

WELCOME

Name: _____

Date: _____

Participant Responsibilities

- Be prompt and active
- Share experience and ideas
- Respect others' point of view
- Ask questions
- Have fun



Breaks

- Class Starts 3:00pm and runs for 4 hours
- Functional breaks:
 - 4:30 PM 4:45 PM
 - 5:45 PM 6:00 PM

Mobile phone etiquette

- Please put your phone to silent
- Should you receive an urgent call, please take it outside
- Avoid texting or browsing

Fire exits

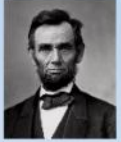
- In case of fire, please do not panic, move quietly to evacuate the area and use stairs do Not use elevators



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WHO IS THE MOST INFLUENTIAL?



Abraham Lincoln

Abraham Lincoln was an American statesman and lawyer who served as the 16th President of the United States from March 1861 until his assassination in April 1865. Lincoln led the United States through the American Civil War



Ibn Khaldun

Ibn Khaldun was a North African Arab historiographer and historian. He is claimed as a forerunner of the modern disciplines of sociology and demography



Marie Curie

Marie Skłodowska Curie was a Polish and naturalized-French physicist and chemist who conducted pioneering research on radioactivity



Mother Teresa

Mother Teresa, known in the Roman Catholic Church as Saint Teresa of Calcutta, was an Albanian-Indian Roman Catholic nun and missionary. She was born in Skopje, then part of the Kosovo Vilayet of the Ottoman Empire.



Michelangelo

Michelangelo was an Italian sculptor, painter, architect, and poet of the High Renaissance who exerted an influence on the development of Western art. Considered to be the greatest living artist during his lifetime



Bill Gates

Bill Gates an American business magnate, investor, author, and philanthropist. In 1975, Gates and Paul Allen co-founded Microsoft, which became the world's largest PC software company.



Albert Einstein

Albert Einstein was a German-born theoretical physicist. He developed the general theory of relativity, one of the two pillars of modern physics (alongside quantum mechanics). Nobel Prize in Physics



Isaac Newton

Isaac Newton FRS PRS was an English mathematician, physicist, astronomer, theologian, and author who is widely recognized as one of the most influential scientists of all time, and a key figure in the scientific revolution



Mohamed Ali

Mohamed Ali was an American professional boxer and activist. He is widely regarded as one of the most significant and celebrated sports figures of the 20th century.



Steve Jobs

Steve Jobs was an American businessman, inventor, and industrial designer. He was the co-founder, chairman, and chief executive officer (CEO) of Apple Inc.; Jobs is recognized as a pioneer of the microcomputer revolution



Nikola Tesla

Nikola Tesla was a Serbian-American inventor, electrical engineer, mechanical engineer, physicist, and futurist who is best known for his contributions to the design of the modern alternating current (AC) electricity supply system



Plato

Plato was a philosopher in Classical Greece and the founder of the Academy in Athens, the first institution of higher learning in the Western world. He is widely considered the most pivotal figure in philosophy



Salahaddin Ayyubi

An-Nasir Salah ad-Din Yusuf ibn Ayyub, was the first sultan of Egypt and Syria and the founder of the Ayyubid dynasty. A Sunni Muslim of Kurdish ethnicity, Saladin led the Muslim military campaign against the Crusader states



Alexander of Macedon

Alexander III of Macedon, was a king of the ancient Greek kingdom of Macedon and a member of the Argead dynasty. He was born in Pella in 356 BC and succeeded his father Philip II to the throne at the age of twenty.



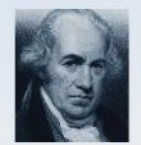
Mahatma Gandhi

Mohandas Karamchand Gandhi was an Indian activist who was the leader of the Indian independence movement against British rule. Employing nonviolent civil disobedience, Gandhi led India to its independence



Martin Luther King

Martin Luther King Jr. was an American Baptist minister and activist who became the most visible spokesperson and leader in the civil rights movement from 1954 until his death in 1968



James Watt

James Watt was a Scottish inventor, mechanical engineer, and chemist who improved on Thomas Newcomen's 1712 Newcomen steam engine with his Watt steam engine in 1776



Gustave Eiffel

Gustave Eiffel was a French civil engineer and architect. he made his name with various bridges for the French railway network, most famously the Garabit viaduct. He is best known for the world-famous Eiffel Tower



Mark Zuckerberg

Mark Zuckerberg is an American computer programmer and Internet entrepreneur. He is the chairman, chief executive officer, and co-founder of Facebook. His net worth is estimated to be US \$53.6 billion as of 2017



Adolf Hitler

Adolf Hitler was a German politician, demagogue, and Pan-German revolutionary. He was leader of the Nazi Party, and rose to power. During his dictatorship, he initiated World War II in Europe by invading Poland in 1939



Julius Caesar

Julius Caesar was a Roman politician, general, and notable author of Latin prose. He played a critical role in the events that led to the demise of the Roman Republic and the rise of the Roman Empire.

LEARNING OBJECTIVES

- 1- Acquire the needed awareness for the power of Positive Mind.
- 2- Understand the Placebo Effect, Law of Attraction & Paradigm Shift.
- 3- Comprehend the components of the conscious and subconscious mind.
- 4- Relate between mental repetition and achieving results.
- 5- Practice certain physical traits to maintain a positive mind.
- 6- Use positive language to enhance communication and obtain desired outcome.

Handwriting practice lines consisting of 15 horizontal dashed lines. A large, faint watermark of the YouseefAcademy logo and the text 'YOUSSEEFACULTY' and 'KARIM YOUSSEEF' are visible across the middle of the page.

MOON LANDING

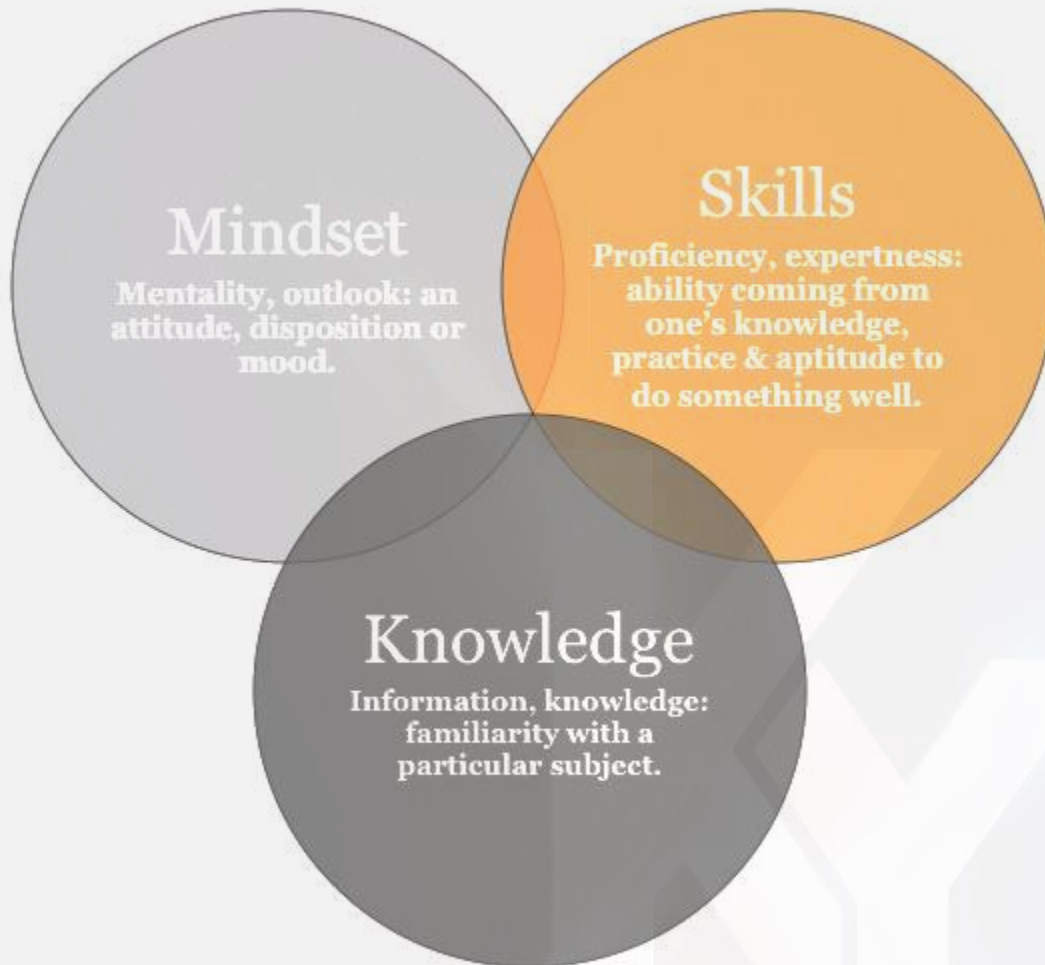
You are a member of a space crew scheduled to rendezvous with a mother ship on the lighted surface of the moon. However, due to mechanical difficulties, your own ship was forced to land at a spot 200 miles from the rendezvous point.

During re-entry and landing, much of the equipment aboard was damaged and, since survival depends on reaching the mother ship, the most critical items available must be chosen for the 200-mile trip.

15 items are listed as being intact and undamaged after landing. Your task is to rank them in terms of their importance for your crew, to allow them to reach the rendezvous point. Place the number 1 by the most important item, the number 2 by the second most important, and so on through to number 15 for the least important.



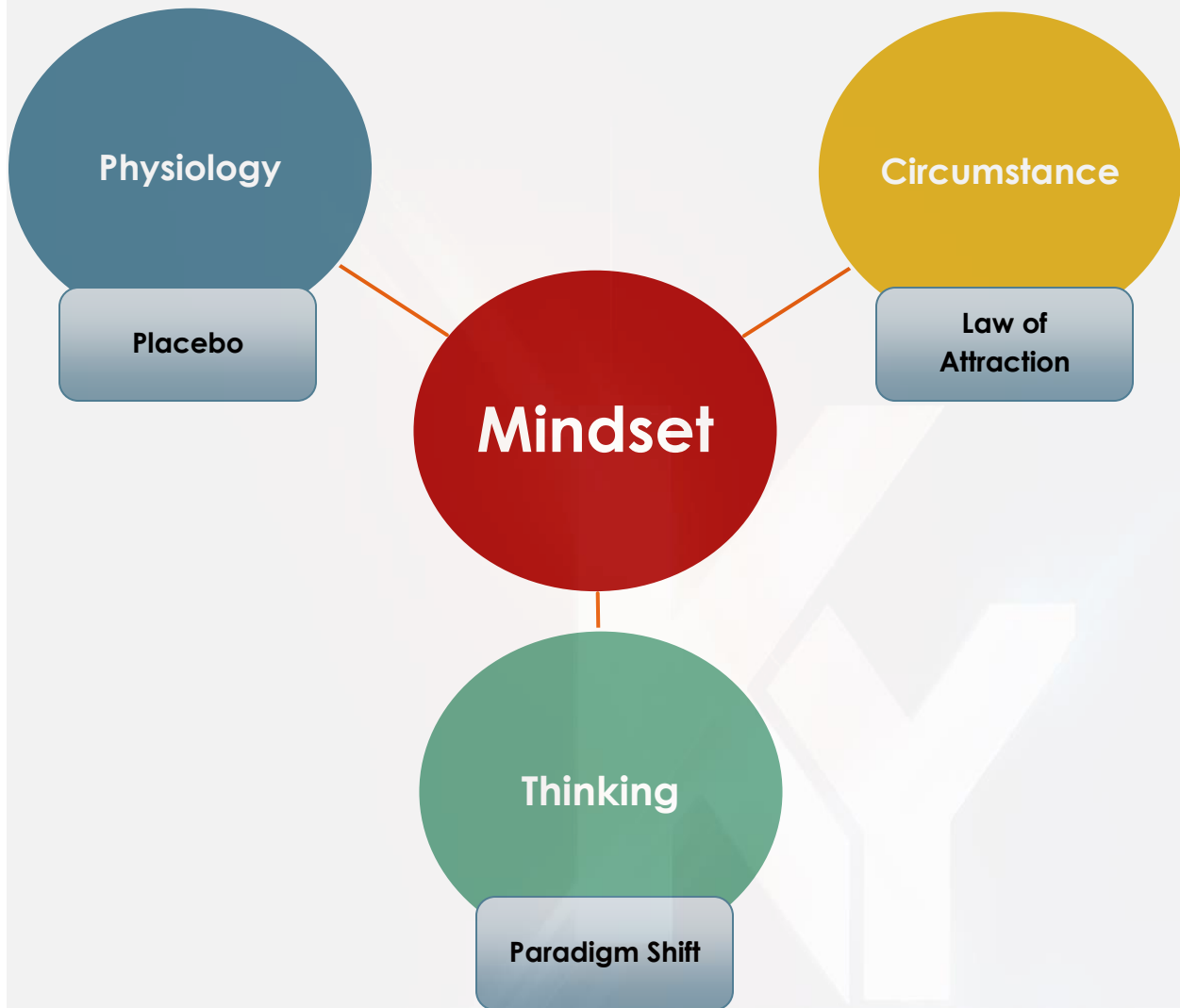
THE JOURNEY



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THE PLACEBO EFFECT

The mind can have a powerful influence on the body, and in some cases can even help the body heal. The mind can even sometimes trick you into believing that a fake treatment has real therapeutic results, a phenomenon that is known as the placebo effect. In some cases, these placebos can exert an influence powerful enough to mimic the effects of real medical treatments.

But the placebo effect is much more than just positive thinking. When this response to a fake treatment occurs, many patients have no idea that they are responding to what is essentially a "sugar pill." Placebos are often utilized in medical research to help doctors and scientists discover and better understand the physiological and psychological effects of new medications.

In order to understand why the placebo effect is important, it is essential to understand a bit more about how and why it works.

Even though placebos contain no real treatment, researchers have found they can have a variety of both physical and psychological effects. Participants in placebo groups have displayed changes in heart rate, blood pressure, anxiety levels, pain perception, fatigue, and even brain activity. These effects point to the brain's role in health and well-being.

External context

Verbal suggestions:
"This is going to make you feel better"

Place cues:
Doctor's office

Social cues:

- Eye gaze
- Body language
- Voice cues
- White coat



Treatment cues:

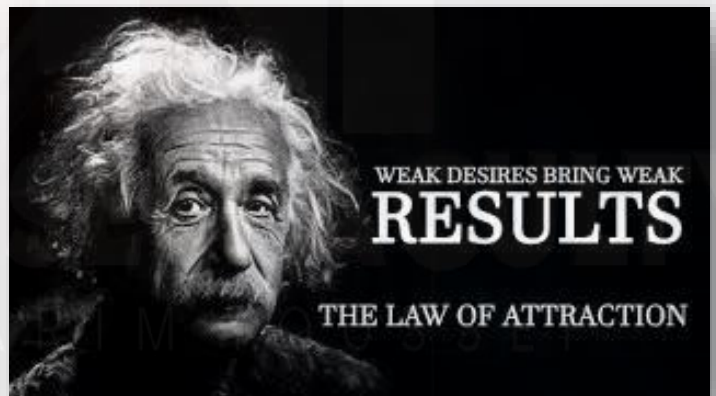
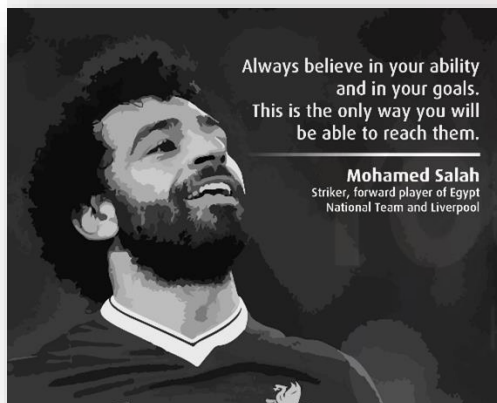
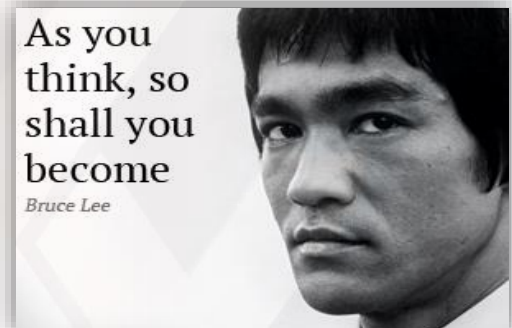
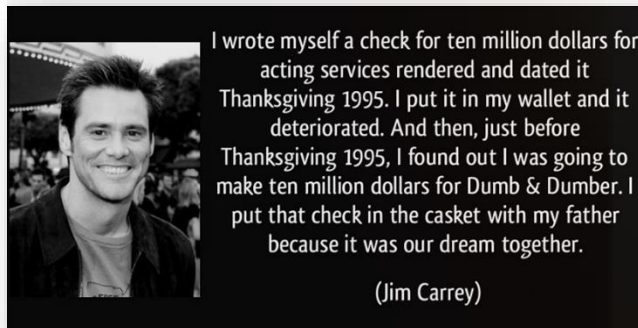
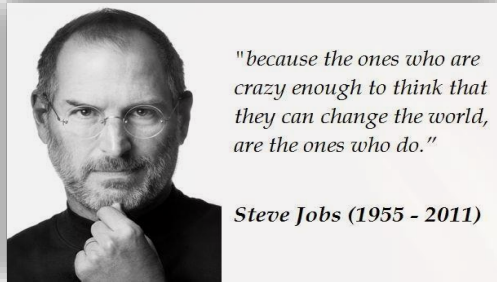
- Syringe
- Needle puncture

Internal context

- **Outcome expectancies:**
"My pain will go away"
- **Emotions:**
"I am less anxious"
- **Meaning schema:**
"I am being cared for"
- **Explicit memories**
- **Pre-cognitive associations**

LAW OF ATTRACTION

They refused to follow a pre-adjusted pattern of life, despite of their earlier failures; they helped shaping the world with just a believing heart and a mind that can conceive success.



PARADIGM

A **paradigm** is a model or a pattern. It's a shared set of assumptions that have to do with how we perceive the world. **Paradigms** are very helpful because they allow us to develop expectations about what will probably occur based on these assumptions.

The dictionary meaning of a **Paradigm** is *"a typical example or pattern of something; a pattern or model"*. A more scientific way of looking at it reveals that a paradigm is a distinct set of concepts or thought patterns, including theories, research methods, postulates, and standards for what constitutes legitimate contributions to a field.

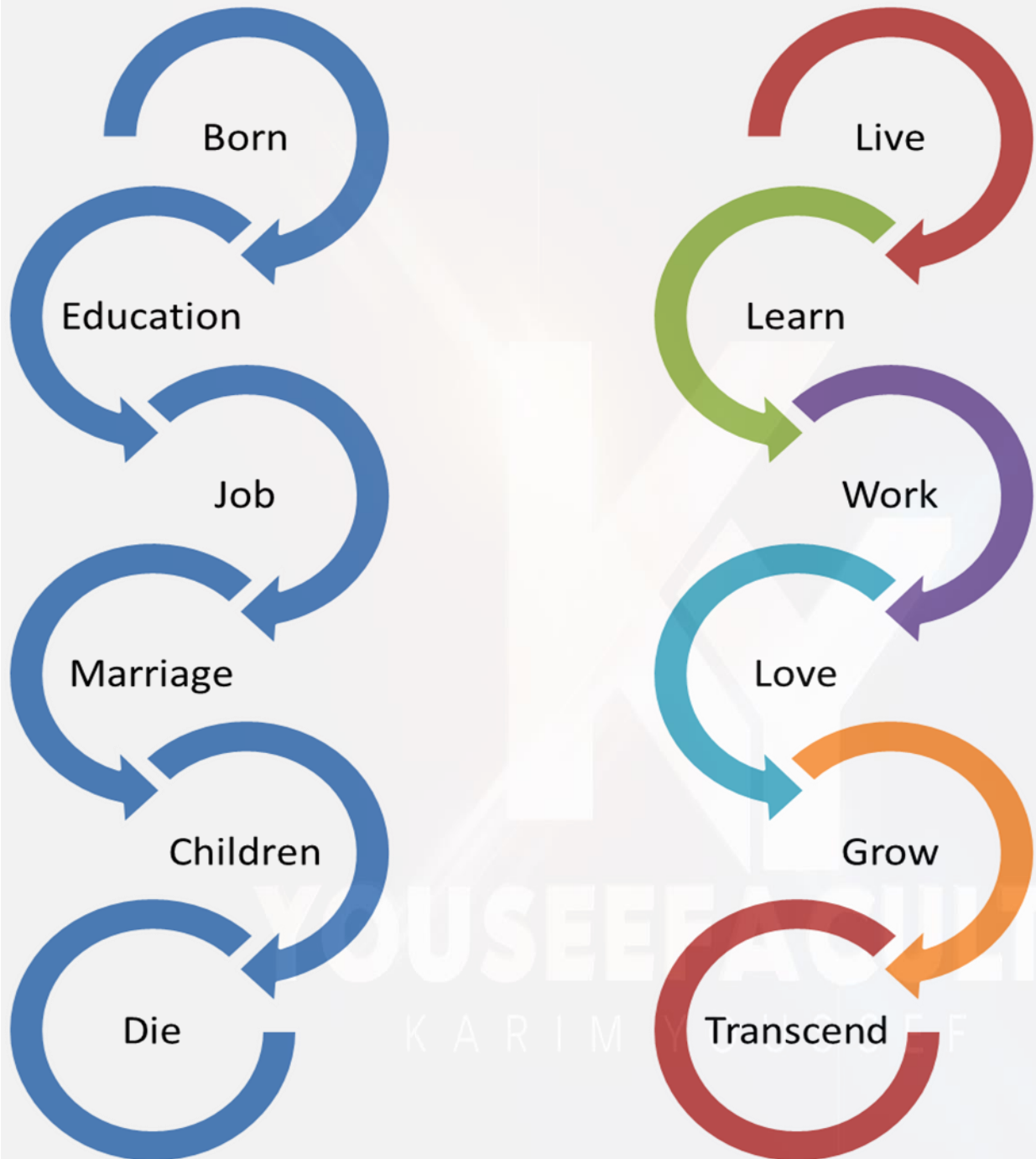
PARADIGM SHIFT

In 1962, Thomas Kuhn, who wrote the book titled "The Structure of Scientific Revolutions", fathered, defined and popularized the concept of "Paradigm Shift". Kuhn argues that scientific advancement is not evolutionary, but rather is a "series of peaceful interludes punctuated by intellectually violent revolutions", and in those revolutions "one conceptual world view is replaced by another".

We can also see that the agents of such a change are driving a new paradigm shift today. The signs are all around us. For e.g. the advent of computers and the internet have impacted both personal and business environments, and are catalysts for a Paradigm Shift. We are shifting from a mechanistic, manufacturing, industrial society to an organic, service based, information centered society, and increases in technology will continue to impact globally. Change is inevitable. It's the only true constant.



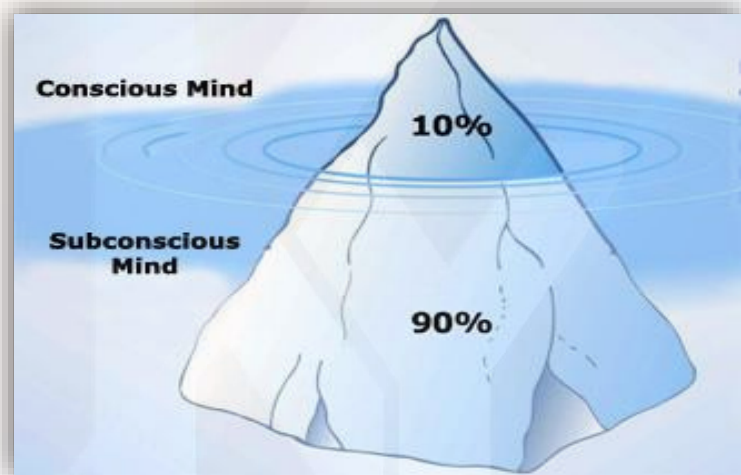
PARADIGM OF SURVIVAL OR LIFE



THE SUB-CONSCIOUS MIND

Science has recently discovered. YOU live on the average **90%** out of your subconscious mind. The remaining **10%** is in the cognitive, the thinking mind of awareness. Even if you are focused on a hard mental problem, going shopping or in combat, you are still operating ON 85% by your subconscious mind.

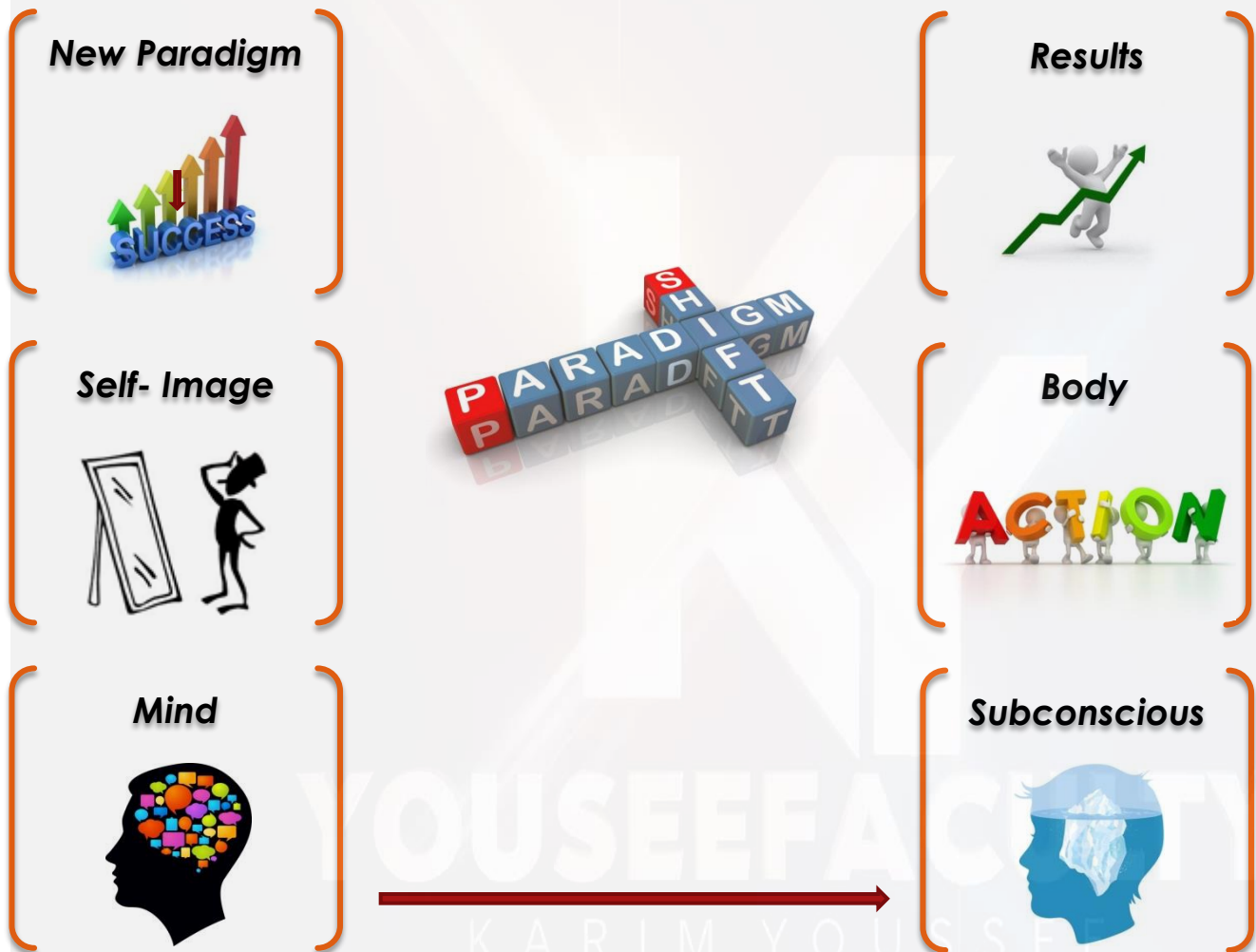
Even if you think you are calm, your subconscious is a raging inferno of mental activity. If you start to work on a hard mental problem, your total brain energy consumption only goes up 1%, and all the rest is devoted to the subconscious mind.



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A PRIME FACTOR

A self-Image generated from your **sub-conscious** is the key to perceive and attain new **Paradigms**.



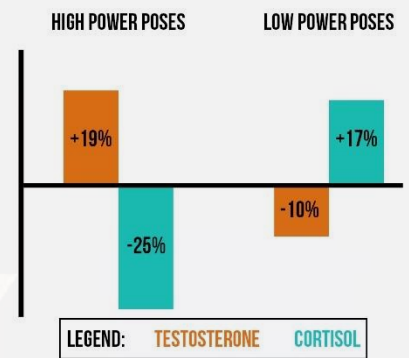
PHYSICAL TO PSYCHOLOGICAL

"High Power" body language (top row)

vs.

"Low Power" body language (bottom row)

(Images courtesy of Amy Cuddy, Harvard University)



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POSITIVE LANGUAGE

Word	Indicates	Alternative
I'm unable to/I can't	No-one likes to hear the word "can't" yet sometimes we simply cannot action what the is requested. as people often want what they can't have and being told they can't have it only makes them want it even more.	Only focus on what you CAN do
Basically Obviously	Implies that the person you are saying this word to is stupid!	Replacement phrases: "100%" (for example – "for sure"
No problem/no worries	Our brains cannot process negatives and 2 negatives (in language) do not make a positive like they do in math. For example, if I say "don't look behind you" what's your instinctive reaction? (To look behind you) No problem and no worries leave me thinking about problems and worries (bills, mortgage etc.)	Replacement phrases: "you're welcome" and "it's my pleasure" – these are the natural and polite things to say after someone has said "thank you"
Jargon	The use of jargon risks alienating people – if they don't know what the jargon means, they are unlikely to ask for a definition because it makes them feel/sound stupid or inferior.	stop using jargon completely
But	This is the most used negative word that there is. Our brains are geared to anticipate hearing this word whenever we receive good news; for example, "I liked the way you handled that situation, but, next time, use different approach:	Possible alternative: the word "and"; for example: "I liked the way you handled that call and next time, use the customer's name more to build rapport"

QUICK WINS

1. Use your imagination to visualize only favorable and beneficial situations.
2. Use positive words in your inner dialogues, or when talking with others.
3. Once a negative thought enters your mind, you have to be aware of it, and endeavor to replace it with a positive one.
4. Another useful technique is the repetition of affirmations. This technique is similar to creative visualization, and can be used together with it
5. Use your body to positively manipulate your thoughts and emotions.
6. Smile a little more, as this helps to think positively.

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Thank You

Karim Youssef