanisms and primal mind tools you will learn and master in our Creative Success Architecture training programs are numerous. This is a non exhaustive example of the mind tools:

- ⑤ A balanced Success mechanism; primal within your mind, as it is a part of every self controlling living mechanism in the universe. This basic miracle is the way all balanced systems work, and it is called the negative feedback mechanism. When you learn, understand this discipline, and its variables you can activate its powers automatically to make it work in your favour without any intervention on your part. You can also use it intently and directly in the right way to overcome all kinds of negative behavior.
- ⑤ Learn whole brain creativity by using both sides of your brain without ignoring one side over the other. The right side of the brain is defined as the parallel brain since the information enters it all at once, such as when viewing pictures. While the left brain is known to be sequential in nature as it specializes in processing data one piece at a time such as when reading or listening. Most people favour the left brain over the right brain, and hence miss out on a major part of creative thinking. Learn how genius thinking throughout history used their whole brain; people like Einstein, Leonardo Davinci, and Mozart.

What does it mean to use your whole brain?

“Genius is to apply the art of science, and the science of art”

Leonardo Davinci.

There are several examples that I use in our training programs to explain creative thinking using the whole brain. But the most astonishing example, we find in the music literature and the story of beethoven's Ninth Symphony. After completely losing his ability to see the genius knowing the vibrating physical properties of musical notes was able to write a master piece that today keeps everyone baffled. Picaso also acknowledges his study of the physical properties of colors and colorization. As it is well known from physics, light has a range of frequencies. A color also has a life expectancy when used on a painting. There are also several technical properties of colors the attuned artist knows and uses brilliantly. There are also stories about Einstein's brain and the overshadowing of his imaginative parts over his speaking abilities. Einstein imagined several of his theories, published them, and proved them mathematically much later. Note that art is a property of the right brain, while processing mathematics, physics, and science is dominated by the left brain.

One of the most important tools used by the creative genius is to change perspective while examining problems. The change is between looking at the problem as a whole (a right brain function); as opposed to looking sequentially at parts of the issue (a left brain function). A whole brain perspective reveals hidden relationships between singular elements in a problem at hand.

A brilliant saying in this area is that:

“Creativity resides in the space between pieces of stored data”.

Imagine that every piece of information in your brain clusters within a circle, hence when you rely on your left brain you view each piece of data on its own merits. While the relationship between any two pieces of data discovers for you the whole view and opens up a new dimension of creativity. Our mind excels in finding new relationships between seeming distant and distinct pieces of data. One exercise that is recommended for practicing creativity is to select any two elements randomly and forge a unique relationship between them.



Ignite your forces of synergy to lay the foundations for self mastery. This is a by product for using the disciplines in the Creative Success Architecture. Natural Synergy produces infinite energy as an emergent system property for all kinds of organisms. We find this behavior in nature, the environment, engineering, biology, science, and physics.

What do we mean by Synergy?

When we synthesis different units into an integrated whole, we produce emergent properties of the whole that are completely different than the properties of individual units. The specifications of the integrated whole system and the forces it exhibits are non-existent in the forming individual units. Take your mobile telephone system as an example. It is a system, made up of various components. It has a battery, plastic covers, a screen, a camera, communication electronics, memory, an electric charger and so forth.

What are the properties of this complex and complicated integration?

The design and integration of a mobile produces a system capable of achieving services that are inexistent in the individual units comprising the phone. The emergent system properties and functions belong only to mobile telephones. For example, make phone calls, text message, surf the internet, store various contacts and data, and listen to music, watch movies and so many other functions. In System Engineering we say that these emergent properties provided by a mobile phone are the synergetic force generated from combining and integrating a complete system. Note that none of the individual components of the mobile phone are capable of delivering any of the mentioned functions. Not the charger, or screen or electronics are capable of any of the magical properties of a compeletely integrated mobile telephone.

Synergy is everywhere. All systems exhibit this behavior; for example look at our environment where various life units depend on one another for survival thus making up an eco system that can last for ever. Environmental eco systems have existed on earth for millions of years. This amazing balance in an eco system would be impossible even if one unit disappeared. Life on earth is the synergetic force maintained as a result of the equilibrium in the various eco systems and environments on earth and in the universe.

Engineered factories are another example of systems that work together to produce end products. Each factory ofcourse produces a different product thus exhibiting a different force of synergy. Synergetic forces emergent from systems are huge; look at the invention of the computer, and the revolution in information technology. The effect of communication and the internet has made the world smaller than never before. The amount of synergy produced by the invention of the computer is to say the least infinit; it has changed our lives tremendously in ways that are difficult to foresee.



- 🌀 Negative feedback, imaging, imagination, spatial and numerical association of data for storage are primal to the human mind for memory. We are given these enormous natural and mental capabilities to survive. The mechanisims we teach in our courses have succeeded to grant our kind excellence in survival and harnessing our planet's energies to enrich our lives. Once you learn these mechanisims and use them automatically, your life will never be the same. You will not believe how powerfull is your brain at remembering, creating, and learning.
- 🌀 What are the primal creative energies? Generate them by means of classifying, organizing, and structuring information in your brain? Learn how reorganizing, reclassifying, and restructuring information is possible with our minds flexible abilities. Stored information is our mind's material for thinking logically and operationally, while the space between the stored indormation is the engine behind creative thinking and innovation. Learn and use these inspirational creative energies to fulfil your destiny and achieve self mastery.
- 🌀 Learn how to be mentally tough to face life challenges with complete confidence. Once you practice our training exercises you will be able to withstand whatever life throws at you. Move forward achieving your TRAC, one goal at a time, unshaken by difficult and tough events. Reap automatic synergetic energies when you think that you are out of power.

- 🌀 Learn and practice mental capability, flexibility, and agility to think fast and come up with innovative ideas under pressure. Adapt with change to circumvent obstacles and execute your goals with quick and smart alternatives.
- 🌀 Learn the strategies that will place your mind in the Flow Zone where coordinated and synergetic brain energies create. Learn how to always be in the Flow Zone whatever the circumstances. Immerse yourself with concentration and enjoy a complete presence while performing all your activities. Live in this mental integration as a direct result of practicing the concepts in Creative Success Architecture. How to place your mind in this creative flow zone to always perform at optimal levels both mentally and physically?

For you my dear student, we have the Creative Success Architecture skills and tools that teach you organization and a mental capacity to guarantee your academic advancement on implementation. Overcome all educational difficulty, and learn how to benefit from your natural and primal brain abilities to gain knowledge faster and more effectively. Learn new perspectives for success based on a creative architecture organized as a foundation for excellence, and achievement in your academic, social, and professional lives. Our memory and remembering study skills are based on the primal language of our first and second brains. Learn to train your brain on several strategies to use for remembering basic curriculum data, information, and knowledge. Preserve your brain in an optimal healthy state to prevent mental saturation, laziness, and inactivity. Avoid the intelligence trap and learn how to plan your professional and academic futures. Lay the foundation for self mastery in communication, innovation, logical thinking, creativity, presentation, and conversation. Creative Success Architecture is a universal balancing equation; use it to set your life goals into equilibrium while building an unshakable character that will benefit you and your society.

And as for our teachers; the greatest responsibility falls in the modern society...

Ignite the motivational flames in your student's first brain. Start primal mechanisms that motivate academic success for mastery, and character. Teach your students the scientific approaches to discover, question, and research for continued education and learning that will never cease. How can we transfer teachings to real life through our students to ensure that our societies benefit from education? Reach your student's primal brain to better communicate and teach the basis for a strong character. Spread your message in our

society. Use Success Architecture's genuine creative tools to structure knowledge in your student's brain easily and understandably. What is proper logical thinking? What is the difference between creativity and innovation? How to think scientifically? How can we use different thinking styles in our daily lives? What is emotional thinking? How effective is it to shape our ideas and behaviors in our society? How can we face our problems and accept our responsibilities in life with balancing? Understand and encourage natural creativity and flexibility to prevent breakdowns. All these questions have solution in Creative Success Architecture.

And for colleague trainers, we offer you methods to create distinguishing training courses and material. For Creative Success Architecture tools are genuine, natural, and readily react with your mental information structure organized and integrated within your brain. Your production and development path will be unmatched.

We also offer a professional line within Creative Success Architecture training programs to become a partner trainer. Rest assured that we will assist you with proper technical support necessary to produce training videos, web sites, and mobile applications. We can also integrate your products within our sites and mobile applications. Our Master Certification program will enable a much deeper, intricate understanding that will motivate knowledge, self mastery, and on going development both applied and in theory.

And for you mothers; for you fathers; and for the entire family that faces on its own the challenges of raising children. We offer techniques to develop, and prosper young adults capable of facing, sharing, and taking responsibility. We offer you a comprehensive training program to grow your baby to adulthood in a most suited environment for intelligent growth. It has been said that children do not come with a users manual; perhaps to signify the difficulty that mankind faces raising healthy and intelligent children. Creative Success Architecture training programs show how to nurture an environment that prospers intelligence and ingenuity. How important is growing our babies senses into full potential for intelligence? How can we preserve a healthy and flexible brain with proper nutrition? Speak with your child with his brain primal language and develop proper behaviors? Plant the seed for the love of reading, and spark the first teachers flame? How does our brain develop at various stages from childhood to adulthood? And how can we help proper development? How do we encourage proper social interaction and communication? Creative Success Architecture concepts will help you develop your child's brain to accept responsibility at adulthood in school and at paving a future you can proud of.



And for the corporate professionals, we teach new prospectives for success; start learning your path to self mastery with Success Architecture primal mechanisms. Harness infinite potential energies and possibilities. Creative Success Architecture elements are organized to motivate with a drive to achieve unlimited potentials. Be it to fulfill your corporate goals, achieve your self actualization, improve your skills and capabilities, or sculpturing a character of supremacy. Design your best possible self. Use System Engineering well formulated concepts to create equilibrium between your variables to crystallize your objectives. Creative Success Architecture application capitalizes your brain's unlimited potential energies. Develop mental toughness to ignite your full drive all the time. Learn how to develop the mental agility to find and create best possible solutions under all kinds of circumstance and while facing all types of problems. Learn how to create coherence in your brain by preventing noise, and physiological scatter from affecting your performance. Use universal brain energies to place yourself at the footsteps of ingenuity, innovative production, and high performance; always at your desire.

How to maintain your balance and a healthy brain? The human brain is the executive engine that commands all other functional systems in our body. By doing so, our brain consumes around 30% of our total energy intake. This immense metabolic activity in the brain causes a high production of residues that must be eliminated quickly, or they may cause cell damage. Early aging diseases and other brain related illnesses are one result of metabolic residue that harms our neurons. And as we know and rightfully heard the brain is the controller of hormone balance in our body; hence a healthy brain; a healthy body. What type of food intake is best for our brain? How do we maintain a healthy balanced regiment? What dietary habits help us maintain a balanced weight and hormonal control? What are the facts that businesses trading in food, supplements, dietary products, and medicines hide

from us. Creative Success Architecture dietary program encourages maintaining a balance body and mind. How can we prevent early aging, Dementia, Alzheimer? What natural foods help us maintain our concentration, memory, youth, and activity up to to our later years? What feeds our brain's flexibility, agility, and intelligence capabilities? Maintain healthy body elasticity to spring you back to health once illness strikes. How can you acquire and maintain a high capability of brain performance and cognitive abilities? How can you maintain your natural weight easily and with less suffering or deprivation? These are some of the benefits you will gain from maintaining a life style for a healthy brain. This healthy template is part of Creative Success Architecture that maintains a biological equilibrium provided by a healthy brain.

One more important point I strive to maintain in Creative Success Architecture is its scientific foundation. The bases of our systems are well rooted and taught at Universities. Creative Success Architecture shares facts from Psychology, Sociology, Environmental studies, Neurology, Artificial Intelligence, Robotics, System Engineering, Other Engineering Disciplines, Self Development, Biology, Health, and Food Sciences to maintain a balance in our body. The scientific approach we use in thinking aims at finding knowledge, proving it with experimentation, and research in clinical laboratories. The scientific approach always solidifies its facts, and rids of claims and unproven theories to maintain a portfolio of proven useful sciences. In doing so, we are leaving unproven mythical claims behind. Although other trainers nationally and internationally teach subjects and products that are weakened and contradictory to natural human and mental acceptance, we have been very practical in our choosing. Having said that, our Creative Success Architecture does not cease to amaze me everyday; as the founder of these mechanisms I assure you that you will be amazed too.

A man with grey hair and glasses, wearing a dark suit and a light blue shirt, is standing on an escalator. He is holding a silver mobile phone to his ear with his right hand. The escalator has grey steps and yellow safety lines. The background is a blurred indoor setting.

About Artificial Intelligence (AI)

Dr. Norbert Wiener (1894-1964), mathematician, is the first scientist to discover, formalize and write on "Cybernetics" in his famous book published 1948. His theory placed a structure for several disciplines such as Electronic Control Systems, Computers, and Artificial Intelligence. His book also gave rise to the scientific root for Life Sciences, such as Sociology, Psychology, Philosophy, Linguistics, and others. One of his beautiful saying, about human behavior, that I really enjoyed and like to share: **"We swim upstream against a great torrent of disorganization, which tends to reduce everything to the heat death of equilibrium and sameness described in the second law of thermodynamics"**. The theory is about Biological Systems that exhibit self control, of which, the human Brain is a formidable example of, these are also called Self Organizing Entities.

Another corner stone in the science that invented Computers and gave rise to modern Artificial Intelligence is the work done by John Von Neumann 1903-1957, another Mathematician. Basing his work on his predecessor he wrote his famous book, "The Computer and the Brain". He laid some foundation work for the invention of Computers as we know them today. Von Neumann astonished the world when he stated that our Brains are a form of computers that have Analogue and Digital processing. The Brain works with a statistical programming language, not similar to what we know, and difficult to predict.

Dr. Alan Turing 1912-1954, Mathematician, based his work on Cybernetics to lay the founding theories used in modern computing today. The most famous first general purpose computer was the Turing Machine. The amazing crust of it all is that leaders in Artificial Intelligence and Computer Theory based their work on Cybernetics, the Brain, and self organizing entities. Engineers always built on physics, nature, life, and biology to innovate useful technology.

Hence, modern computing and electronics are inventions that have Cybernetic routes. And due to the tremendous expansion in computing the new discipline of Artificial Intelligence rose. Although at first, theories in Computing aimed at creating an Automaton, the discipline found so many useful applications to give Information Technology a road of its own. AI on the other hand took a setback, after scientists found out the difficulty of brain processes. Up to today, it is almost impossible to formulate mathematical equations on brain works, and the physiology of the human body. But, slowly, AI work is being carried; new discoveries are made and applied.

Introduction

**“Don’t you see that GOD, always, takes the simplest routes?”
Einstien**

Billions of years have elapsed since GOD created this Universe and life as we know it; everything is running according to a successfully organized pattern to achieve the reason for its being. What is really amazing and distinguishing, and what you can consider as the burried secret within all this variance is the simplicity of its physical structure. For the systems that builds solids and other life material is based on a simple unit that is varied in combinations to create the more complex life and form.

A cell is very simple and has the same structure throughout, but it is combined in various forms and exists in different environments to create seemingly different complicated life forms.

The atom has one structure, but it combines to form and create various life forms and enourmous amounts of chemicals, physical compounds, and creatures.

Our Brain cells, the neuron, has the same composition but the combination of 100 Billion neuron has made it possible for us to use our intellectual faculties for thinking, creating, innovating, and to seemingly succeed as earth’s most dominant specieas.

Mathimaticians have long since understood these facts and used simple numerical algorithmes to solve the most complex mathematical problems. Engineers and scientists on the other hand made use of these theories and simple forms to create the computer revelution. The simplest form of number system is based on logical zeroes and ones, visa vie the Binary system. Simply combing ON and OFF minute electronic switches together created a revolution in Information Technology. Information systems, internet, and smart phones are merely a product of a simple idea.

Creative Success Architecture is one of these discovered universal secrets that are based upon simple laws of Physics. Its mechanics are actual life mechanics that are repeated everywhere. One of its forms, close to evryones mind, is the equilibrium in the environment. The forces in an environment change to balance each other out, and once one of these forces is removed then the entire equilibrium



is disturbed. For example, the number of grass eating animals compared to meat eaters is always in balance and subtract one another. Fierce animals eat what they can catch, which is usually the youngest or oldest grass eaters, while adults manage to escape. Once the population is reduced, it would be harder for older fierce animals to make a living. Hence they disappear. But ofcourse, there are hundreds of changing components and energies at play; cancelling each other to create a lasting equilibrium if not challenged by sever external changes. For example, when lion hunting increased in the Sahara during the Roman Empire, the environment desertification occurred. Irresponsible interference by Man can devastate the environment.

This mechanisim of balance between forces and changing componenets is called Negative Feedback. It is simply a relationship between two naturally changing energies that change to cancel each others effect out side a balanced range. In doing so, they keep a natural event at check. These two components change within limits to keep the ongoing balance, when one component increases the other does the same to cancel its effect.

Let us now examine how far this equilibrium mechanism spread in our lives. Our solar system stability is due to negative feedback between gravitational pulls and centrifugenal push forces. The same mechanism can be found in chemistry, where a chemical reaction continues until a combinational balance is reached between the reating materials and the forming products. Homeostasis is the form of negative feedback in living organisims; different types of hormones oppose each other to keep a certain body parameter at check. When we feel hungry, for example, two hormones increase in quantity, leptin and guerlain, and decrease once we are satiated. Our biological systems compose a huge number of these simple balance mechanisims to produce a healthy human being. Our hypothalamus organizes and controls our hunger, thirst, feeling pain, joy, laughter, anger, and other motives. It also controls the Autonomic Nervous System to involuntarily control our heart beats, blood pressure, tempreture, breathing, and emotions.

System Engineers has long borrowed this mechanisim to imitate, and mimic life in their inventions. And what is amazing is that all Engineering Systems such as: structures, buildings, sanitary, factories, computers, electronics, and all other types of industry uses negative feedback to build equilibrium to maintain certain system parameters.





To give you a simple example of what negative feedback is in Engineered Systems, let's take a closer look at the thermostat. Naturally any room's temperature is at balance and it reads a stable temperature. When we use an A/C, its thermostat measures room's temperature and compare it to its setting.

Hence, it keeps sending instructions to the fan units to either operate when the room temperature increases, or stop operating when the room temperature decreases. Room temperature is equal to its set temperature, except for some tolerance. The thermostat always compares the actual room temperature against its settings, thus keeping the balance between two forces. If we desire a different room temperature, then we change the thermostat's setting to create an imbalance. Hence, the thermostat will keep giving its instruction to pump cold air until the balance is re-established. An imbalance means changing the set temperature to make it different than the room temperature.

The name of this discipline that is understandably simple, while enormous in its application is Cybernetics. This principle is the basis of Artificial Intelligence, Computer Science in general and the application of robotics in particular. All kinds of electronics make use of negative feedback including self directed missiles. Once a missile acquires a target, it propels its way towards it, making its measurements and calculations along the way using negative feedback. It is equipped with smart electronics that measure the difference between its current position and the location of the target it's propelling towards. From there on, the weapon works on minimizing the difference until it reaches and consequently hitting its target.

Our brain works biologically using the same methods to maintain our bodily parameters to certain healthy levels. Our temperature is always around 37 degrees, our resting heart rate is 60 beats per minute, and our blood pressure is fixed in a range. It is worth mentioning that these levels are not constant but vary within an acceptable healthy range. Negative feedback keeps these levels by secreting the proper hormones for this maintenance. Our resting heart rate for example is always between 55-65 beats per minute.

This amazing principle is the basis for Mankind's success for thousands of years of evolution. Our marvellous brain uses simple and powerful negative feedback to maintain body functions that are bewildering in sophistication. This is how our brain gets its name as an Inference Engine, or an engine of transformation. Hence, it first transforms by giving form to various natural energies outside to give them meaning. Transforming is easy to understand, but the amazing property of the brain is really inferencing. Inferencing gives the brain the ability to complete the transformation based on previous experience. Our senses receive a fraction of what is physically taking place outside, while our brain completes the image based on its previous experiences. Hence, our brain extrapolates the outside picture at a proper speed and according to its experience so that we understand what is going on outside. This is a very important brain function that was essential for the survival of the species.

Once we set a goal or a desire we create an imbalance in our minds so that our brain works on restoring the balance by fulfilling what we need. It uses negative feedback to fill in the blanks and restore equilibrium. This is the essence of the structure that Creative Success Architecture is built upon. Taking a simple example, imagine that you want to drive to work. You start your car, drive, and along the way your brain calculates the difference between your position and the location of your office. Your brain works on minimizing the difference until you reach your destination. You may even unconsciously reach your target, while your brain may be thinking in other matters. Creative Success Architecture in principle compares the variables in our mind, and works on reducing the difference autonomously without the need for interference.

Creative Success Architecture

Another simple example of how our brain uses negative feedback to achieve its objectives, consider the simple task of filling a glass of water. We start pouring water into the glass, and our brain initiates a difference calculation between the desired and current water levels. The brain continues to give his orders to pour the water until we reach the desired level. It literally takes a difference mathematical function and makes it zero.

The same is true when you ask yourself a question. Hence you create a drive within yourself to come up with an answer. This drive here is the direct result of creating an imbalance, a deficiency, or a void that your brain tries to fill using negative feedback. Your brain looks into its enormous data bases of information for an answer. It will work for you to formulate a satisfactory answer to solve the riddle. Hence, it is using the same method described earlier basing its actions on automatic negative feedback.

It continually asks itself, has a solution been reached?

If the answer is a qualified: “no”, the the brain keeps its search engines on till a satisfactory solution is achieved. Then, and only then it terminates its search. If a solution could not be reached with our current understanding of the problem, our brain directs us to search for a solution outside ourselves. We look into other sources of information, and may ask other professionals for a solution. The harder we look for an answer; the more qualified our solutions becomes as innovative, and creative. Note, that continued pursuit is the most important condition for our automatic negative feedback mechanism to work and reach a qualified answer. Our brain will certainly reach an answer, as long as you keep searching and looking. Consistency, perseverance, and not giving up are pre requisites for Success Architecture mechanism to correct itself and reach its goals. We will see more examples in our training.

Our brain uses a primal automatic negative feedback mechanism to achieve what we ask to. Another example, we can all relate to, is when a baby learns to walk. His brain imprints how other members of his family walk. As a baby watches his mother walking his brain imprints this motion, and transforms it into a desired goal. Once the baby realizes he can learn to walk as well, he initiates his everlasting attempts. He will not give up, or get bored no matter how long it takes him to achieve that objective. His repeated tries and his determined resolve will eventually be a success. In the walk learning journey, the baby’s brain continually compares the current with the desired skill levels. In time, the brain makes muscular adjustments to give our dear baby the ability to achieve his goal. His brain uses the data received from mistakes and failures to correct its signals and muscle recruitment until the desired outcome is achieved. As families encourage the learning behavior, a baby’s brain uses automatic success mechanism to acquire the skills of walking, running, speaking, eating and drinking.

Negative Bio-Feedback mechanism is primal and core to the human brain and it is the essence and basis that Creative Success Architecture builds upon. Success Architecture System components and variables are an engineered structure that allow you to change, achieve self mastery, and construct an unshakable character. Our comprehensive courses will show you how to maximize this amazing creative success force overcoming obstacles, while enhancing your ability to shape up your future.

Creative Success Architecture web site

www.successarchitecture.com

A human's brain receives its data and information from the surrounding environment using the senses. In turn, our brain organizes input data into integrated data bases that we live by and use to accomplish our daily needs. Our brain, initially, forms its information structure. Then it re-organizes this data structure daily in order to facilitate new input data. The information structure is the data organization, order, and the multiple linkages between data to form our mental maps. These knowledge maps contain the sum of all our experiences as we live by them. Our brain also generates new ideas and reflections by reorganizing this information structure for making daily decision.

Communication experts claim that people learn 7% from what we hear, 36% from what we see, and 53% from what we act upon. We receive knowledge in three distinct ways: Auditory, Visual, or Kinesthetic. In Success Architecture we do not argue theories; but instead we believe that we receive information and learn using all our senses. We are more concerned with our brain's primal abilities to learn, and not only the paths it uses to receive data. We will emphasize a learning approach that based upon our whole brain, creativity, imagination, rhetoric, multiple entries of information, innovation. Creative Success Architecture core is our primal brain energies that synergize to propel us towards our drives with enormous power.

Successarchitecture.com on the internet has video training courses to reinforce the concepts in Creative Success Architecture. Receiving information via different channels reinforces learning. That, in addition to having the course material available to you at all times. The site is online 24/7 for you to view its material first time, or to review your previously attended courses. The web site is constructed using the newest available technology for receiving video on mobiles, or on internet browsers. We also intend to record more courses and videos to the site periodically.

Who Should Attend

- ✓ Parents who would like to provide an intelligent environment for their children at home during pre school years.
- ✓ Kindergarten and pre school teachers, who would like to motivate children on proper communication, develop intelligence through game play.
- ✓ Students in advanced school years who would like to develop their intelligence, thinking, and mental skills at learning.
- ✓ Trainees who would like to self actualize and develop through better use of their mental faculties in various areas.
- ✓ Teachers and educators in all subjects, both in the private and government sectors.
- ✓ Employees in the area of training who would like to use Creative Success Architecture methods in their training programs.
- ✓ Trainers, in general, who wish to certify and train Creative Success Architecture courses.
- ✓ Professionals who would like to learn the thinking and mental tools that will help their performance at work, and personally. They will learn life skills, gain mental agility, and toughness.
- ✓ Training Managers in the Private, Government, and Oil sectors.

Presentation Method

- Lectures.
- Exercise.
- Games.
- Case Study Discussion.
- Complete Training Material Content.
- Educational Videos.
- Online Training Video Lectures on Creative Success Architecture.

Training Programs

Course Title	Description	Duration Days
A Prerequisite in Success Architecture Certificate A	This training program covers the elementary concepts that govern the Creative Success Architecture System. Our prospective on success is inherently different from other experts in this area. Success Architecture concepts are unique, primal, and part of our core while most other success training systems teach the symptoms. Within its layers, Success Architecture perspectives form the pillars of success; that, in addition to it being authentic, universal, primal to the human brain, and it is well rooted in a science background.	1
Success Architect Certificate B	Creative Success Architecture System is structured according to a scientific approach to ease, and simplify the understanding of the most modern concepts in the philosophy of the mind. This program is the corner stone of our approach and will train you on using your given primal brain success mechanisms. For, brain science, neurology, and artificial intelligence are recent sciences; what scientists have unearthed in the last twenty years surpasses what we knew since the dawn of time. This program will train you on the primal mechanisms that will fill your life with forces of success, rationality, genuine creativity and flexible ingenuity so that it becomes a normal day to day skill making your life easier in the process. How to make thinking essential in your life to guid your success when learning; and put you on an elegant thoughtful trajectory.	5



Course Title	Description	Duration Days
<p>Art & Skills of Study</p> <p>Certificate A</p>	<p>Learn in this training program the strategies, thinking and mental tools that scientists used to gain knowledge throughout history. What is the role of Success Architecture primal mechanisms and how can you use it at school and work. Practice the study skills that will enable you better grades and a sound understanding. What are the bases of success? How can you design and build a strong personality? How to acquire better grades? Do homework and take tests without worry? Break the fear and the pressure when preparing for major tests. Concentrate and prevent mind shattering that happens to all of us. What organizing tools can you use? Harness your mind energies to serve your purpose. What are thinking, creativity, innovation and how to use them to succeed at school and in life? What are our learning mental patterns? Self Improvement professionals claim that a young adult at twenty knows as much information as the British Encyclopedia. How is that possible? How can our Brain memorize this vast amount of information just by being there? How can we use this to learn? What are our primal learning patterns?</p>	5
<p>Think Tank</p> <p>Certificate A</p>	<p>Creative Success Architecture emphasizes inspirational primal ingenuity that is basic to human beings. Every brain has a given potential capability for creativity, innovation, and producing the best ideas. The basic structures of this capability are primal machina that ignite our higher genius given the right circumstances. Unfortunately, most hinder the use of our primal ingenuity by displaying bad negative practice and settle for a limited use of our brain infinite power. Release your positive creative energies and exist the limitations of the thinking box surrounding your brain. Learn how your mind information structure forms, and how does your mental data base organize, and how to produce information with new prospective every time you examine your situations. How can you inspire your brain to automatically change your view point and create linkage for new looks while examining the same data? How is the space between your brain data infinite? Use this space for your creativity, inspiration, and innovation. Learn several groups and categories of tools, and important mechanisms for creative idea generation. Make your brain a fountain for plasticity, flexibility, and smooth idea generation. Learn logical, emotional, and creative thinking tools. What are the characteristics and properties of each kind of thinking? Practice and exercise plenty of tools for each kind of thinking in this unique course.</p>	5
<p>Innovation: Organizational Tools and Strategies</p> <p>Certificate A</p>	<p>The objective of this course is to introduce the participant to numerous industry innovative thinking tools and strategies. By the end of the course you will learn how to become an able innovator. You will master product, service, and process innovation that matters to your organization's future.</p> <p>We will provide you the skills; knowledge and strategies that will help you develop a precise strategy, business model, and tactics for your innovative products, services, or processes. You will learn how to recognize disruptive technologies and new market trends in your industry. Supply side or demand side disruptions may have detrimental effects on the survivability of your business. How to deal with these and even pursue favorable strategies stream lined for change.</p>	5

Course Title	Description	Duration Days
Innovation: Corporate Entrepreneurship Certificate A	<p>The overall objective of this course is to enhance your understanding of three topics essential to pursue entrepreneurial behavior in a corporate setting. Understand the creative process, the entrepreneur, and how to diffuse innovation and teach employees to think like entrepreneurs while supporting them with proper processes.</p> <p>Upon successful completion of this course, you will be able to:</p> <ul style="list-style-type: none"> • Instill a process to manage innovation in your organization to make your staff passing ideas a part of your culture. Learn how to select and qualify ideas for implementation using a design thinking approach that will tame innovations turbulent nature. • Creative Collaboration: The importance of team dynamics, explain the importance of teams, team structures and innovation in a social networking context. • Acquire awareness and influencing skills that provides a basis for developing networking skills in favor of creative processes that lead to innovation. • Understand the steps involved with assessing the feasibility of an entrepreneurial venture idea. • Develop an understanding of what is required in your organization to support a new venture. • Develop an appreciation of the processes and challenges of innovation to apply them effectively. 	5



Intelligence is not enough for Ingenuity

Our Intelligence Quotient (IQ) has nothing to do with the genius we exhibit in our lives. One of the highest IQ measurements in our modern days is for a US citizen known as Marlene Von Savant at 228. The strange of this matter is that Marlene does not exhibit any sign of ingenuity in her life. She works in an ordinary newspaper answering reader questions.

A lot of physicists have a much higher IQ than the Nobel Prize winner Richard Feynman. Richard is considered one of the last remaining American Geniuses with a mere IQ of 122 points.

“Therefore, when I
have won a victory I do
not repeat my tactics
but rearrange them to
circumstances in an
infinite variety of ways.
- Sun Tzu: The Art of War

A Brief about the Founder

Consulting Electrical Engineer Jasem Qabazard

- ≈ A Graduate from the University of Tennessee 1976,
- ≈ Received his Mastere Degree in Computer Artificial Intelligence in 1979, University of Tennessee,
- ≈ The founder started his career in Information Technology as a programmer, and promoted to occupy several leading manegrial positions in Kuwaiti and International Banks, as well as several Ministries in Kuwait Government,
- ≈ Appointed as Head of Information Security and Qualitry Assurance at Gulf Bank Kuwait,
- ≈ Appointed Head Information Technology in Credit Suisse Branch in Riyadh, KSA,
- ≈ Worked as Head Consultant in the Ministry of Planning, Kuwait,
- ≈ The founder is well experienced in corporate training since 1990, he has trained thousands of students, and professionals in Kuwait, the Gulf, and internationally,
- ≈ Authored a book “How to memorize the entire Holly Quran”,
- ≈ The founder has another book combined with a memory game, Memoreazy, authored in 2005,
- ≈ The author has several unique ideas, and implementation in Arabic memory systems that he uses in his training,
- ≈ He founded the Creative Success Architecture system developed from methodologies in Artificial Intelligence, and Cybernetics. Success Architecture is inspired from the current self development literature in success, how to build a successful character, the art of self control, and System Engineering. Creative Success Architecture System energies emerge to assist our accomplishments,
- ≈ www.successarchitecture.com is the best source to understand the concepts behid this amazing mechanics. The founder continues to develop video training in several aspects of Success Architecture,
- ≈ The founder has contributions in several newspapers both nationally and internationally,
- ≈ The founder is frequently called upon in radio and television shows,
- ≈ The Creative Success Architecture Master Certificate is the latest contribution for a full and thorough unbderstanding of these vital life concepts.

Graduation Certification



Certificate A

Granted for attending all courses except the main program: "Success Architect",



CERTIFICATE OF COMPLETION

The Founder and Trustees
Of
Success Architecture, USA
Grant today, the Today's Date
On successfully completing the required training programs the Title of
SUCCESS ARCHITECT
This certificate recognize
Person Name Here
With all the Rights, Privileges, and Honors therefore pertain
This credential is presented with all signatures, marks, and seals
Of the governing body of Success Architecture, USA



.....
The Founder & Trustee
Jasem M. H. A. Qabazard

Certificate B

Granted upon completing the main training program: "Success Architect",



Certificate C

Granted upon receiving 4 certifates type A, and B; the prerequisite training program is essential.

