



FROM POSITIVE **THINKING** TO POSITIVE **DOING**

21 POSITIVITY PRACTICES

TO OVERCOME NEGATIVITY AND
CREATE A HAPPIER, HEALTHIER LIFE!



Ever look at your life and think,

“There’s got to be something more...”

Most people find themselves entertaining that thought at one time or another. Sometimes it’s a “woe is me” mode where you feel like the world is conspiring against you. Other times you may feel like you’re not getting where you want to be as fast as you’d like to get there. Or that everything *stinks* (to put it nicely). Or perhaps you’ve got some very real worries that are consuming you from the inside out, with no escape in sight.

Reality check: Tough times, frustrations, disappointments, difficult people, sorrows and real concerns are a **part** of life, but they don’t have to **be** your life. And while there are no spells to make the negative aspects of life magically disappear, **you can manage them** and enjoy genuine happiness and better health.

The way you get from woe to glow is through positive thoughts **and** positive actions performed **consistently over time** – and I’ve mapped out some highly effective ways for you to go the distance in my **21 Positivity Practices** featured in this Special Report.

See, you can’t just *think* yourself into better living. You’ve got to do your thinking with positive *feelings*, and then take *action* in alignment with those thoughts and feelings. And the best part: It’s not difficult. All it takes for you to get results from my **Positivity Practices** is, well, *practice!*

So when you say, “There’s got to be something more,” I say, “Yes, I agree!” There **is** much more to life besides negativity and stress. With my **Positivity Practices** as your guide you truly can manage your negativity and improve your quality of life!

First things first: Facing negativity and stress head on

There’s nothing inherently *wrong* with negativity or negative emotions. They play an important role in our lives and played a critical role in the evolutionary journey of mankind. The ability to see what’s wrong in the environment helped us survive dangerous conditions where it was literally eat or be eaten.

Negative emotions such as anger, conflict, fear, grief, and even guilt serve important purposes in our lives. They focus our attention, move us to action, keep us honest and real and can even keep us safe.

But if you’re marinating in negativity, that’s a different story. It’s easy to fall into a simmering stew of real problems, perceived problems and the widespread company of miserable people. It’s easy to believe the world is a terrible place thanks to the infinite supply of bad news that hits us from every

possible media angle. It's easy to succumb to feeling overwhelmed and helpless, to complain, and to quit.

But those choices sure aren't fun, rewarding or in any way healthy! And in a moment I'll teach you how to effectively squelch the negative joy-killing patterns you've unwittingly made your habits.

Like negativity, stress responses have also served our species well. They're part of the internal "radar" we call the [fight-or-flight](#) response that helps human beings detect and deal with **real-life dangers**. In "red alert" mode, both back in the stone age and now, our bodies pump adrenaline, cortisol, epinephrine and about 50 different bio-chemicals to mobilize us in case we have to fight for our lives or run like hell. When cave people were being chased by large beasts it was helpful for their cardiovascular systems to switch gears and, in a split second, redirect their blood from their digestive systems to their large muscle groups so they could run or kick.

"Why, when you live in such relatively comfortable times, is your life like one long emergency?"

Today, you will be grateful for that very same response if you ever suddenly find yourself having to move out of the way of a possible fatal accident or lift something inhumanly heavy to save the life of someone you love. Thank goodness those situations are few and far between...

...or are they? Because **if you were to ask your body** how often it was in fight-or-flight mode, it might ask you some questions in turn: "Why you are in such a dangerous line of work? Why are you constantly in life-threatening relationships? Why, when you live in such relatively comfortable times, is your life like one long emergency?"

See, if your high-stress response is triggered frequently (when you're angry at a loved one, frustrated by the traffic, impatient with a co-worker, not getting what you want or feel you rightfully deserve), then you're living in a prolonged state of fight-or-flight tension. Why? Because even though your life is not literally being threatened, **the body cannot tell the difference between a real and a perceived danger.**

When you think-feel-act stressed you release the intense cascade of the would-be life-saving bio-chemicals I mentioned earlier when they *aren't really necessary*. This results in the erosion of your health on every level, and can eventually kill you if you don't learn to manage it. How can it kill you? Check it out:

- a) Stress causes your brain's functions to *narrow* as bio-chemicals instruct it to be on the lookout for *what's wrong* in the environment. Ever notice how when there is problem, real or perceived, some people squint their eyes while they're thinking? The narrowing focus of the eyes reflects exactly what's happening in the brain. This is useful if you are trying to

avoid a lion or find an escape hatch on a sinking ship, but it backfires when you need creativity and an open mind full of possibilities to navigate everyday life.

- b) Frequent adrenal and cortisol surges can result in high blood pressure and heart rates, muscle tension and weight gain in the mid-section; spend too much time in this state of duress and your immune system will be compromised, your risk of cardiovascular disease, diabetes and other illnesses will rise, and you are likely to shorten your life span.
- c) *“I don’t feel well.”* Think of some stressed people you know and you can probably think of ongoing ailments they complain about – headaches, heartburn/indigestion, insomnia... They feel trapped in racing thoughts and red-alert responses; worst of all, most believe they’ll never be able to free themselves of the tailspin they’re in. (Sound familiar?)

“By deliberately creating thoughts that spark positive emotions and actions, you can...combat internal and external toxins with hope, optimism, courage, resilience and confidence. You can rebuild your approach to all aspects of your life.”

The great news is, you no longer have to be vulnerable to the negative emotions and stress responses that wreak so much havoc on the brain, emotions and body. You don’t have to be deprived of optimal health or everyday joys. By deliberately creating thoughts that spark positive emotions and actions, you build both the psychological capital and the biochemical antidotes that combat internal and external toxins with hope, optimism, courage, resilience and confidence. You can rebuild your approach to all aspects of your life using my doable practices for positivity and happiness.

Positivity is great “medicine” inside and out!¹

To deal with the inevitable challenges of life, you need to be fully empowered. **Today there is a wealth of science available that proves the power of positivity when it’s put into *practice*.** Positivity affects you physically, mentally and emotionally for good, both preventing and counteracting the detrimental effects of negativity and stress. In fact, a growing treasure trove of medical and psychological research has revealed the following facts:

- 1) **Positivity builds empowerment & fosters engagement:** Positive emotions have been found to actually expand one’s scope of attention and broaden “exploratory” behavior. The bio-chemicals your body releases when experiencing positive emotions dial up the learning centers in the brain and help the right and left hemispheres communicate better. This increases intuition, creativity and confidence, and it speeds up problem-solving abilities. In fact, positive emotions build resilience to adversity, reduce inflammatory responses to stress

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

and make people more socially adept. If you want to become a better version of yourself in any endeavor, **use my 21 Positivity Practices!**

- 2) **Positivity enhances health:** Consider the vast health and wellness benefits you receive when you increase your experiences of positive emotion:
 - a) Speedier recoveries from the cardio vascular effects of negativity
 - b) Enhanced immune system function through the increase of T-cells
 - c) Lowered cortisol
 - d) A measurable uptick in the beneficial bio-chemical brain “cocktail” of endorphins, neurotransmitters, dopamine and serotonin
 - e) Reduced incidents of high blood pressure and strokes
 - f) The prompting of cell growth that could increase longevity by 7-9 years!

In fact, positivity actually **reverses** the effects of stress. Better health, less doctor visits, a longer lifespan... Sounds good to me! How about you?

- 3) **Positivity helps you think big and be your best:** [Barbara Fredrickson](#) , one of the foremost researchers in this field and the author of the book “[Positivity](#)” (Crown) says positivity, “...doesn’t just change the contents of you mind, trading bad thoughts for good ones; it also changes the *scope or boundaries of your mind. It widens the span of possibilities that you see.*” She says that even when positive moments are fleeting, “they literally bring out the best in you.” So the more you experience and sustain positive emotions, the more you build towards a tipping point where you cross the threshold from languishing to flourishing.
- 4) **A positive shift in relationships:** If you are continuously building “Psychological Capital” in the forms of hope, optimism, efficacy and happiness, you’re going to notice that **people will start to feel good about themselves in your presence.** And having just read how feeling bad and feeling good deeply affects people, you know that the latter is always the more empowered way to go!

[†]This report is not intended to give medical advice. If you are feeling unwell, please consult with your doctor. Before embarking on any exercise program, please see your doctor.

Beyond Positive Thinking

The advances made in understanding the impact of thoughts and emotions on health, happiness and well-being make clear that thinking in a positive fashion, on its own, is not the goal of positive change; rather, it is the **starting point for creating a measurable, definable state of well-being.**

With time and practice you will become adept at creating a state of positivity wherein happiness is easier to come by. And for the record: Happiness, like positive thinking, isn’t a simple, one-

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027



Positive Emotions
Engagement
Relationships
Meaning
Achievement

dimensional emotion. In fact, when I began my Happiness Coaching training with [Dr. Martin Seligman](#), the Founding Father of Positive Psychology, the first thing I learned was that happiness has “three faces:” Pleasure, Engagement and Meaning. It was then that everything “clicked” together for me. **I understood that there were multiple ways to attain happiness – I just needed to discover the right proportions of those ways for me.**

Happiness is not just about feeling good for a bit from time to time, it’s about *really feeling good* with *all* your senses as often as possible, along with being truly engaged with people and in activities where you know make a difference

and you feel fulfilled.

Years have passed since those early classes I took in [Authentic Happiness](#) theory, and research has taken the field of [Positive Psychology](#) a long way. As this dynamic field keeps expanding, it is spreading out for use in all different disciplines and professions, to people in all walks of life.

A pioneer in this wave of knowledge, Marty has since expanded on his “Three Faces of Happiness” teachings and written “[Flourish](#),” which explains his Well-Being Theory. The Well-Being Theory is comprised of what he calls The [Five Pillars of Well Being](#) under the acronym “PERMA.” They are listed in the golden bubble you see here.

The way I understand it, PERMA is shorthand for the heartening discovery that an enduring sense of well-being, including happiness, is possible when you feel good, use your strengths in the service of something meaningful to you, interact positively with others, and both dream about and accomplish the things that matter to you.

My **21 Positivity Practices** are designed to guide you in building up muscle in each of those areas to empower you to attain that “something more” of which you know, in your heart of hearts, that you are capable and deserving.

It comes down to this: Being in a positive state requires that you *do good* (for yourself and others) with a sense of positive purpose on a regular basis. It’s a creative, nurturing state of being that gives you opportunities to get out of and prevent stress, and get into “the flow” of life. Once you get into this flow, you create a positivity eco-system of sorts that doesn’t just *reflect* success and health in singular moments; it actually *produces* an ongoing *state* of success and health!

So positive thinking points you in the direction of living more consciously and mindfully in a positive state, and it is within that state that you will flourish and thrive!

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

What's math got to do with happiness?

Since 1998, studies of happiness and positivity have yielded wonderfully concrete guidelines for a way of living that used to seem elusive. In fact, today we know there is a identifiable tipping point between a life of *languishing* (where everything is just fine, okay, mediocre at best) and a life of *flourishing* (a life that's rich, full and delicious!). It is a ratio of Positivity to Negativity that defines exactly how to move from the end of woe to the beginning of glow. If you take nothing else away from this report then please, remember this:

THREE TO ONE:

When you have three times more heartfelt, positive emotions and experiences than negative ones, you are moving into our capacity to flourish.

When you have five times more positivity than negativity you've reached what is known as the "High Performance" ratio. That's *five* occurrences of encouragement, praise, admiration, acknowledgement, compliments, recognition, affirmation, congratulations, kind words and loving looks for every *one* incidence of criticism, sarcasm, correction, cynicism and contempt.

The research bears out in personal relationships as well, and specifically in marriage. According to three different prominent researchers, the most successful marriages were those in which the couples shared a 5:1 ratio of positive to negative emotions.

Barbara Fredrickson says she applies the ratio to parenting her children, using it as "a yardstick against which I can assess how a day went. It motivates me to make sure the negativity I send my sons' way is necessary and in proper proportion with the positivity I offer them."

In your relationships to yourself, loved ones, friends and co-workers, think, "5:1." When you get competent in creating five positive interactions to each one that is negative, work to get that number even higher! Whatever your starting point is, my *21 Positivity Practices* will help you raise it higher and keep it higher.

So what do you say – are you ready to stop being eaten alive by stress and negativity? To learn how to distinguish between real and imagined dangers? To manage genuine troubles so they don't manage you?

Are you ready to enhance your health? Think more clearly? Improve your relationships? Even add some years to your life?

Are you ready for something more?

Sure you are, so let's go!

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

From Positive *Thinking* to Positive *Doing*

JoAnna Brandi's 21 Positivity Practices to Overcome Negativity and Create a Happier, Healthier Life!

1. **Broaden your “emotional vocabulary.”** Get beyond describing your feelings as “good” or “fine” and start noticing all the different ways there are to experience and express positive emotion. Clearly identify and voice your feelings using words like gratitude, serenity, interest, pleasure, contentment, inspiration, hope, curiosity, wonder, awe, amazement and love. As you use these words be on the lookout for opportunities to manifest them. Remember, to start off you want to experience *three* of these emotions (or more!) for each *one* negative or stressful emotion you may have!
2. **Become a student of your emotions.** In what situations and places do you experience the vibrant, expansive, resilience-building emotions that you identified in Positivity Practice #1? What does it take to get you into a state of joy, flow and gratitude? What puts a smile on your face, a song in your heart, a deep feeling of fulfillment in your soul? Observe your thoughts and feelings carefully. Allow yourself to *feel fantastic* while noticing, thinking about and engaging in these activities. Name your emotions and become familiar with the things that trigger them, whether positive or negative.
3. **Be authentic.** The deeply cellular benefits of positivity occur only when your feelings are real and sincere, so be aware of when they are genuinely positive and when they are not. Perhaps there are things you’ve “always done” or are “known” for doing that no longer give you the natural high they once did. Perhaps you’re involved in certain stressful situations due to your need to people-please, or out of habit. It’s important to recognize the difference, and to make changes that reflect your growth whenever possible. Spend some time alone. Journal, walk, reflect and ask, “Who am I?” “Why am I here?” “How can I serve?” Simple questions can lead to profound answers when you quiet the normal chattering of your mind and focus on discovering the authentic you.
4. **Know that creating a happier, healthier life is a courageous choice.** Positivity and happiness are choices, and choosing to flourish is an act of courage in a culture that thrives on misfortune and fear. As much as our constitution protects our rights to the pursuit of happiness (and 200 years ago the word pursuit meant *practice*) society is actually conflicted about it. I see this in my happiness workshops, where after five minutes of talking politely we uncover some ugly truths: We are suspicious of “Pollyannas” who appear to be “too happy;” we don’t believe that sustainable happiness is even possible. Further, the term “success” is connected with the acquirement of material possessions – not with positivity or happiness. To break out of these “norms” and build up your courage, share and discuss what you’ve learned in this report with others.
5. **You *can* bump up your happiness set-point.** While 50% of your temperament and predisposition to happiness is genetic and 10% is from your circumstances in life, a whopping

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

40% comes from your thought patterns, habits and attitudes – the stuff over which you have conscious, voluntary control. So even if your genetics left you out of “Club Merriment” (like it did to me) or you are facing a trying situation, you still have ample opportunities to change your mind and transform your life. make a list of all the things that *are* in your voluntary control. Making a change in what you consume – both literally and figuratively - can make a change in your life. Make a real effort to surround yourself with positive influences – people, music, activities, fresh healthy food.

6. **Reassess “Your Story.”** Do you tell people about yourself in a pessimistic or self-deprecating way? Do you have recurring thoughts such as: “This always happens to me...It always rains on my parade...I can’t do anything right...Why do I always get the short end of the stick?” Years ago Dr. Martin Seligman discovered that we can learn [optimism](#) by using an optimistic story-telling style. So if you’re a pessimist who tends to interpret negative events as permanent and pervasive, consider a more positive and optimistic approach. If that seems challenging try to focus on telling your story in a “temporary and specific” way instead of as yet another pessimistic installment in the sweeping saga that (you used to believe) was your life. For example, “I may not have done that task correctly, but I learned something useful today.”
7. **Observe how your mind/body interpret and respond to stimuli.** If your life is brimming with real or imagined drama, catastrophizing, awfulizing, worry or guilt you are likely steeped in negative emotions that are taxing and tearing up your internal systems. Begin to sort *genuine* stress triggers from those you only *perceive*, and make a conscious effort to better manage your responses to both. Pay attention to how you feel when you allow your mind to create imaginary negative situations in response to information that could be neutral. Once you’ve put the light of your attention on these situations you can choose to change your reaction to them.
8. **Shine the light on what’s going right!** Instead of asking, “What’s wrong? What now? What’s the problem?” try, “What’s the good word? What are the possibilities? What’s going well? How can we leave this better than we found it? What new opportunities are presenting themselves? Where’s the gift in this? What can I learn here? How can I grow here?” In every situation, however challenging it may be, seek the goodness and the gifts. Transform the woe into glow!
9. ***Don’t believe everything you think!*** Once you have *one* negative thought it then becomes easy to entertain another, and another...until you find yourself in a downward spiral of difficulties both real and imagined. Once there you “stew in your juices,” literally pickling your organs in cortisol and other bio-chemicals that won’t do you any good unless you need to [fight, flee or freeze](#).

To curtail negative thinking, much of which is habit-based, **be mindful**. Click your inner *Pause* button. Consider your thoughts and ask yourself, “Is that true? Am I making assumptions? Is this an outdated story I’m telling myself? Can any good come from this way of thinking? Is this thinking helpful or useful in any way?” Now you can choose whether to logically dispute the negative thoughts, or to simply continue to observe them without reacting and without transforming them into negative emotions. Both techniques diffuse the thoughts, either by

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

proving them wrong, silly or unworthy, or letting them go without acting upon them. Allow your ‘observing’ brain to watch what your ‘thinking’ brain is doing.

10. **Exercise!** Exercising just three times a week, for 30 minutes or more each time, has been proven to be as powerful as taking an anti-depressant drug. It’s all about the endorphins and other beneficial biochemicals that exercise generates, which protect us from depression. [Studies](#) pitting the antidepressant Zoloft against the benefits of exercise found that after 12 weeks, the effects of exercise and Zoloft were about equal. But *after* 12 weeks those who kept exercising **KEPT** getting better and better as they got fitter and fitter, while those who took Zoloft plateaued. Harvard professor [Tal Ben Shahar](#), an expert on this subject, believes that ***not exercising is like taking a depressant drug.*** Wow!
11. **Create an oasis.** Meditation is a time-honored tool in the quest for peace of mind. Turns out that peace of mind is a powerful tool for turning up your positivity! Even those who aren’t trained in any meditation techniques can successfully lower their blood pressure and heart rate, simply by stilling the mind to create a “relaxation response” in the body. To meditate, think of a time when you were quiet, peaceful and happy - preferably a time you were out in nature. Recreate what you observed in your mind, hear what you heard and feel what you felt. When you do this using all your senses your body can’t tell the difference – and you are there again, ***r-e-l-a-x-e-d...***

Now begin to follow your breath. Slow it down and pay attention to the in breath and the out breath. Repeat. As thoughts come, see them float by like puffy clouds on a blue sky breezy day. Don’t reach for them. Let them float by. Return your attention to the breath.
12. Give your funk the heave-ho using a “**Love List.**” As well as you believe you know yourself and what makes you happy, when a low mood strikes it can be hard to conjure up an effective antidote. That’s why I recommend that you write down the activities, thoughts and memories that make you most happy. You’ll have it on hand for times when you feel trapped in a fear-based negative spiral. Doing one or more things on that list can reverse the spiral by interrupting the thought pattern. ***“Funk Be Gone!”***
13. **Spend more time in nature.** Neuroscientists tell us that spending time outdoors will actually improve your memory. So walk when you can. Get to know your local park system and green spaces. Spend time on your deck, in your garden, at the beach, in the woods. Whatever does it for you, it’s all good. If you absolutely can’t get out – look at a painting or photo of a landscape or vista.
14. **Harness the power and peace of the conscious breath.** We take 25,000 breaths a day, most of them unconscious. Get into the practice of taking three deep, conscious, cleansing breaths in and out of your belly, before, during and after any activity that requires concentration or has the potential to be stressful. As you inhale let your belly rise first. Fill your lungs after filling your belly with air. Exhale deeply and fully. Repeat. Fresh oxygen pulses through your bloodstream, energizing and relaxing you.

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

15. **Use your strengths.** When you act from your unique strengths, you trigger a lot of positivity buttons: Confidence, engagement, and immersion in a pleasurable flow that is brilliantly effective in increasing happiness! In fact, double-blind random access studies prove that building on strengths increases happiness in a matter of *weeks*. Not sure of what your strengths are? There are tools online to assess individual strengths (visit www.viacharacter.org). There is also a simple question you can ask those who know you well: “When you see me at my best, what strengths do you see?”
16. **Point out the strengths of others.** Learn to notice strengths in the people around you and take the initiative to let them know what they are. People love to be in the presence of those who see the best in them and let them know what they see: “I’ve always admired your ability to...I think it’s awesome how you are so adept at...I appreciate how I can always count on you to...Your enthusiasm always makes me smile!” Keep Positivity Practice #3 in mind – it’s got to be an *authentic* observation/compliment to ring true for everyone and cause a powerful, positive response.
17. **Create rituals around gratitude.** Start a daily blessings book or a gratitude journal, and each night before going to sleep write down three good things that happened to you that day and/or three things for which you are grateful and why. Be sure to *really feel* the positivity of the blessings and the gratitude! It’s easy and fun.
18. **Savor...** This is one of my all-time favorite Positivity Practices. Savoring is about *s-l-o-w-i-n-g* down to *f-u-l-l-y* enjoy a moment by paying attention with *a-l-l* your senses. The great thing about savoring is that you can do it *before* an activity by anticipating and opening to the goodness that’s to come, you can do it *while* you’re enjoying the activity, and you can savor your memories *afterward*. You can savor foods, like dark chocolate. You can savor the fresh scent of the ocean, or of the outdoors after a summer rain. You can savor a hug, a sunset, your favorite music. Savoring is a powerful tool we should *all* use more often!
19. **Learn the art of positive self talk and reframing.** Catch yourself when you’re putting yourself down, and build yourself up! Positive self-talk is about being a kind and loving friend to your inner self. It’s about catching and transforming thoughts like, “Ugh, I’m so stupid!” to “Ah, ok, I see a better way to take care of this.” It’s taking reactions such as, “How the heck did that happen?!” and toning it down to better reflect reality, “Hmm, I wonder what’s going on here and what I’m about to learn?” It’s avoiding negative-speak like, “I’m so mad I can’t have that cookie!” and replacing it with a positive, “I have a goal of improving my health – what can I nibble on that will help me reach my goal?”

*Savoring is
slowing
down to fully
enjoy a moment with
all your senses.*

20. **Practice forgiveness and let go of resentments.** That old saying on this topic is true: “Forgiveness is a gift you give yourself.” It doesn’t mean you have to let the person who offended you off the hook, but it does open your heart to new possibilities. Forgiveness does not need to be done in person. It’s a private act. It’s a way of cutting the energy cord that remains when you have unresolved business with another.

And after reading earlier in this report about the effects that prolonged stress has on the body, you now know the concrete truth behind this saying as well: “Holding on to anger, grudges or resentment is like drinking poison and expecting someone else is to die.” Let go. Free yourself.

21. **Create your own personal library of laughter and smiles.** It might include DVDs and videos (my favorite is *My Cousin Vinny*), books, funny flicks on YouTube, photographs of people you love, music and whatever else you can think of that puts a smile on your face in 1-2-3!



Happiness is a process, not a place.

You now have some of the most current, evidence-based techniques for creating a measurably happier, healthier life right at your fingertips. Pick one or two that most resonate for you right now and practice! Review this report and the practice you’re going to focus on at least three or four times a day to keep reminding yourself of why positivity is so important.

After all, it’s a health or illness proposition, a tug of war between languishing and flourishing with an honest to goodness proven mathematical ratio in the center of it all. Have three positive experiences for every negative experience, and you’ll reach tipping point into a better way of being. Build that [Build that ratio even higher](#) – say, to 3.5:1 – and you’re sure to create new neural pathways in your ever malleable brain that will make it easier for you to walk your unique path to optimal well-being.

Happiness, positivity and to a large degree your health, are choices you make day to day and moment to moment. They are some of the only widespread, completely free, emotionally available tools that can be practiced no matter who or where you are in life. If I can do it, you can.

Make a choice to use a practice and follow-through. Then make another choice, in another moment, and follow-through. You walk this path step by step, with compassion for yourself when you get off track.

This journey is not about arriving to that elusive “Happy Place” and never having to work at positivity again. It’s about taking life as it comes, and knowing that you really are making the very best of it all. My best to you as you move forward on this journey.

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

How I happened to become an Authentic Happiness Coach

In the fall of 2004 I received an email from a friend that read, “I think you’ll like this.” Attached to it was an invitation to a free teleclass offered by [Dr. Martin Seligman](#), the “Founding Father” of Positive Psychology. The class was part of his four-year project where he taught 850 people, all from different disciplines and fields around the world, enough about the emerging field of Positive Psychology that they could begin to use it in their work and through their work spread the message that the experience of positive emotion had a host of benefits – including health, happiness and longevity.

The moment I heard Marty’s voice through the phone I knew I was going to study with him. His agenda at the time was to “raise the tonnage of happiness on the planet.” *Okay*, I thought. *As a business consultant that’s something I can help with.* (Today, Marty has taken on a more specific goal – to measurably raise the well-being in the world. We plan to see 51% of people in a state of well-being by 2051. Once again – I’m on board!)

Marty accomplishes big things. As I understand it, in 1998 when he was president of the American Psychological Association he threw down a proverbial gauntlet: After decades of working as a psychologist, he was frustrated that the *best* that he could do with *all* the knowledge he had was to help someone who was feeling “-5” to raise that number up to about... a zero.

A *zero*. You know, just to feeling, “Normal. Fine. *Okay.*”

What frustrated the good doctor was that he didn’t know, because there was so little research done at the time, *how* to help people obtain and sustain *true happiness* and *optimal well-being*. In fact, nearly all of the psychological literature available at that time dealt with sickness, malfunction, and overall negativity; a scant few hundred articles touched on topics like the attainment of robust happiness, joy and bliss.

So Marty and some friends raised forty-million dollars for research into the “[Science of Happiness.](#)” They were off and running to discover some of the most exciting news to come out of the “brain science” community in a lifetime!

Listening in on his free class, I heard him explain that Positive Psychology is the scientific study of what enables individuals and communities to thrive. The recently formed [International Positive Psychology Association](#) (IPPA) says it’s the scientific study of optimal *human* functioning – what they refer to as *flourishing* – and optimal *community* functioning – which they call *thriving*.

Marty was speaking my language, and I was hooked! Like Marty, for all the years I’d been in business my mission had been to help people create ***positive organizations that THRIVE.***

I immediately invested myself fully in his studies and practices so that I could develop a strong understanding of positive psychology, use it in my personal and professional life, and teach it to those who want to make positive changes.

After our “graduation” as *Authentic Happiness Coaches*, several members of the study group I belonged to chose to stay together as a support/study/mastermind group. Colleagues from diverse careers (physicians, teachers, business people, and therapists among others) and different countries, we were known as the Founders Group of the Positive Workplace International. For eight years we built on what we’d learned, focused on taking academic discoveries in the field and translating them into accessible information and practical tools that can be used in business, education and personally to create lives that flourish.

The results of our efforts are life-changing and inspiring, and I’m absolutely thrilled to share them with *you!*

Eventually I took all that I’d learned and began creating [workshops and programs](#) for my clients – in all kinds of businesses. As a Resource Speaker for [Vistage International](#), I’m proud to say that my work on “Linking Positivity to Profitability” is instrumental in helping our member companies grow their companies twice as fast as other small businesses.

Today, I can proudly say that my work on Positive Leadership can be enjoyed by people in all kinds of businesses, all over the world in the form of my new E-Course: [The Practice of Positive Leadership: Use the Science of Happiness to Keep Employees Engaged and Customers Happy.](#)

And now... a Certified Chief Happiness Officer...

Crazy, right? Seriously. **Happiness is NOW a KPI in business** and can be measured just like any other KPI (Key Performance Indicator.) And in 2019 Florida International University offered a certification course which taught us how to be “Chief Happiness Officers” inside or outside of a company to offer the guidance and teaching necessary to make sure that organizations are enhancing the happiness of their employees. Employees can make that happen for their customers!

Positive Psychology has changed my life and my business, and it can change yours. Just give it try, step by step, inch by inch you can lead yourself into happiness.

All the very best,

JoAnna Brandi

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Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027

PS Join me on my writing journey as I take this special report and the postings at my www.PositivtyPractice.com blog and turn them into a book! If you've already entered your email address at that site you will be notified each time I write another post.

Welcome to my world.

Namaste. (The light within me recognizes and acknowledges the light within you)

PSS – I'm happy to say we've updated and re-published [“54 Ways to Stay Positive In a Changing Challenging and Sometimes Negative World”](#) it's an awesome book for today's time!

You can buy a copy at your favorite online bookseller!

More information on how to become a “Positive Energizer” at work is at www.PositiveEnergizer.com

Also, you can contact or follow me on:

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<https://www.facebook.com/ReturnOnHappiness>

LinkedIn

<https://www.linkedin.com/in/joannabrandi/>

Twitter

<https://twitter.com/KeepEmHappy>

Instagram

<https://www.instagram.com/joannabrandi>

My website

www.ReturnOnHappiness.com

Email

JoAnna@ReturnOnHappiness.com

Phone number

561-279-0027

©2022 JoAnna Brandi & Company, Inc. www.ReturnOnHappiness.com

Email: JoAnna@ReturnOnHappiness.com

Phone number: 561-279-0027