



Betterness

IMPACTING FOR A BETTER WORLD

LIFE
BUSINESS
SOCIETY

Imagine

BEING ABLE TO LIVE, WORK AND ACT GENERATING POSITIVE IMPACT IN THE WORLD,
FULLFILLING WHATEVER YOU WANT, THINK OR FEEL YOU SHOULD ACHIEVE,
IN A PATH OF HIGH PERFORMANCE, ABUNDANCE AND CONTINUOUS FLOW,
GUIDED BY WHAT EXCITES, MOTIVATES AND ENERGIZES YOU THE MOST,
CONSCIOUSLY INTEGRATING BODY, MIND AND SPIRIT,
EVOLVING FULLY IN ALL AREAS OF YOUR LIFE...



NOW IMAGINE THAT THERE ARE SEVERAL PEOPLE AND ORGANIZATIONS
AROUND THE GLOBE



ALREADY ACTING THIS WAY AND CONTRIBUTING TO THE
OF ONE ANOTHER AND OF ALL HUMANITY...

evolution

...THIS IS THE ESSENCE OF THE

Betterness
MOVEMENT

Betterness-makers are...

INNOVATORS and VISIONNAIRES
EXPONENTIAL ENTREPRENEURS and INVESTORS
CHANGEMAKERS and FLOWMAKERS
PEOPLE, ORGANIZATIONS and COMMUNITIES

....

WHO SIMPLY FOLLOW WHAT
IS MOST MEANINGFUL FOR THEM

> AND FOR ALL <

....

AND CREATE WEALTH AND WELLNESS,
EXPANDING CONCIOUSNESS,
INTEGRATING BODY, MIND AND SPIRIT

AND GENERATING POSITIVE SOCIAL IMPACT GLOBALLY



A wide-angle photograph of a mountainous landscape at sunrise or sunset. The sky is a warm, hazy orange and yellow. In the foreground, there's a dense forest of green trees. A large, light-colored rock formation on the left is partially illuminated by the rising sun, casting a long shadow. In the center-right, a waterfall cascades down a rocky cliff. The background features more mountain peaks, some with snow on their summits.

WHAT IS

Betterness?

The background of the image is a wide-angle aerial photograph of a coastal city at sunset. The sky is filled with large, white, billowing clouds against a deep blue. In the foreground, a long bridge stretches across a body of water, leading towards a dense urban area. To the left, a marina is visible with many boats docked. The city skyline on the right features numerous skyscrapers of varying heights. The overall atmosphere is one of a vibrant, modern metropolis.

Betterness IS A PERMANENT COLLECTIVE CONSCIOUSNESS
BY WHICH EVERYONE'S PURPOSES AND ACTIONS
ARE ALIGNED WITH THE EVOLUTION OF HUMANITY.

The *Betterness* philosophy

PEOPLE
EVOLVING
CONSCIOUSLY

ORGANIZATIONS
EVOLVING
CONSCIOUSLY

COMMUNITIES
EVOLVING
CONSCIOUSLY

A WORLD WHERE EVERYONE
CAN EVOLVE FOR THE BETTER.
Always.

CREATION OF AND SUPPORT TO
HIGHLY POSITIVE, SUSTAINABLE
AND EMPOWERING GLOBAL
SOCIAL IMPACT PROJECTS
AND PROGRAMS

A photograph of a person standing on the edge of a massive, flat-topped rock formation, likely Trolltunga in Norway. The person is in a yoga pose, looking out over a deep, winding fjord with turquoise water and surrounding green mountains. The sky is clear and blue.

BUT HOW IS THIS
possible?



BECAUSE WE ARE ALL
CONNECTED BY A

point in common

We are all here to evolve

We are all part of the same whole



We are all here to evolve

We are all part of the same whole



The conscious evolution of each person and each organization contributes to the evolution of the whole, that is, of all of us.

The background image shows a panoramic aerial view of a city at sunset or sunrise. The city skyline is visible on the left, with numerous lit-up skyscrapers. A complex network of highways and freeways with glowing lights forms a intricate pattern across the middle ground. In the distance, a range of mountains is silhouetted against a sky transitioning from orange to blue. The overall atmosphere is dramatic and expansive.

BUT HOW CAN PEOPLE AND ORGANIZATIONS
CONSCIOUSLY EVOLVE TO ACHIEVE A
COLLECTIVE GLOBAL

Betterness?

Firstly, conscious evolution is..

...the journey **assumed** by each being in its life trajectory.



A being can be a person, a group, an organization, etc.

It is to act generating positive impact for humanity, doing what most motivates us. This allows uncovering, letting emerge and unfold each one's own evolution. And each being's evolution contribute to the evolution of all.

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*But,
there is a challenge...*

THE CHALLENGE

All that seems to make sense, but why a global collective *Betterness* is not yet a reality for all?

This is because, at some level, many of us are still constrained by limitations that hold us on our evolution.

And some of us are ready to evolve on this sense, but just do not know how to do it.



THE CHALLENGE

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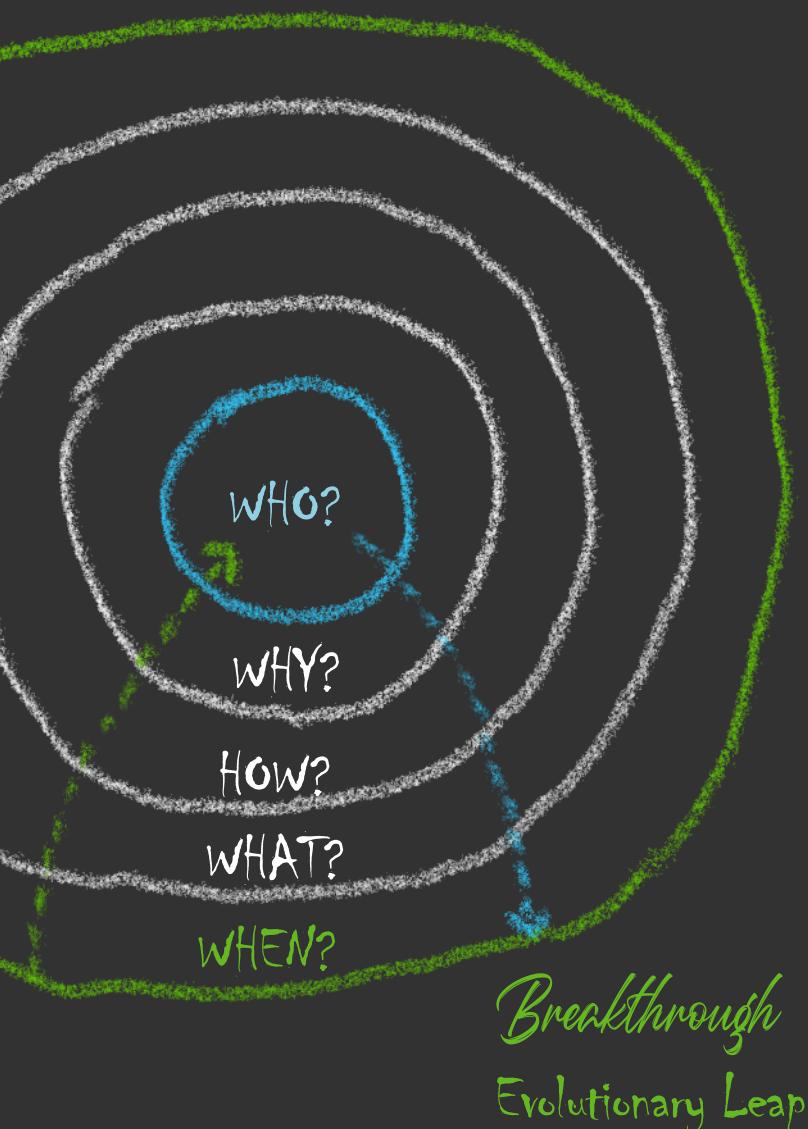
This is because, at some level, many of us are still constrained by limitations that hold us on our evolution.

And some of us are ready to evolve on this sense, but just do not know how to do it.

So there are some questions to be solved...

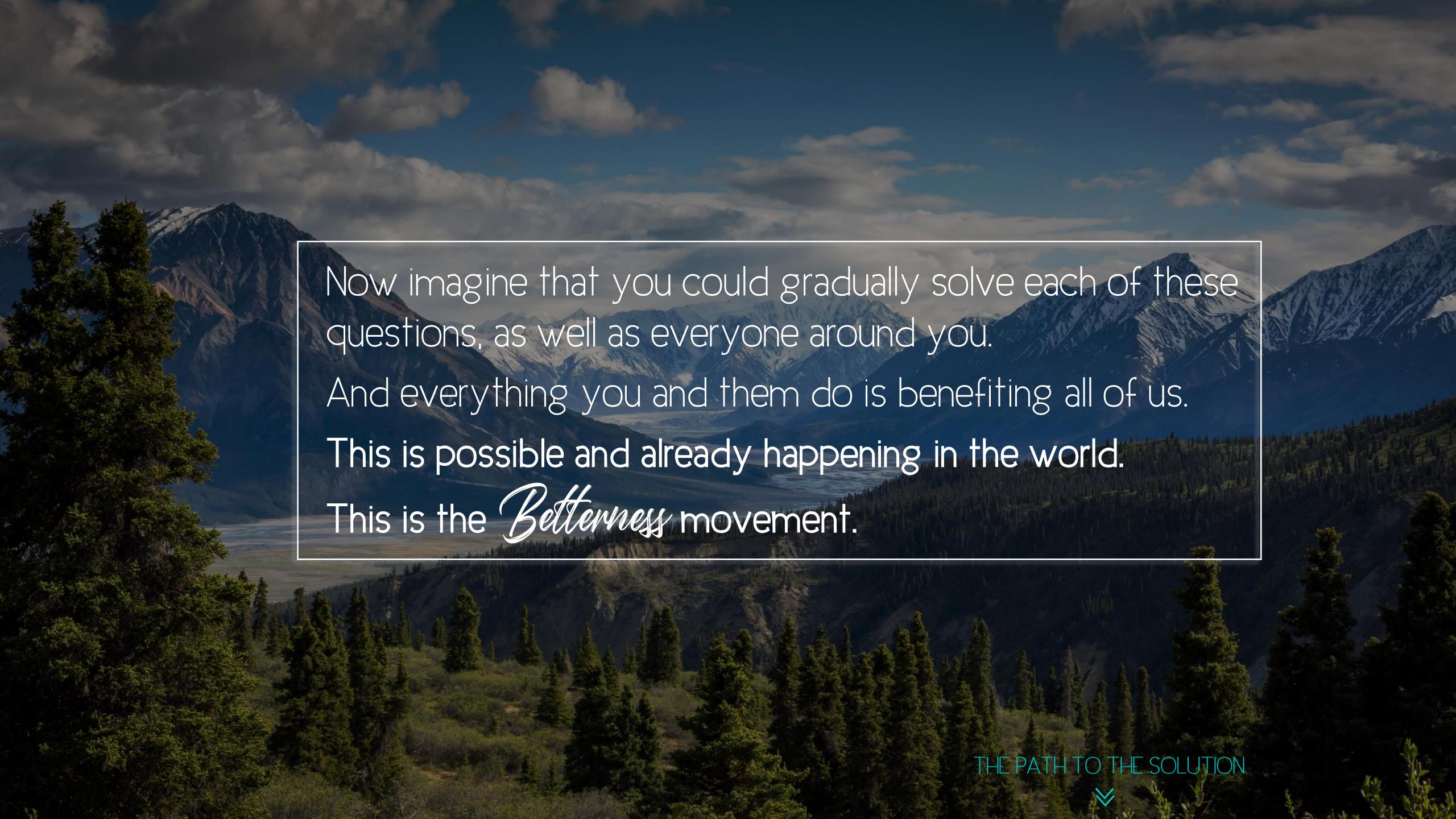
THE CHALLENGING QUESTIONS





- > WHO am I/are we? What is my/our unique essence? Who do I/we want to be? Who do I/we should be?
- > WHY do I/we exist? Why am I/are we here? What is the reason and meaning of my/our existence and of everything I/we did until now? What is my/our existential project? What is my/our purpose, mission, intent?
- > HOW do I/we unlock my/our full potential to do better? How to enhance my/our body-mind-spirit connection to generate (more) positive impact in the world? How can I/we make (even) better decisions? What are my/our patterns of thinking? Why do I/we have them? How can I/we improve/overcome them? How can I/we evolve from the situation I am now? How can I/we be happier? How can I/we be free? How can I/we be at peace?
- > WHAT should I/we create and build in the world? What emerges from a deep connection process with myself/ourselves? What actions should be taken to generate positive impact locally and globally? How to expand impact to more contexts?
- > WHEN will I/we achieve a Breakthrough? What is the next level of evolution for me/us? How can I/we reach it? How to leave the comfort zone to reach the next evolutionary level? How to accelerate to the next quantum jump? How can I/we be (even) better? How can I/we generate positive impact with all I/we know and do? How can I/we and all people evolve?

... And then the whole process of *Betterness* restarts continuously...

The background of the image is a wide-angle photograph of a mountainous landscape. In the foreground, dark green pine trees are silhouetted against the bright sky. Beyond them, a valley opens up towards a range of mountains. The mountains are partially covered in snow, particularly on their peaks. The sky above is filled with scattered, puffy white clouds.

Now imagine that you could gradually solve each of these questions, as well as everyone around you.

And everything you and them do is benefiting all of us.

This is possible and already happening in the world.

This is the *Betterness* movement.

THE PATH TO THE SOLUTION



THE PATH TO THE SOLUTION

Unbelievably (or not) the solution to all these challenges is already available.

It is just necessary to get access to it.
But, paradoxically, getting access is easy... and hard at the same time.

It is however completely possible and, when achieved, amazingly beneficial to our evolution as human beings and equally as a whole interconnected humanity.

It is "just" a question of experiencing, understanding, combining and applying:

- all the ancient and millenary knowledge about our human nature
- all the cutting-edge scientific research and findings about us, our world and our universe
- all the knowledge you already have inside you and the new insights there are constantly emerging and that will emerge for/with/by you (called **upgrounding**)

How to do it?

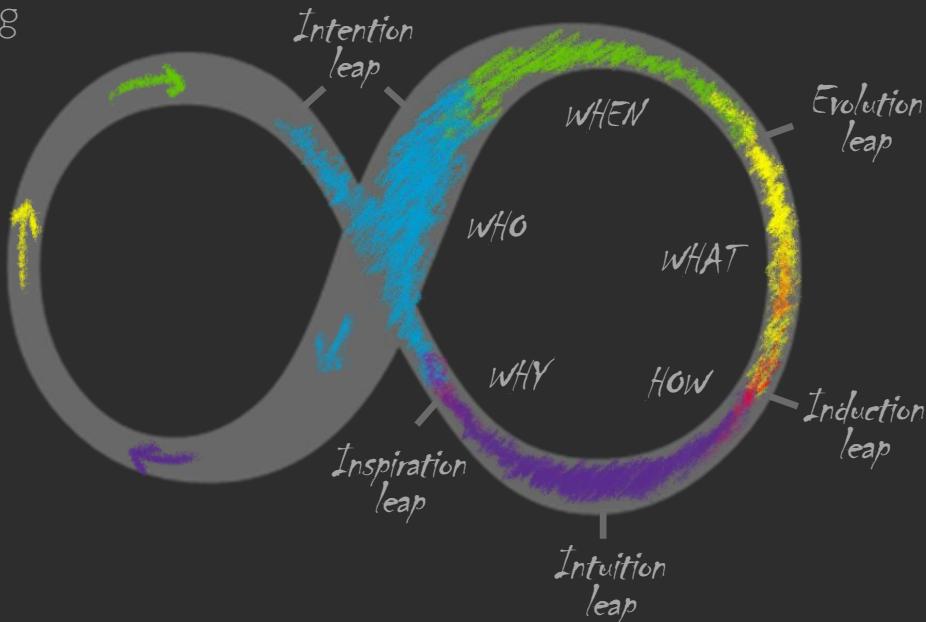
THE *Betterness* MOLECULE



THE *Betterness* MOLECULE

1. UPGROUNDING AWARENESS

Essence unleashing



2. WHOLISTIC CONNECTION

Uniqueness emerging

4. BREAKTHROUGH EVOLUTIONARY IMPACT

Evolutionary leap flowing

3. INTEGRAL CONTRIBUTION

Consciously performing

*And the more people
master this process...*

THE RESULT IS



THE RESULT IS

Betterness for all

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ARE ALIGNED WITH THE EVOLUTION OF HUMANITY.

—

HOW CAN I
JOIN ?
EVOLVE ?
GENERATE POSITIVE IMPACT ?

START YOUR *Betterness* JOURNEY

Integrate everything you evolved until now and prepare yourself to create a new reality on your personal and professional lives, in your organization and in your community / society.

THE JOURNEYS
▼

The Betterness philosophy

A WORLD WHERE EVERYONE
CAN EVOLVE FOR THE BETTER.
Always.

PEOPLE
EVOLVING
CONSCIOUSLY

ORGANIZATIONS
EVOLVING
CONSCIOUSLY

COMMUNITIES
EVOLVING
CONSCIOUSLY

For me

For business

For social initiatives

Betterness
COACHING & MENTORING

PASSPORT

Betterness
INTERNATIONAL LEADERSHIP
EXPERIENCE PROGRAM

GLOBAL
EVOLUTION
PROGRAM

Betterness | BUSINESS
CONSULTING
TRAINING
FACILITATION
WORKSHOPS
LECTURES AND TALKS

Betterness | SOCIAL AND
ENVIRONMENTAL
IMPACT
CO-CREATION
SUPPORT
CONSULTING
TRAINING
FACILITATION
WORKSHOPS
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