

ADULT HOPE SCALE

1. I can think of many ways to get out of a jam.

Definitely False	Mostly False	Somewhat Fa...	Slightly False	Slightly True	Somewhat True	Mostly True	Definitely True
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2. I energetically pursue my goals.

Definitely False	Mostly False	Somewhat Fa...	Slightly False	Slightly True	Somewhat True	Mostly True	Definitely True
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3. There are lots of ways around any problem.

Definitely False	Mostly False	Somewhat Fa...	Slightly False	Slightly True	Somewhat True	Mostly True	Definitely True
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4. I can think of many ways to get the things in life that are important to me.

Definitely False	Mostly False	Somewhat Fa...	Slightly False	Slightly True	Somewhat True	Mostly True	Definitely True
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5. Even when others get discouraged, I know I can find a way to solve the problem.

Definitely False	Mostly False	Somewhat Fa...	Slightly False	Slightly True	Somewhat True	Mostly True	Definitely True
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6. My past experiences have prepared me well for my future.

Definitely False	Mostly False	Somewhat Fa...	Slightly False	Slightly True	Somewhat True	Mostly True	Definitely True
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7. I've been pretty successful in life.

Definitely False	Mostly False	Somewhat Fa...	Slightly False	Slightly True	Somewhat True	Mostly True	Definitely True
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8. I meet the goals that I set for myself.

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www.theshinehopecompany.com/measure-your-hope

or Scan QR Code





Hope is a Strategy: Science and Power of Hope

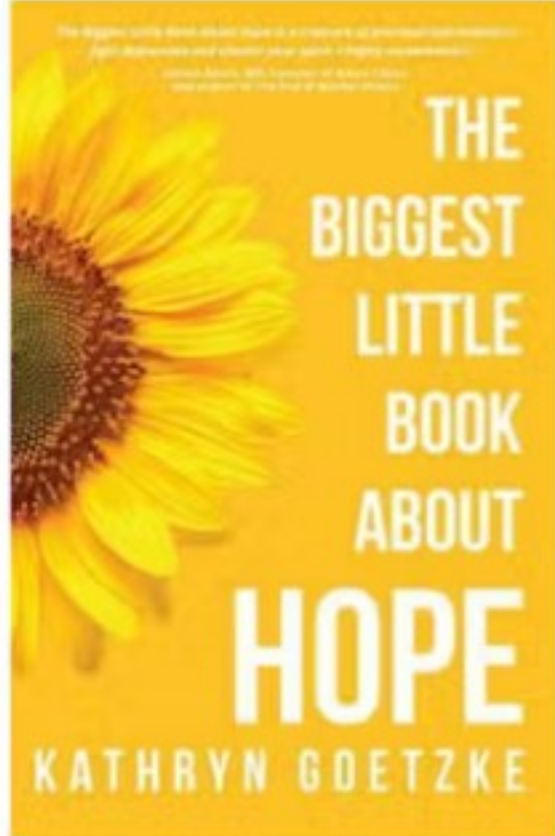


OUR FOUNDER



KATHRYN GOETZKE, MBA

Female Founder, Chief Hope Officer, Author



MISSION

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

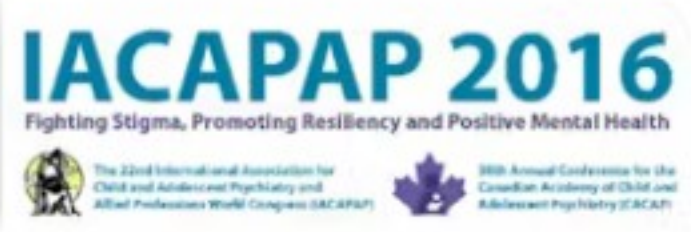


Hopeful Mindsets®

International Day of Hope



Kathryn's Work has been featured at:



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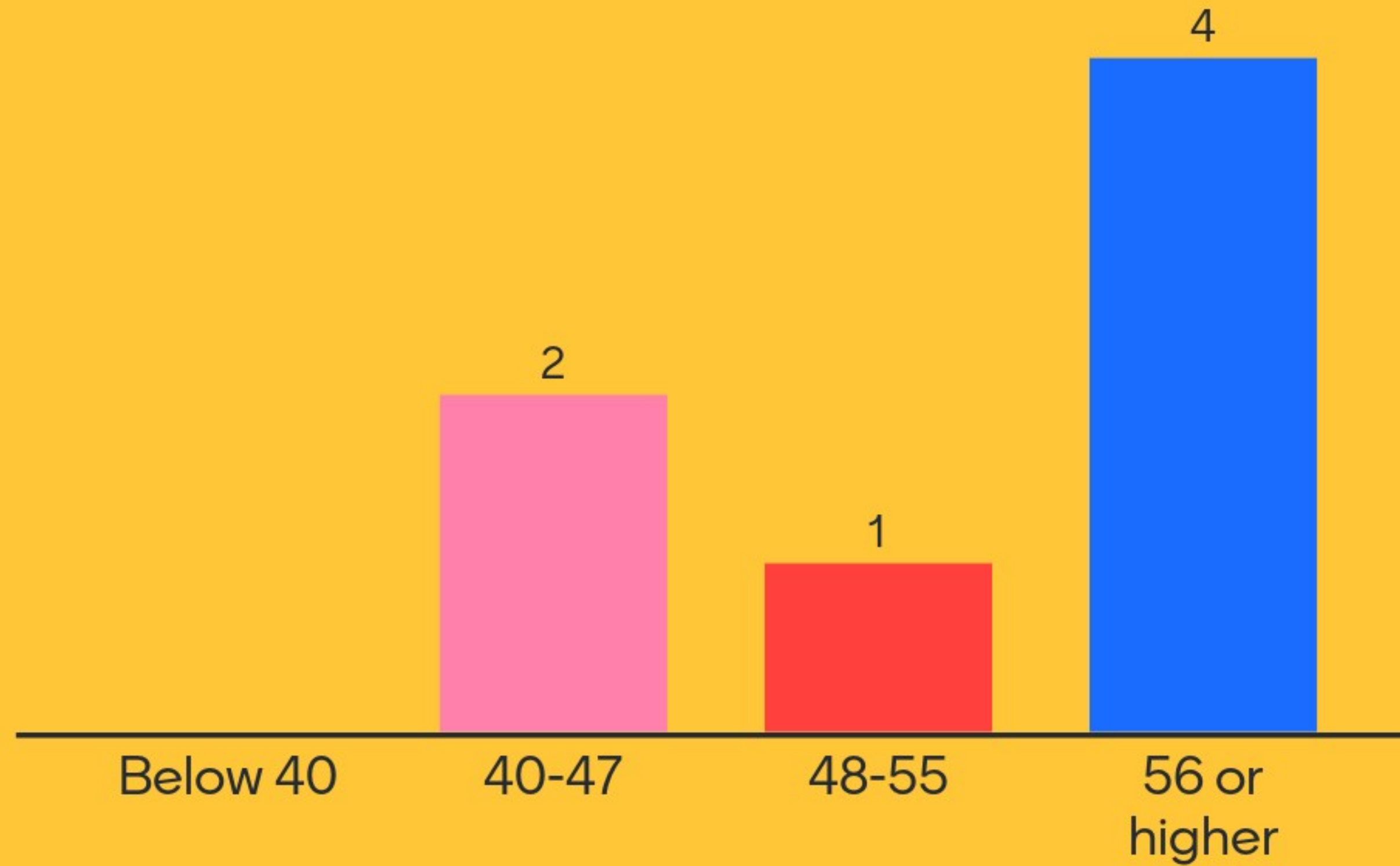
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Where did you fall in your Hope score?



GLOBAL EPIDEMIC: HOPELESSNESS

Hopelessness is prevalent across multiple populations:

- 57% of teen girls endorse persistent hopelessness¹
 - Suicide is the 2nd leading cause of death for teens and young adults
- Low SES is associated with a higher risk of hopelessness²
- 70% of LGBTQ+ teen endorse hopelessness³
 - At least one LGBT youth attempts suicide every 45 seconds
- 48% of Americans report hopelessness

HOPELESSNESS

has been defined as negative expectations towards oneself and the future.

(Kazdin et al., 1986)



Hopelessness leads to numerous adverse consequences, including:

- All risky behaviors in youth (i.e., violence, weapon carrying on school property, self-harm, unprotected sex, and bullying)^{4, 5}
- Hopelessness is the only consistent predictor of violent behaviors in adolescents, and the only predictor of gun violence is a history of violence.
- Loneliness⁶
- Anxiety and depression (depression is single greatest cost to workplace)⁷
- Hopelessness is the single consistent predictor of suicide⁶
- Substance use⁸
- Poor health outcomes⁹

Motivational (Helplessness)
Emotional (Despair)
(Abramson et al. 1989)

- 1 [CDC](#)
- 2 [Karanikolos et al. \(2013\)](#)
- 3 [LGBT Youth Report](#)
- 4 [Bolland \(2003\)](#)
- 5 [Demetropoulos \(2017\)](#)
- 6 [Joiner et al. \(1996\)](#)
- 7 [Starr & Davila \(2012\)](#)
- 8 [Jalilian et al. \(2014\)](#)
- 9 [Everson et al. \(1996\)](#)



What are things you might have moments of hopelessness about?

33 responses



THE POWER OF HOPE IN THE WORKPLACE

Research has found HIGHER HOPE corresponded to:

- Reduced anxiety and depression ¹
 - Employers incur **\$15,000 per year per employee** experiencing mental distress in lost productivity, health care costs, and turnover (depression cost calculator)²
 - Depression results in **11.5 days** of reduced productivity every three months, including **impaired performance** for 1 in 2 hours during every eight-hour shift ³
- Increased workplace productivity by **14%**, outperforming productivity based on the worker's intelligence, optimism, and self-efficacy ⁴
- Increased employee retention ⁵
- Increased job engagement among individuals experiencing loneliness in remote work ⁶
- Increased sleep quality ⁷
- Decreased recovery time following an injury ⁸

Hope is one of the four basic needs in Strength-Based Leadership ⁹

Why address youth mental health in the workplace? A recent study of youth mental health in Arkansas showed 53% of parents in study missed work at least 1 day per month because of concerns of child's mental health. (Youth Mental Health Needs Assessment, UAMS, 2023)



¹ [APA](#) (2013a)

² [NCS](#) (2023)

³ [CDC](#) (2019)

⁴ [APA](#) (2013b)

⁵ [e-Hasan et al.](#) (2022)

⁶ [Baraket-Bojmel et al.](#) (2023)

⁷ [Trezise et al.](#) (2018)

⁸ [Warwick](#) (2012)

HOPE IN THE WORKPLACE

Other conditions being equal, hope leads to a **14% bump** in workplace outcomes.



Hopeful workers **show up** for work on time and have less absenteeism



Hopeful workers are **happier, more engaged, and productive**



Hopeful workers are **more creative and stay at companies longer**



Hopeful workers are better during times of **change and adversity**



Hopeful workers have **less accidents and injuries**

A Gallup poll found hope is a top need of employees: Trust, compassion, stability and HOPE. Hopeful employees are the difference makers in our modern economy.

"Hope is especially important in organizations experiencing uncertainty due to rapid changes in focus and shifts in leadership."

–Shane Lopez, Making Hope Happen



HOPE AND SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) were set forth by the United Nations to transform our world. Those with higher levels of hope are more likely to set and achieve [the SDGs](#), as those [high in hope](#) have the drive and determination to persevere and meet goals, while hopelessness can hinder an individual's ability to set and achieve goals.

SUSTAINABLE DEVELOPMENT GOALS



HOPE AND SUSTAINABLE DEVELOPMENT GOALS



1: No Poverty → There is a [bidirectional relationship](#) between hopelessness and poverty; those who live in states of poverty are likely to experience higher levels of hopelessness, and those who have higher levels of hopelessness are likely to experience more poverty.



2: Zero Hunger → [Research suggests](#) promoting farmers' sense of hope promotes problem-solving strategies, leading to the development of improved farming techniques, methods, and a greater crop yield.



3: Good Health and Well-being → Hope has been [linked to](#) well-being across various populations, even during the COVID-19 pandemic.



4: Quality Education → Students with high hope are more motivated and [more committed to their studies](#), and the same is true for teachers. Teachers with higher levels of hope are able to motivate students who are the most "disaffected." Higher hope is also school attendance and retention and predicts GPA more than IQ.



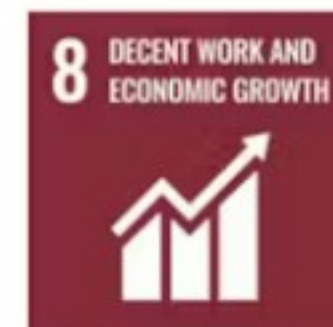
5: Gender Equality → The [prevalence of mental health](#) difficulties is far greater in females than males. For example, [3 in 5 girls](#) report persistent hopelessness. Hopelessness is often a consequence of oppression and discrimination and is learned. By activating skills for hope in oppressed populations, we can work to improve their ability to overcome challenges and reduce the mental health gap.



6: Clean Water and Sanitation → [Research suggests](#) Hope as a strategy to give people a pathway to solving the problem of water scarcity as they move from despair and hopelessness to a sense of empowerment.



7: Affordable and Clean Energy → [Research suggests](#) individuals high in hope are likely to take action towards developing clean energy sources.



8: Decent Work and Economic Growth → Higher levels of hope [can lead to a 14%](#) increase in productivity within the workplace -- more than intelligence, optimism, or self-efficacy. Hope also protects against depression; According to the [Center for Disease Control \(CDC\)](#), depression causes an estimated 200 million lost workdays each year at the cost of \$17 billion to \$44 billion to employers.

HOPE AND SUSTAINABLE DEVELOPMENT GOALS

9



9: Industry, Innovation, and Infrastructure → Individuals higher in hope have a greater quantity and quality of problem-solving /solutions and are more creative, which is key for industry, innovation, and infrastructure.

10



10: Reduced Inequality → Hopelessness is often a consequence of oppression and discrimination, so it continues the cycle of oppression as all the related negative outcomes of hopelessness.

11



11: Sustainable Cities and Communities → Individuals with higher levels of hope are less likely to return to jail. Lower crime rates inevitably make cities/communities safer.

12



12: Responsible Consumption and Production → Research indicates personal motivation, environmental motivation, and hope significantly predict an early adoption of green technologies. Thus, hope is a factor for responsible energy consumption, as individuals with higher levels of hope are more likely to adopt greener alternatives.

13



13: Climate Action → Many studies have found that hope is positively correlated with climate-change engagement and pro-environmental behaviors.

14



14: Life Below Water → There is a two-way nature of the relationship between ocean health and human health. The ocean is vital to the health of humans, and we are vital to the health of the ocean. Higher hope is key to better problem-solving, and we need effective strategies to prevent and reduce ocean pollution will be key to protecting human health.

15



15: Life on Land → Higher hope increases the adoption of sustainable technologies in farming.

16



16: Peace and Justice Strong Institutions → Hope is seen as an important construct for conflict resolution; hope is an intervention that can promote peace when resolving intractable conflicts. Also, Hopelessness is the only consistent predictor of violence; thus, increasing Hope can protect against violence within communities.

17



17: Partnership to Achieve the Goal → Individuals with higher levels of hope have greater positive connections with others and are more collaborative, which is necessary for healthy partnerships.



SHINE HOPE FRAMEWORK

Our approach actions **5 Keys to SHINE HOPE** to achieve High Hope on the **Hope Matrix**.

High Hope can be achieved at the intersection of **Positive Feelings** and **Inspired Actions**. Using the 5 Keys method, anyone can build resilient strategies to **activate hope when and where they need it**.

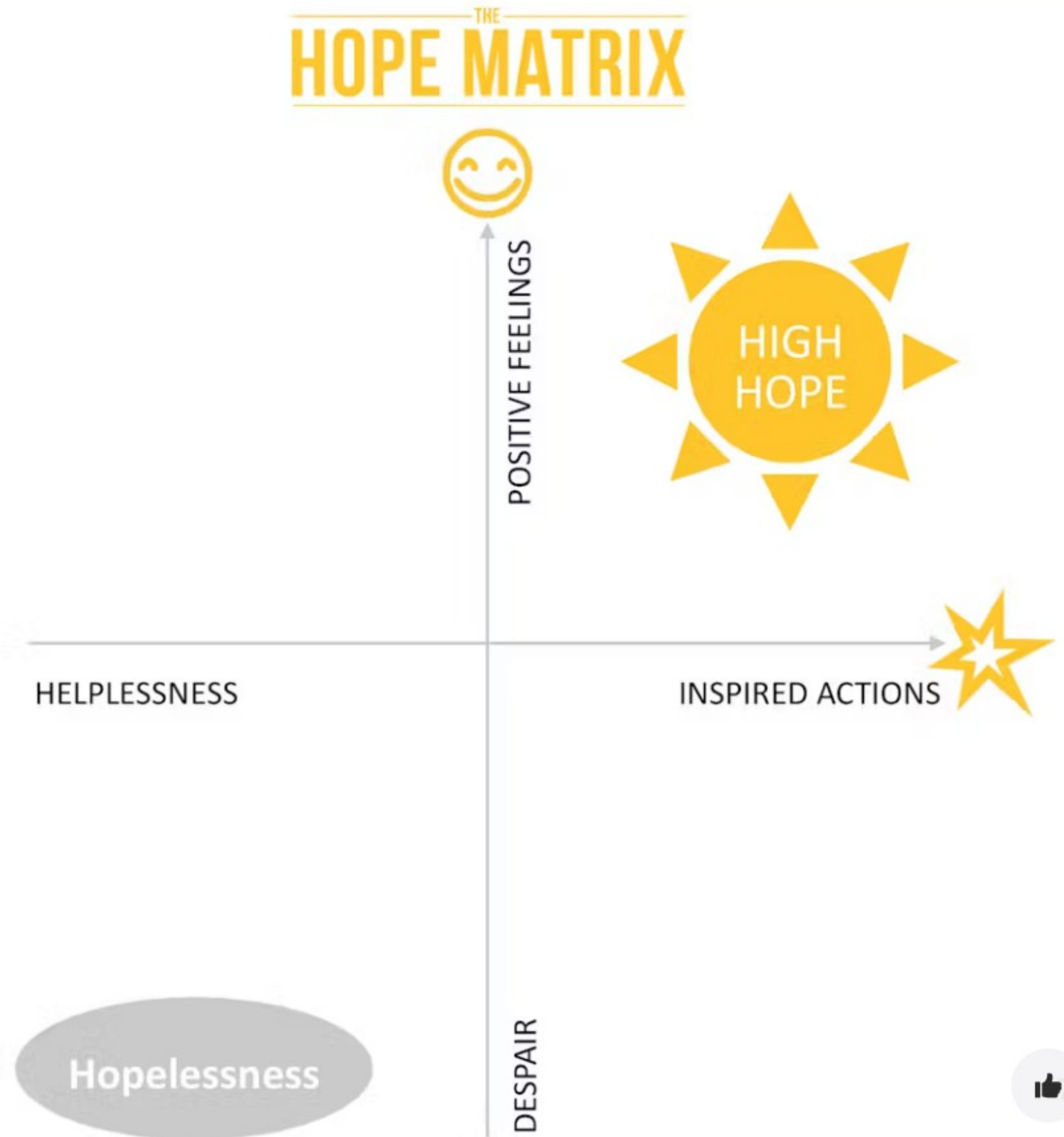


HOPE IS: ●.....● **A Feeling *and* an Action**

Teachable

Learnable

Changeable



HOPE IS TEACHABLE



HOPE is teachable. It impacts everything. It is more than just a feel-good word; its preventative and protective power is supported by data. Teaching hope is an innovative way to reduce mental health stigma. Everyone experiences hopelessness, and everyone needs to know how to get to hope. And we teach the Five Keys to SHINE Hope through all frameworks.

HOPEFUL MINDS[®] is the no / low cost, global, evidence-based program to operationalize hope for youth. It has been designed to be easily taught by anyone, anywhere with scripted educator guides. Police officers are now teaching the Hopeful Minds Program to improve community relationships with youth and police, and our Hopeful Minds for Teens is a peer to peer guide for youth.

HOPEFUL MINDSETS[®] are proprietary courses developed to teach college students & adults the skills of how to hope when faced with specific situational & ongoing struggles. There are both brief, 90-minute overview courses and deep dives, using those with lived experience in the areas we are teaching.

HOPEFUL CITIES[®] takes the concept that hope is teachable and expands it to those that need it citywide, with a Hopeful Cities Playbook that any city can use. It includes activations in government, science, art, awareness, workplaces, and education.

5 KEYS TO SHINE HOPE

S

STRESS SKILLS

H

HAPPINESS HABITS

I

INSPIRED ACTIONS

N

NOURISHING NETWORKS

E

ELIMINATE CHALLENGES

Neuroplasticity:

The brain's ability to rewire and retrain itself to focus on happiness. It is especially important in times of distress.



SHINE HOPE™



FIVE KEYS TO SHINE HOPE



Hopelessness is both emotional despair (sad, anger, fear) and motivational helplessness (powerless). We all experience moments of them, every day.

Shine skills navigate you back to HOPE.



A HOW-TO FOR HOPE IN TRYING TIMES



S TRESS SKILLS

- 90 second pause
- Belly breathing
- Journaling
- Gardening
- Calming music
- Affirming beliefs
- Sensory engagement
- Cold plunge
- Decluttering
- Prayer
- Nature walk
- Napping
- Laughter
- Crying
- Tapping
- Yoga
- Mantras



H APPINESS HABITS

- Activating purpose
- Pursuing passion
- Utilizing strengths
- Meditation
- Smiling
- Exercising / Nutrition
- Creating / listening to music
- Dancing / Singing
- Drawing / Painting
- Gratitude
- Volunteering
- Wonder/Awe
- Quality sleep
- Doodling



I NSPIRED ACTIONS

- WOOP process
- SMART goals
- Stretch goals
- Achievement goals
- Intrinsic goals
- Mastery goals
- Micro goals / Stepping
- Habit stacking
- Visualization
- Overcoming obstacles
- Regoaling
- Write down goals / check in



N OURISHING NETWORKS

- 5:1 Rule
- Compassion
- Forgiveness
- Love
- Gratitude
- Recognition
- Support
- Faith
- Trust
- Respect
- Effective listening
- Empathy
- Kindness
- Animals



E LIMINATING CHALLENGES

- Limiting beliefs
- Automatic Negative Thoughts (ANTs)
- All-or-nothing thinking
- Negative bias
- Rumination & Worry
- Focusing on uncontrollables
- Attaching to outcomes
- Internalizing failure
- Toxic consumption
- Nocebo effect
- Mind wandering
- Implicit bias
- Negative framing
- Perfectionism
- Taking things personally



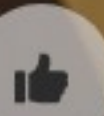
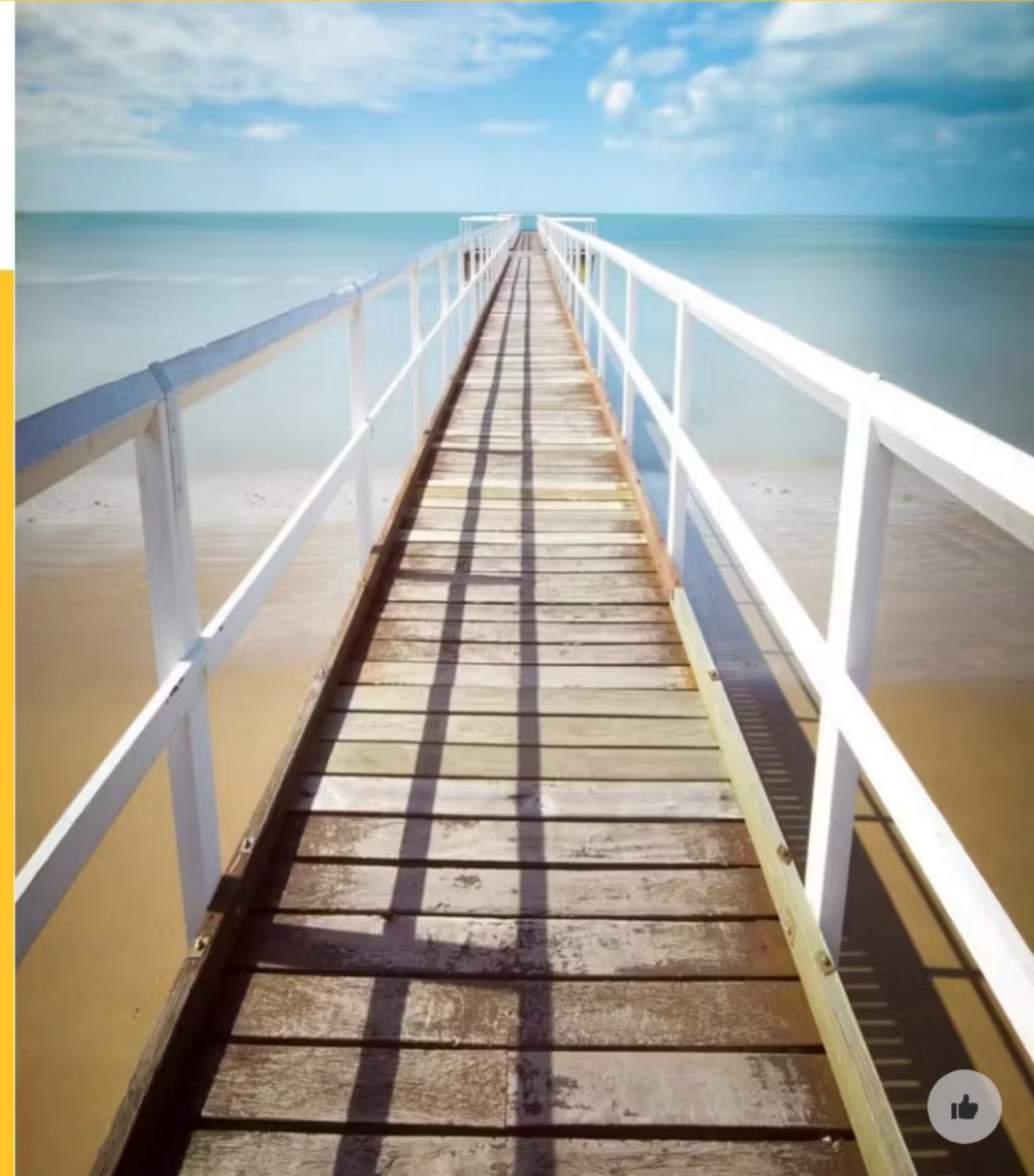
SHINE HOPE: STRESS SKILLS

S

Identify and manage the stress response and stress hormones

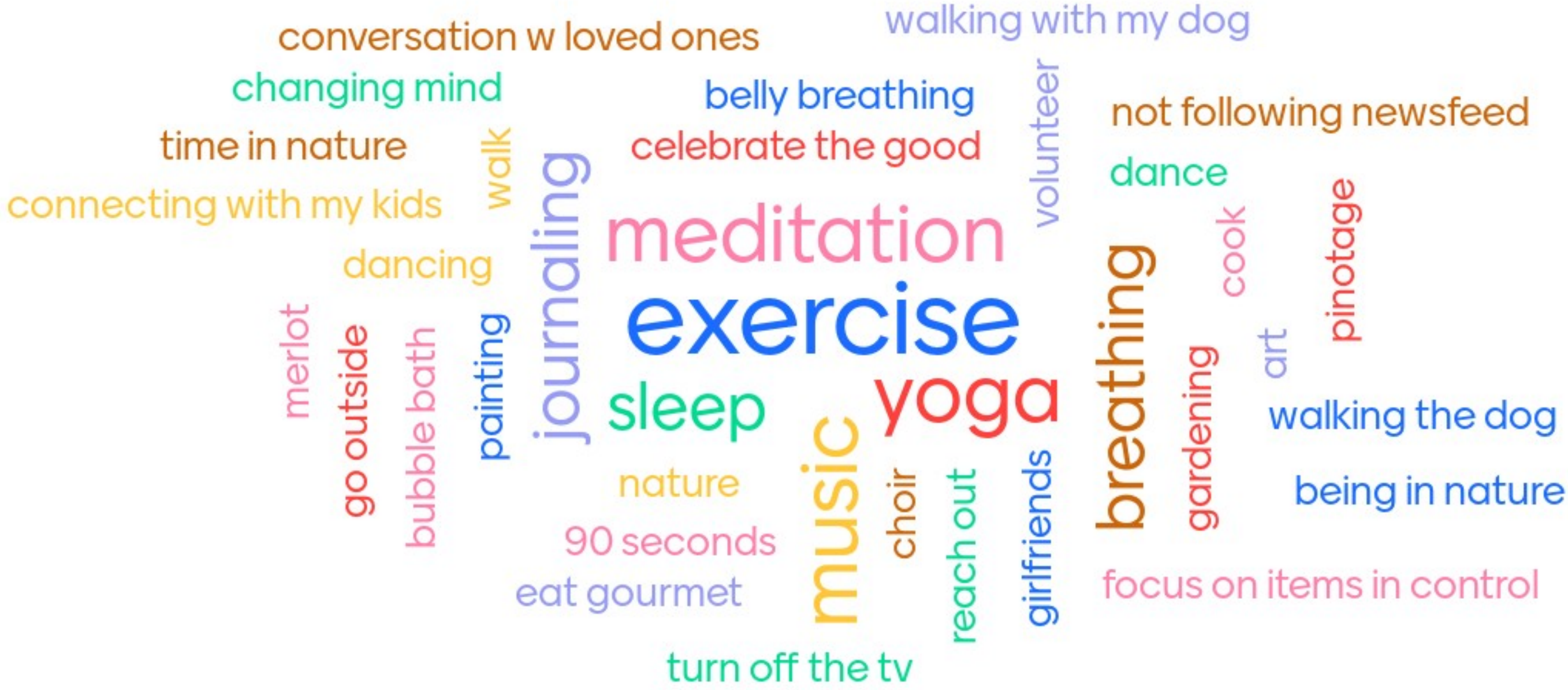
When you are emotionally triggered by something in your environment, you go into fight, flight, freeze, or fawn mode as your body releases stress hormones, such as adrenaline, cortisol, and norepinephrine. Here are Stress Skills to navigate:

- 90 Second Rule
- Breathing Techniques
- Meditation
- Sleep
- Calming Music
- Visualization
- Journaling
- Exercise
- Sensory Engagement
- Gardening
- Time near water and nature



What are your favorite stress skills?

50 responses



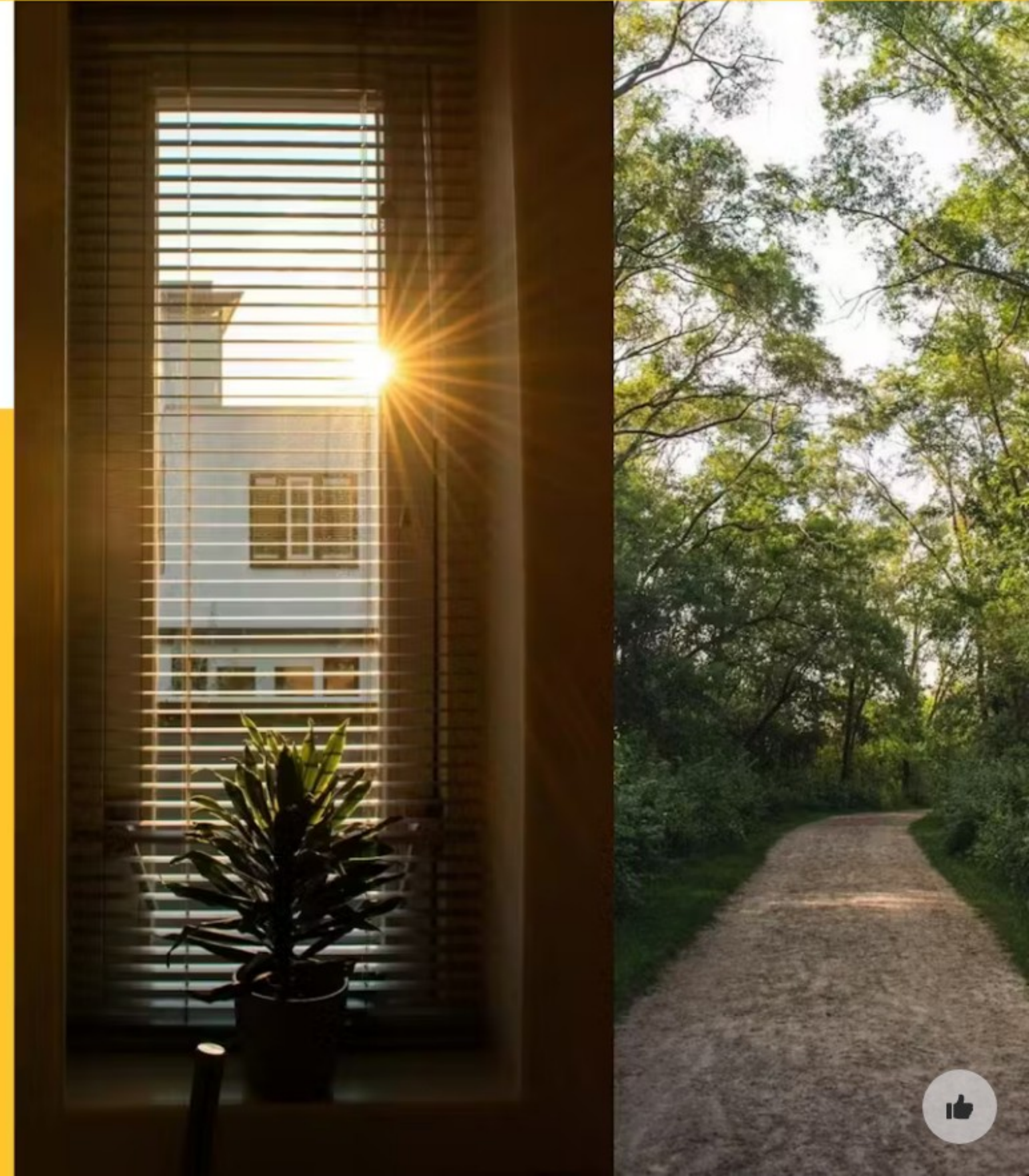
SHINE HOPE: HAPPINESS HABITS

H

Practice healthy, long-term actions that promote long-term health and wellness

Building daily habits that activate Happy Hormones including dopamine, serotonin, oxytocin, and endorphins:

- Morning Routine
- Using Strengths
- Exercise
- Invigorating Music
- Nature
- Playing an Instrument
- Smiling
- Setting Goals
- Gratitude
- Purposeful living
- Volunteering
- Family & Friends
- Wonder & Awe
- Faith
- Games
- Pursuing Passions



SHINE HOPE: INSPIRED ACTIONS

Developing courses of action with a framework for how to set and achieve goals.

Did you know? You are up to 95% more likely to achieve your goal if you write it down, and check-in with someone regularly.

- ➔ WOOP
- ➔ SMART
- ➔ Stretch
- ➔ Intrinsic
- ➔ Micro-Goals
- ➔ Achievement

SETTING SMART GOALS - WORKSHEET

SETTING

S.M.A.R.T. GOALS

Set a **SMART** goal for one aspect of your life (job, health, relationships, etc.) Check all of the boxes that apply to your goal, then explain how your goal meets each of the **SMART** criteria. If it doesn't meet one of the criteria, revise your goal and try again.

GOAL:

IS IT: HOW?

- SPECIFIC _____
- MEASURABLE _____
- ACHIEVABLE _____
- RELEVANT _____
- TIME-BOUND _____

Ten Steps I'll Take to Reach That Goal (Stepping Process)

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____



SHINE HOPE: NOURISHING NETWORK

N

5:1 RULE
PRAISE
RECOGNITION
KINDNESS
EMPATHY
GRATITUDE
COMPASSION



SHINE HOPE: ELIMINATING CHALLENGES

All-or-Nothing
Thinking



Limiting Beliefs

Rumination



Worry

Automatic Negative Thoughts (ANTS)



Internalizing Failure

Trying to control the 'Uncontrollables'



Negative Bias

E



ACTIVATING HOPE: WORKPLACE

Hope accounts for 14 percent of productivity in the workplace — more than intelligence, optimism, or self-efficacy (Journal of Positive Psychology, 2013). Hope is a top need of employees, and it predicts success at work. Yet it is a skill that must be taught, practiced and reinforced.

Implement hope in the workplace by:

- Measuring hope using the Snyder Hope Scales
- Implement an International Day of Hope Campaign
- Hang Five Keys to SHINE for Hope posters
- Host a Five-Day Workplace Challenge
- Leadership, management, employee trainings, license video courses on hope, train staff, and encourage volunteer days in communities.



INTERNATIONAL DAY OF HOPE



[International Day of Hope 2023 Highlights](#)

“We are bringing together a group of really diverse individuals who are working across a lot of different sectors around something that we all can agree is really valuable and important and all communities all around the world, which is hope.”

– Zoya Awan, Director of Public Affairs at Walmart



OTHER HOPE RESOURCES

- Take the **Five-Day Global Hope Challenge**.
- Listen to the **Goal Meditation Audio**, a guided meditation to help you think through what you are hopeful in life, and help you create strategies for getting there.
- Take the **90-minute Hopeful Mindsets General Overview and Workplace course**.
- Fill up your space with **Workplace posters**, to remember the **SHINE framework and practice with colleagues** (in workbook)
- **Teach Hopeful Minds in your schools**.
- **Ask your mayor to become a Hopeful City**.
- **Ask your campus to implement Hopeful Mindsets on the College Campus**.



**These resources are all available on our website. Visit www.theshinehopecompany.com or scan the QR code to learn more.*

If you or someone you know are having challenges with hope, here are additional resources:

- Check out our list of individual support: www.ifred.org/individual-support
- Join our online support group for anxiety and depression at: www.ifred.org.
- See if your company offers an Employee Assistance Program (EAP) to utilize benefits like free and confidential clinical counseling services, or gym memberships, coaches, or nutritional counseling.
- Reach out to someone in your Hope Network (or learn how to create one through our Hopeful Mindsets course).
- Contact a healthcare provider (i.e., general practitioner, psychologist, or therapist) who is trained to evaluate, diagnose, and treat mental health challenges.

**If you are feeling suicidal or are having thoughts about harming yourself, call 988 or 1-800-273-TALK (8255), or text HOME to 741741 to connect with a crisis counselor at the Crisis Text line.*



"The Biggest Little Book About Hope is a treasure of practical information to fight depression and elevate your spirit. I highly recommend it."

-Daniel Amen, MD, Founder of Amen Clinics
and author of The End of Mental Illness

THE
BIGGEST
LITTLE
BOOK
ABOUT
HOPE

KATHRYN GOETZKE

THANK YOU

*"Once you choose **Hope**, anything's possible"*

- Christopher Reeve



Kathryn Goetzke
kathryn@theshinehopecompany.com

Join our projects:

@ifredorg
@theshinehopecompany

