

asa[®]



Authentic Strengths Advantage[®]

Microlearning Course Library

2020

THE ASA® MICROLEARNING PROGRAMS

Authentic Strengths Advantage® microlearning uses the learning device that everybody has in their pocket - their smartphone. Designed for the smartphone first, but also available on a browser for total flexibility with laptops, iPads, desktops, etc. Transformative, strengths-based content is chunked into highly interactive, eight-minute lessons - adapting to the modern learner's busy schedule. Integrated analytics and reporting tracks the learner's progress, providing both insights into their performance and how content is being used.

Our microlearning programs are great as a standalone offering but are also the perfect partner to our live coaching/training/certifications to help learners stay engaged with the content long after the session ends!

Current ASA® Course Titles

- Authentic Resilience: Bringing Your Strengths to Life®
- Well-Being Powered by Strengths: 7 Essential Elements®
- Enlightened Leadership: Creating a Culture of Strengths®
- Positive Teams: Authentic Collaboration®
- Elevate Engagement: Unleash Productivity with STRONG Goals®
- Authentic Communication: Making Conversations Conscious®
- True You! Authentic Strengths for Kids®

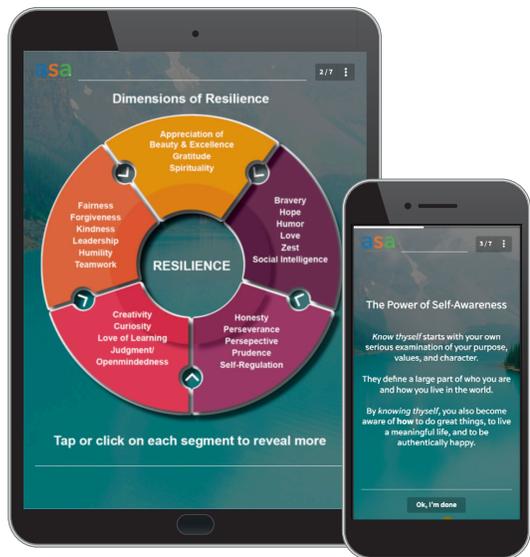
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ASA® - Authentic Resilience: Bringing Your Strengths to Life®

Revive and reinvigorate yourself - and your workplace! Research shows that a strengths-focus paves the way to increased resilience, life satisfaction, well-being, and sustainable high performance.

People who feel their strengths are well utilized are significantly more adaptable, less stressed, make fewer mistakes, report more positive emotional states, are more productive, and create higher quality work.



Participants will learn to:

- Explore, empower and engage one's unique strengths using an evidence-based, psychometric assessment
- Use the STRONG Thoughts Tool® to replace negative thinking patterns with productive, resilient thoughts
- Boost happiness, hope and optimism to cultivate positive mental/emotional states
- Leverage top strengths, situational strengths, and strengths combinations to increase resilience
- Distinguish between overuse, underuse and optimal use of strengths
- Reinvigorate mind, body, heart, and spirit for resilience
- Overcome "comparanoia" and perfectionism
- Reframe failure in a way that empowers future goals
- Use the Connect-Care-Create Tool® to process negative emotions, practice self-compassion/self-care, and create a positive new perspective
- Discover one's "authentic motivation" while exposing counterfeit, unsustainable motivation
- Fuel emotional intelligence with character strengths to build positive relationships
- Apply evidence-based forgiveness and healthy boundaries tools
- Reduce stress and increase vitality with strengths-based mindfulness practices
- Gain tools to ride the challenging waves of life
- Learn weekly positive practices to intentionally reflect on progress, reveal insights and recalibrate when necessary
- Leverage powerful, proven principles to be your best self

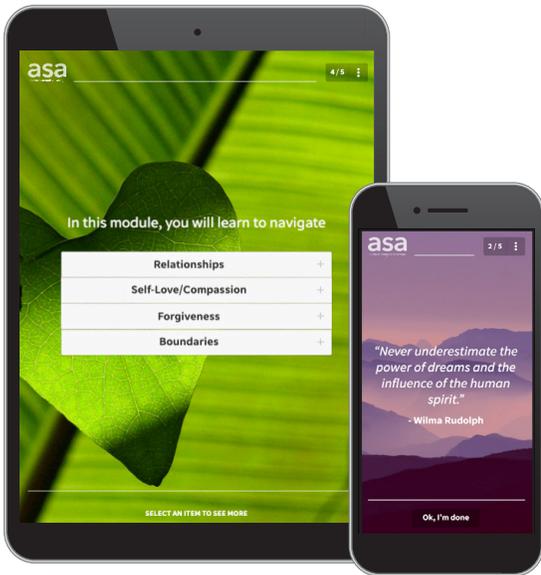
Included with this course:

- Only 30 minutes per week
- ASA™ Strengths Building Activities Guide
- ASA® e-book
- ASA® Authentic Engagement Workbook
- Also available (see page 11)
 - Content customization
 - Language translation
 - Co-branding
 - Spaced repetition for reinforced learning

ASA® - Well-Being Powered by Strengths: 7 Essential Elements®

You are a whole person, living a whole life! People perform better and are more fulfilled when all aspects of their being are recharged. Empower yourself with transformative tools as you invest in your well-being, and the well-being of those around you.

Research reveals that people who use their strengths daily are 3 times more likely to report a higher quality of life, personally and professionally. Proactively and positively address well-being by infusing the power of character strengths into positive practices - boosting work-life flexibility, energy and vitality.



Included with this course:

- Only 30 minutes per week
- ASA® Strengths Building Activities Guide
- ASA® e-book
- ASA® mindfulness exercises and directed contemplations
- Also available (see page 11)
 - Content customization
 - Language translation
 - Co-branding
 - Spaced repetition for reinforced learning

Participants will learn to:

Leverage strengths to flourish by recharging the following 7 essential elements of well-being:

- **Environment** (rootedness/belonging, refuge/sanctuary, order, positivity/comfort)
- **Abundance** (resourcefulness/creativity, future plan, savor the present, enough/plenty)
- **Body** (nutrition/fitness, active relaxation, rest/recovery, confidence/personal power)
- **Heart** (healthy relationships, self-compassion/self-love, forgiveness, healthy boundaries)
- **Contribution** (calling/career, engagement, achievement, positive impact)
- **Mind** (open-mindedness/reasoning, imagination/ideation, wisdom/insight, lifelong learning)
- **Spirit** (meaning/purpose, hope/gratitude, awe/wonder, inward journey)

ASA® - Enlightened Leadership: Creating a Culture of Strengths®

Illuminate and elevate the talent you lead to invigorate your workplace! Discover and unleash your authentic leadership potential - creating the conditions for sustainable, positive change within your organization. Ignite your effectiveness, maximize your positive leadership, and gain a sustainable edge by using your strengths in new and surprising ways.

Learn evidence-based, strengths coaching principles and practical tools, increase goal attainment, boost productivity, and strengthen work relationships overall!



Included with this course:

- Only 30 minutes per week
- ASA® Strengths Building Activities Guide
- ASA® e-book
- ASA® Authentic Engagement Workbook
- Also available (see page 11)
 - Content customization
 - Language translation
 - Co-branding
 - Spaced repetition for reinforced learning

Participants will learn to:

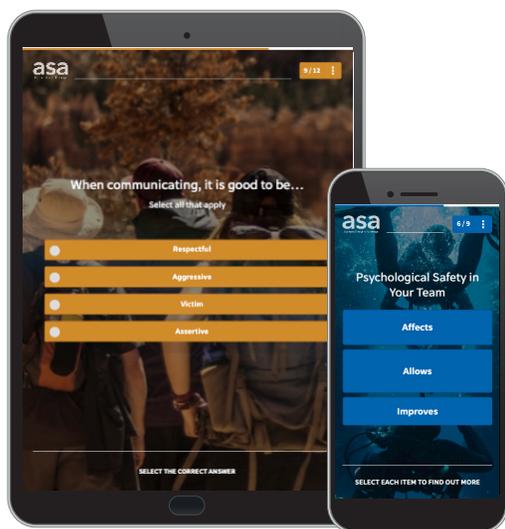
- Create a sustainable culture of strengths
- Coach self and those you lead with the ASA Strengths Coaching Process®
- Apply 4 powerful strengths systems
- Leverage the science of positive psychology in your leadership
- Ask transformative STRONG Coaching Questions®
- Focus on untapped potential with STRONG Thoughts®
- Harness authentic motivation with the ASA Motivation Grid®
- Empower goal attainment with STRONG Goals®
- Shift from deflating feedback to motivating feedforward
- Fuel emotional intelligence with character strengths
- Explore unconscious bias for greater diversity of strengths
- Boost innovation with the ASA Strengths Flow Tool®
- Enable positive progression with an evidence-based weekly planning process

ASA® - Positive Teams: Authentic Collaboration®

When we consciously collaborate, everyone accomplishes more! Teams that focus on team members' strengths rather than on correcting weaknesses are far more engaged - with higher productivity, less mistakes, fewer sick days and higher quality work - all of which leads to a healthier bottom line.

Studies show huge benefits if your team can answer YES to the following statements:

- Team members set weekly goals based on their strengths.
- Team members can name the strengths of their teammates.
- Team members are committed to leveraging strengths.



Included with this course:

- Only 30 minutes per week
- ASA® Strengths Building Activities Guide
- ASA® e-book
- ASA® Authentic Engagement Workbook
- Also available (see page 11)
 - Content customization
 - Language translation
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Participants will learn to:

- Turn toxic into trust
- Apply each team member's strengths to critical team functions
- Fuel emotional intelligence for 21st century collaborations
- Shift from deflating feedback to motivating feedforward in key relationships
- Consistently spot and appreciate strengths in team members
- Learn the 4 C's of Collaboration
- Communicate in an authentic, productive, non-violent, strengths-based way that builds relationships
- Enhance psychological safety for greater diversity of team strengths
- Boost team cohesiveness/creativity with "appreciative inquiry" essentials
- Transform strengths clashes into strengths collaborations
- Leverage the science of flow to get into the collaborative zone
- Use a team sharing guide with practical application tools

ASA® - Elevate Engagement: Unleash Productivity with STRONG Goals®

Energize your productivity! Gain a deeper understanding of how character strengths play a key role in *sustainably* improving engagement and accomplishment. Learn self-coaching principles and practical, evidence-based tools to maximize goal attainment.



Included with this course:

- Only 30 minutes per week
- ASA® Strengths Building Activities Guide
- ASA® e-book
- ASA® Authentic Engagement Workbook
- Also available (see page 11)
 - Content customization
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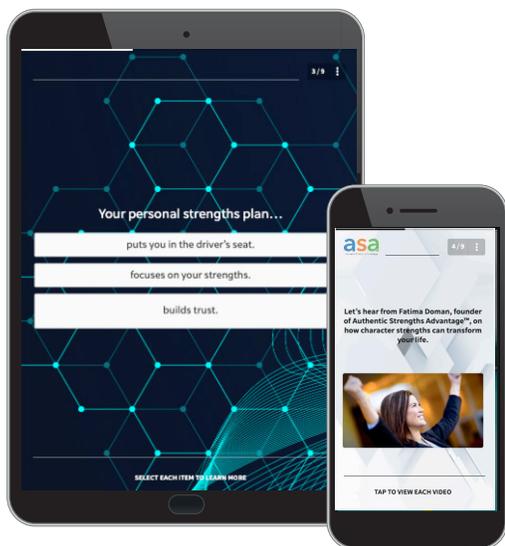
Participants will learn to:

Leverage 6 Keys to Unlocking STRONG Goals®

- **Strengths:** Identify your strengths best suited to the goal. Build around what has worked well, intentionally recreating success
- **Timed:** Give your goal clearly defined timeframes to check progress along the way. Plan realistic celebrations for each milestone
- **Relevant:** Make the goal relevant long-term by infusing it with motivation/meaning/purpose - identifying your unique contribution to self/others
- **Options:** Explore the potential rewards/costs of each goal option to choose the highest leverage actions
- **Network:** Identify a support network of family members, friends, colleagues, etc.
- **Growth:** Grow with a goal that stretches/inspires you. Use the weekly 3 R's: reflect on progress, reveal insights, recalibrate when necessary

ASA® - Authentic Communication: Making Conversations Conscious®

When we communicate authentically--tapping into our strengths and our best self--we make our conversations conscious! Learn how to communicate so that you can turn clashes into collaborations, misunderstandings into creative third alternatives. Gain the sustainable strengths momentum of bringing back harmony into relationships, or simply take relationships to the next level of satisfaction and fulfillment.



Included with this course:

- Only 30 minutes per week
- ASA® Strengths Building Activities Guide
- ASA® e-book
- ASA® Authentic Communication Workbook
- Also available (see page 11)
 - Content customization
 - Language translation
 - Co-branding
 - Spaced repetition for reinforced learning

Participants will learn to:

- Communicate in an authentic, productive, non-violent, strengths-based way that builds relationships
- Enhance psychological safety in communication
- Boost relationship cohesiveness and creativity with “appreciative inquiry” essentials
- Transform strengths clashes into strengths collaborations
- Recognize, appreciate and leverage

strengths in relationships to improve communication using the 4 A's of Authentic Communication®:

- *Appreciate: Intentionally appreciate strengths in each other*
- *Assess: Objectively & calmly observe situation w/o dramatizing*
- *Assert: Clearly communicate feelings/emotions w/o victim language*
- *Ask: Respectfully communicate needs w/o vilifying—ask, don't demand*

ASA® - True You! Authentic Strengths for Kids®

Decades of research and hundreds of studies have shown that children who express their strengths tend to be happier, more engaged, more resilient, less stressed and higher achievers!

Authentic Strengths for Kids® helps parents and educators teach children how to build resilience, achieve optimal functioning and well-being, and develop the capacity to contribute positively in society.



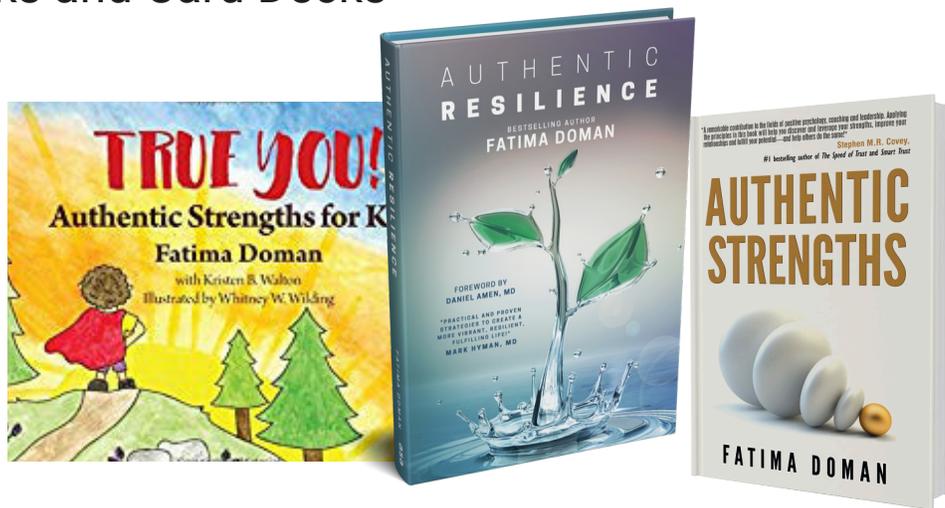
Included with this course:

- Only 30 minutes per week
- Educator's and Parent's Guides
- ASA® Strengths Building Activities Guide for Kids
- ASA® e-book
- ASA® Authentic Engagement Workbook
- Also available (see page 11)
 - Content customization
 - Language translation
 - Co-branding with your school

Participants will learn to:

- Identify the 24 evidence-based character strengths: what they are and how to leverage them
- Be authentically “strong” using one’s character strengths
- Name the “top 5” character strengths that describe them at their best
- Use character strengths at school and in life through relatable examples
- Apply context clues in every-day scenarios for new strengths-based vocabulary words
- Employ strategies to boost achievement, be more resilient and get along better with others
- Bring one’s unique strengths profile to life through fun, engaging activities
- Spot and appreciate strengths in oneself, and in others
- Build less-used character strengths for future growth
- Use self-compassion and well-being tools rooted in the science of positive psychology

ASA® - Books and Card Decks



Our books are a great addition to the microlearning programs as a way to increase resilience, teamwork, well-being and engagement. The ASA® card decks can be combined with the corresponding ASA® book to enhance each of the microlearning courses.

* Each sold separately, bundle discounts available.

Participants will be able to:

- Apply learning from a strengths-based report in relatable life scenarios
- Improve relationships by appreciating one's own strengths and the strengths of others
- Optimize team performance and engagement by leveraging strengths for goal attainment
- Reframe work/life problems with strengths-based solutions for success

Children will be able to:

- Discover and use character strengths in school/life settings
- Increase engagement through knowledge and appreciation of one's own strengths
- Improve relationships by spotting and appreciating strengths of others
- Reframe school/life problems using strengths-based solutions
- Boost character development, resilience and achievement



PROGRAM CUSTOMIZATION OPTIONS

Through [Improvement Sciences \(ImSci\)](#), an ASA® global partner, ASA® is able to offer a number of optional services to enhance application and implementation for your organization.

Content Customization



Language Translation



Co-Branding



Spaced Repetition



Content Customization

We recognize that the needs of each organization are unique. Our content is applicable across all industries/cultures helping each person explore their strengths, empower their goals, and engage authentically at work and in life bringing their best self forward. We will work with you to develop specific lessons that tie directly to your organizational needs, offering relevance and impact for your organization. Typically, the addition of customized content adds an additional 8-12 lessons to the core offering. Content customization is a great investment for your learners as it increases the content value, adds practical application, and does not directly increase the per user cost for accessing our programs.

Language Translation

We can quickly translate programs into over 100 languages at no cost to your organization (additional language customization is available if needed).

Co-Branding

We understand the importance of maintaining consistency with your brand and internal training offerings. ImSci's instructional designers can develop and manage co-branded programming for your organization at a low cost. We can also develop co-branded badges and certificates for professional development goals.

Spaced Repetition

Our platform can implement a state-of-the-art spaced repetition program, called Brain Boost. A proven mechanism to address the forgetting curve - depending on the material - unless reinforced, people forget approximately 90 percent of what we “learn” within 6 days. Brain Boost asks a series of questions each day, customized to each learner, to assess understanding and provide learners with daily opportunities to reflect on concepts they have learned. Check out Brain Boost [here](#).

ASA® Virtual Coach

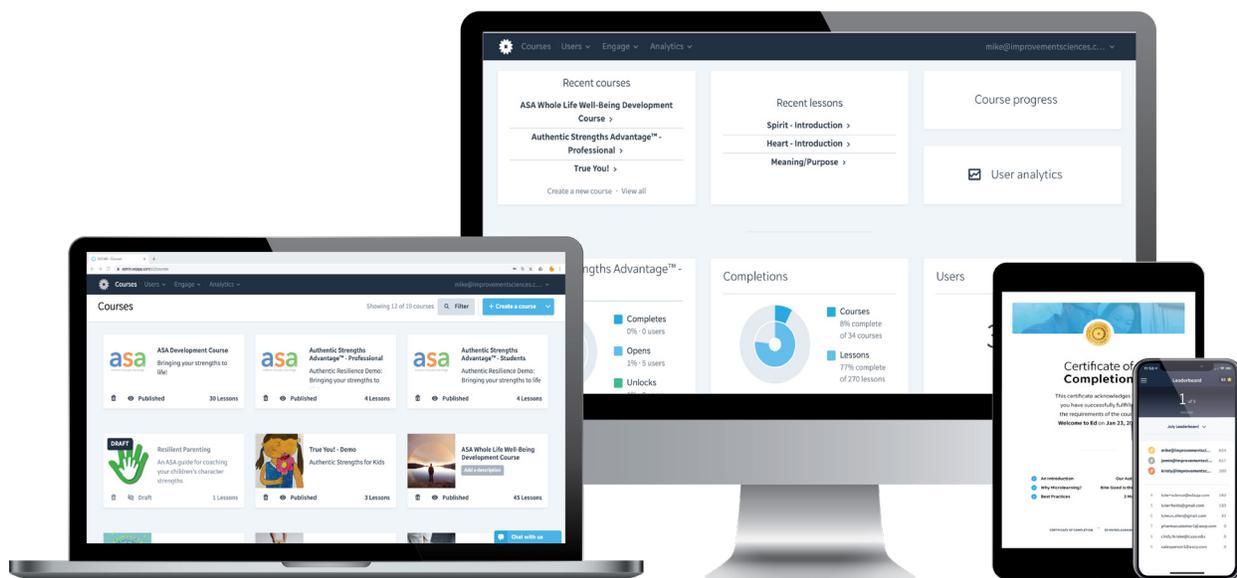
ASA® delivers periodic news, stories and lessons about the power of positive psychology, human motivation and performance, character strengths and well-being to further empower learners. Give the gift of continued strengths exploration in every aspect of one's personal and professional life.

This exclusive content can be delivered through the platform's push notification feature and may include:

- Free lessons from new ASA® programs in development
- Excerpts from new books
- Fresh insights on character strengths, resilience, and well-being to name a few
- Tips and strategies for positive teams, communication, and leadership
- Ongoing access to “brain boost” to reinforce learning
- Helpful resources
- Ideas for strengths building
- Opportunities for reflection
- Delivery of new mindfulness practices to refresh your mind, body, spirit - and your relationships too!

Analytics and Reporting

ASA®'s technology platform provides comprehensive analytics and reporting capabilities for your organization. The API key is extensive and provides your organization with a thorough understanding of what your learners are doing in the programs, how well they are demonstrating competence, and how long each learner is accessing the content and on which screens. Additional features provide leaderboard data and customizable prize draws to further motivate and generate healthy competition between learners. The extensive analytics and reporting capabilities is essential for organizations in heavily regulated industries that require detailed reporting for compliance and legal purposes.



PRAISE FOR AUTHENTIC STRENGTHS[®] AND AUTHENTIC RESILIENCE[®]

"Pursuing our passions and feeling empowered to fully share ourselves with the world is a key aspect of well-being. In *Authentic Resilience*, Fatima Doman provides practical and proven strategies to do exactly that and create a more vibrant and fulfilling life!"

—**Dr. Mark Hyman, MD**, Physician and author of *Food: What the Heck Should I Eat?*

"I highly recommend *Authentic Strengths* and *Authentic Resilience*! Everyone should learn to focus more energy in a positive way on their strengths. These tools can shift one's mindset to look more for the good in themselves and others." —**Daniel G. Amen, MD**, 11X New York Times bestselling author

"Finally, an experienced voice in the world of leadership and personal coaching has built a model of personal growth that fully leverages the powerful set of tools we all possess – namely, our strengths of character... For a practical guide to helping your clients use their strengths of character to determine and pursue meaningful personal goals, read this book!" —**Dr. Neal H. Mayerson**, Founder and Chairman of the VIA Institute on Character

"As the founder and Faculty Director of Columbia University's Coaching Certification Program, and as an executive coach and consultant with more than 30 years of experience, I found Ms. Doman's ability to integrate theory, research and practice impressive, relevant and an important contribution to the emerging field of executive and organizational coaching." —**Dr. Terrence E. Maltbia**, Founder, Faculty Director of Columbia University Coaching Certification Program

"At long last! The first book to explicitly place character strengths, not talents or skills, but those best qualities most essential to who we are as human beings, at the forefront and core of the coaching process." —**Dr. Ryan M. Niemiec**, psychologist and bestselling author of *Mindfulness and Character Strengths*, Education Director of the global, nonprofit VIA Institute on Character

"*Authentic Resilience* is a Masterpiece! Be guided by Fatima Doman's accessible tools based on evidence-based research and practical wisdom. The way you think of resilience will never be the same. Absolutely brilliant!" —**Stephan Mardyks**, CEO, Wisdom Destinations[®]

"Fatima Doman is onto something HUGE! Despite being able to carefully project on social media the most 'like-able' version of oneself, modern humans are encountering unprecedented levels of anxiety, depression, addiction, and suicide species-wide. It's sad, frustrating, and daunting. But Doman gives us the way forward in *Authentic Resilience*." —**Dr. Chelsea Shields**, Anthropologist, TEDx Speaker and former TED Fellow

"By synthesizing evidence-based research and real-life stories, *Authentic Resilience* provides a brilliantly accessible toolbox for leading a happier, more successful, more resilient life!" —**Dr. Tal Ben-Shahar**, #1 bestselling author of *Happier* and *Choose the Life You Want*

"In today's era of increasing stress, anxiety and depression, *Authentic Resilience* is a significant contribution to the rapidly exploding field of positive psychology and the development of resilience." —**Dr. Sandra Scheinbaum**, Founder and CEO, Functional Medicine Coaching Academy, Inc., author of *Functional Medicine Coaching*

"Brilliant, wise, and a masterful teacher and storyteller, Fatima Doman is one of the bright lights in positive psychology, leadership training, and human excellence." —**Joan Borysenko, Ph.D**, author of *Minding the Body, Mending the Mind*

"Fatima Doman has had a profound and lasting impact on my former workplace, on me both professionally and personally, and on my daughter Aubrey in coaching her through a stressful career transition. *Authentic Resilience* is full of transformative wisdom—with helpful evidence-based resilience and well-being tools!" —**Dr. Sue Hodges Moore**, Chief Strategy Officer, Ball State University (formerly Senior Vice President for Administration and Finance, Northern Kentucky University)

"*Authentic Resilience* is an invitation to begin a transformational change to learn to recognize and develop our strengths to be more resilient and to flourish. This will empower the valuable contributions we can each make NOW!" —**Dr. Darin R. Eckton**, Assoc. Professor, Student Leadership and Success Studies, Utah Valley University



ASA[®] recognizes the vast potential inside each person, and the powerful, unique Character Strengths that we each possess. Using evidence-based techniques and tools firmly grounded in Positive Psychology, ASA[®] empowers each person to use their Character Strengths to become resilient and to flourish.

For more information, please contact:

Authentic Strengths Advantage[®]

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AuthenticStrengths.com