

HOPE IS A STRATEGY.

WHY HOPE?

Hopelessness is the primary symptom of depression, a key symptom of anxiety, and predictive of violence, addiction, and suicide. Depression is the single greatest cost to the workforce in turnover, lost productivity, absenteeism, and illness (check the [depression cost calculator](#)). We have shown through our work that hope is teachable, and hope is a protective factor for anxiety, addiction, violence, and depression. So, by increasing hope, we decrease the likelihood of these issues and increase retention, engagement, productivity, and connection. ***It is a whole company, preventative approach to workplace mental health.*** Higher levels of Hope are shown to:

- Create a 14% improvement in workplace productivity, outperforming productivity based on the worker's intelligence, optimism, and self-efficacy.
- Increase employee retention.
- Reduce the risk of developing chronic conditions such as cardiovascular disease.
- Improve sleep.
- Protect against mental illness; we also know that existing depression or anxiety does not prevent one from growing their hope levels.

PRODUCTS AND SERVICES

Leadership Training

High-level, executive leadership training Leadership Training to empower your leadership team with a deep understanding of the science of hope. This training will introduce the SHINE framework, encompassing strategies and techniques to nurture hope in the workplace, and a presentation on statistics specific to your industry. Your leadership team will learn about the psychology of hope, how to measure hope, hope as it pertains to your industry, how to cultivate hopeful mindsets, the practical application of hope in leadership. The training will be for 30-60 minutes.

Management Training

This program includes measuring hope among managers and incorporating the VIA Strengths Finder, a powerful tool to identify individual strengths to leverage them for optimal performance. The training covers the Hope Matrix, the two ingredients of hopelessness, and provides strategies to proactively manage moments of hopelessness and use skills to activate hope. Managers learn how to effectively apply the SHINE framework in their leadership roles, incorporate a workbook from the overview video course, and explore ways to inspire and support their teams. The goal is to equip employees with skills and ensure they know where to go for resources before they are in crisis. The program will be delivered through a 90-minute in-person meeting, fostering an environment of collaboration, learning, and practical application.





Hopeful Mindsets Workplace Overview Video Course, Digital Workbook, and digital SHINE Hope Posters

To extend the reach of the Hopeful Mindsets training, we recommend integrating our Hopeful Mindsets® Overview Workplace Video Course into your training curriculum. This course offers a comprehensive understanding of hope and its practical application in the workplace. The annual license grants access to the 90-minute video course, providing employees with the tools and knowledge to cultivate Hopeful Mindsets and promote a positive work environment. Included is digital access to SHINE Hope Posters that can be used to reinforce the SHINE framework throughout the workplace. The license is automatically renewed annually, ensuring continued access to updated content.

Hopeful Minds Program Training

This is a 90-minute training for your staff on how to teach the Hopeful Minds program in the community to youth as part of your volunteer programs. The Hopeful Minds® Overview Educator Guide is a curriculum designed to give children an introduction to the “what,” “why,” and “how” of hope. The curriculum includes three, 45-minute lessons that introduce the key tools needed to create, maintain, and grow hope, background information for educators, supplemental resources, classroom visuals, and a Hopework Book for students. Hopeful Minds meets the CDC National Health Education Standards (NHES), and It can be taught in places of worship, schools, after-school programs, or anywhere else kids gather.

Hopeful Minds Digital Workbooks for Children and Digital Parent's Guide

A study by Pew Research found that 40% of parents call the fact that their children might be struggling with anxiety and depression their number one concern. As part of our commitment to promoting hope within organizations, we offer the digital Hopeful Minds Parent’s Guide and Hopeful Minds Educator Overview Guide and Workbook at no cost to companies that license our programs. These resources provide engaging stories and activities that teach children about hope, resilience, and positive thinking, while the parent's guides offer guidance on how to support and reinforce hope in children.

Additional Items:

- Shine Hope Hats
- Shine Hope Pins
- Shine Hope Stickers
- 90-Second Pause timers
- Printed Workbooks (digital copies provided)
- Kathryn Goetzke’s ‘The Biggest Little Book About Hope’
- Print brochures and ‘moments of hope’ cards to distribute
- Hopeful Minds books for kids
- Customized programs: co-develop programs specific to specific populations through a business partnership

ABOUT THE SHINE HOPE COMPANY

Our mission is to improve lives globally by teaching scientifically informed and evidence-based methods to measure and cultivate hope.



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