



## ENHANCE YOUR BUSINESS WITH A LICENCE FROM THE HAPPINESS INSTITUTE

*Offer positive psychology coaching, happiness courses, sell positive psychology products, and enhance your offering to clients by being trained in Positive Psychology by The Happiness Institute - Australia's leaders in this new and exciting field.*

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## WHO ARE WE?

The Happiness Institute was established in 2003 by Professor Timothy Sharp, one of Australia's leading clinical and coaching psychologists who previously built an award winning private practice ([www.makingchanges.com.au](http://www.makingchanges.com.au)) from which he and his team have helped thousands of people overcome problems such as depression, anxiety, stress and insomnia. More recently, at The Happiness Institute, Dr. Happy, as he's come to be known, has developed a highly qualified and experienced team of caring professionals whose mission is to enhance happiness. Already we've helped thousands of individuals (and hundreds of organisations) live better lives.

With the focus on Positive Psychology, we have developed a number of proven and effective programs, a range of powerful products and even some very useful free resources! We teach and help people to apply strategies and skills and actively make lifestyle changes through our range of services based on extensive research. By offering clients a variety of options, it enables them to engage in learning in a way that best suits their circumstances, goals and preferences.

Research into positive psychology approaches has also found that teaching people resilience, optimism, acting in accordance with direction and goals, applied meditation and problem solving techniques, as well as helping them to identify and utilise their core strengths leads to constructive attitudinal and behavioural change and higher levels of health, success and happiness.

The Happiness Institute is also a highly regarded provider of corporate seminars and workshops covering topics such as how to be happy at work, resilience, time management, work/life balance, personal productivity, stress management and naturally, happiness.

Our website is at the forefront of the industry [www.thehappinessinstitute.com](http://www.thehappinessinstitute.com) where clients can contribute to our blog, subscribe to our free monthly eNewsletter (that contains happiness research, tips, book reviews and updates on our courses, coaching packages and activities), find a happiness coach, register for coaching and courses, purchase happiness CDs and tapes, read what the press has said about us and much more.

## WHAT IS LICENCING?

Put simply - It is an agreement between The Happiness Institute (THI) and the licensee that gives an individual, school or organisation the right to use THI Intellectual Property.

Types of licences on offer:-

- Individual and Practices with max 2 people = \$20,000\*
- Schools = \$25,000
- Practices (3-10 people) = \$35,000
- Annual renewal fee = \$5,000
- Practices with more than 10 people and Organisations - By Negotiation

\* A small price to pay for an incredible package (see next page).  
100% return on investment possible after running only 4 courses!



## BENEFITS OF BECOMING A THI LICENSEE

The Initial Licence Fee covers the following benefits:-

- Become trained in Positive Psychology – via monthly webinars with Professor Tim Sharp
- Operate your business or organisation with the added benefit of being able to incorporate The Happiness Institute's Intellectual Property into your offering
- Ability to offer and deliver our established, proven courses and use our coaching methods & tools
- Be kept up to date with the latest research & findings in the field of Positive Psychology & Happiness
- Build a bigger, better, more valuable business or organisation
- A priority listing of your practice or business on our website which ranks extremely high on Google
- List your courses on our website
- Listings have the potential to be viewed by over 10,000 members of our database (which continues to grow rapidly)
- Boost your income by leveraging off our highly respected brand and offerings
- Ability to buy our products cheaper than retail and on-sell to your clients/students/staff at a profit
- Ability to send our e-Newsletter to your clients/students/staff
- Ability to promote our recognised and well respected brand (e.g. "powered by THI" on your badge)
- Being associated with Professor Timothy Sharp, a recognised leader in the field of Positive Psychology in Australia

## THE ANNUAL RENEWAL FEE ENSURES THE CONTINUATION OF

- Ability to use THI Intellectual Property
- Priority listing on the THI website
- Ability to list THI courses on the website
- Exposure to potentially over 10,000 THI members
- Be kept up to date with the latest research & findings in the field of Positive Psychology & Happiness
- Boost your income by leveraging off our highly respected brand and offerings
- Ability to buy our products cheaper than retail and on-sell to your clients/students/staff at a profit
- Ability to send our e-Newsletter to your clients/students/staff
- Ability to promote our recognised and well respected brand (e.g. "powered by THI" on your badge)
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## ATTRIBUTES OF THI LICENSEES

We are committed to only selecting the best people and organisations to become THI Licensees.

We are looking for the following attributes in the people who will be delivering our IP

- Tertiary qualifications (Uni or Tafe) in a relevant field
- A Minimum of 2 years experience
- A professional approach
- Positive, self-believers
- A good cultural fit

happiness - learn it live it be it



happiness - learn it live it be it

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## HAPPINESS CHIEFS

**Tim Sharp** has three degrees in psychology (including a Ph.D.) and an impressive record as an academic, clinician and coach. He runs one of Sydney's largest clinical psychology practices, a highly regarded Executive Coaching practice, and is the founder & CHO (Chief Happiness Officer) of The Happiness Institute.

He's taught at all the major universities in NSW and is currently an Adjunct Professor (in Positive Psychology) within the School of Management, Faculty of Business at UTS and also an Adjunct Professor (Positive Psychology) within the School of Health Sciences at RMIT University. His primary areas of interest include enhancing happiness within organisations as well as promoting the principles of positive psychology to psychologists, coaches and other relevant professionals.

In 2008 Dr. Sharp's achievements were recognised by the Australian Davos Connection when he received a Future Leadership Award. Dr. Sharp is also a best selling author (of, among other things, "The Happiness Handbook" and "100 Ways to Happiness: a guide for busy people"), a sought after public speaker, and he makes frequent appearances in the local and international media including being read and heard by millions of people every week in a syndicated newspaper column and radio spot (<http://www.drhappy.com.au>).

After a seven year career with Macquarie Bank in Corporate Banking and Securitisation, **Ann Folbigg** established Mortgage Force (a mortgage broking business) in NSW in 1996. Mortgage Force is now a national business with offices in every mainland state.

Ann was instrumental in changing the mortgage broking industry by introducing minimum education and experience standards via the Mortgage Finance Association of Australia (MFAA). Ann (having been elected by industry peers) served 7 years on the NSW council of the MFAA and is now a Fellow of the MFAA.

Ann has extensive experience in marketing and people management and a proven track record in growing a business and building a loyal, professional, dynamic team of consultants.

***Together, Tim and Ann bring together an impressive array of complimentary strengths. With Tim's international reputation in the fields of clinical and coaching psychology, and Ann's proven track record building a highly successful national business based on integrity and quality, their combination has lead to The Happiness Institute being an organisation that achieves great results for it's licencees and their clients.***

At The Happiness Institute, we believe that life's too short not to be happy!