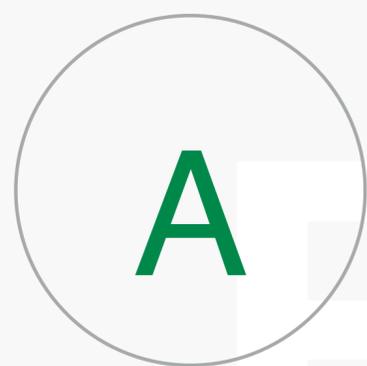


HOW TO TEACH MINDFULNESS WITH MEANINGFUL IMPACT



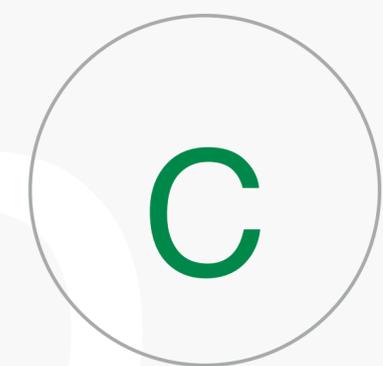
SEAN



High-Level
Concepts



Framework, Examples
and Templates



Nuts &
Bolts

SEVEN FAIRGGO



Know Your Niche

SEAN



DEFINE YOUR “WHO”

FARGO

1

Learn as much as you can about the struggles, needs and desires of your niche.

2

Increased understanding of their daily life will lead to more compassionate and effective teaching.

Busy People



Corporate



Medical



Benefits Of
MEDITATION

-  Reduces pain and enhances the body's immune system.
-  Reduces feelings of depression, anxiety, anger and confusion.
-  Increases blood flow and slows the heart rate.
-  Provides a sense of calm, peace and balance.
-  Helps reverse heart disease.
-  Helps control thoughts.
-  Increases energy.
-  Reduces stress.

Sources: psychologytoday.com | mayoclinic.com | inedmotivation.com

Buddhist



Inmates



Military



Families





SEAN



WHY DOES YOUR NICHE WANT MINDFULNESS?

FARRO

1

What do they ultimately want? WHY can mindfulness help them? What is their definition for a successful mindfulness teaching? What is their intention?

2

This will help you satiate their primary desires, meeting them where they're at, giving you leverage to add more value later.

Less Anxiety



"We found this in your brain."

Help Foster Connection



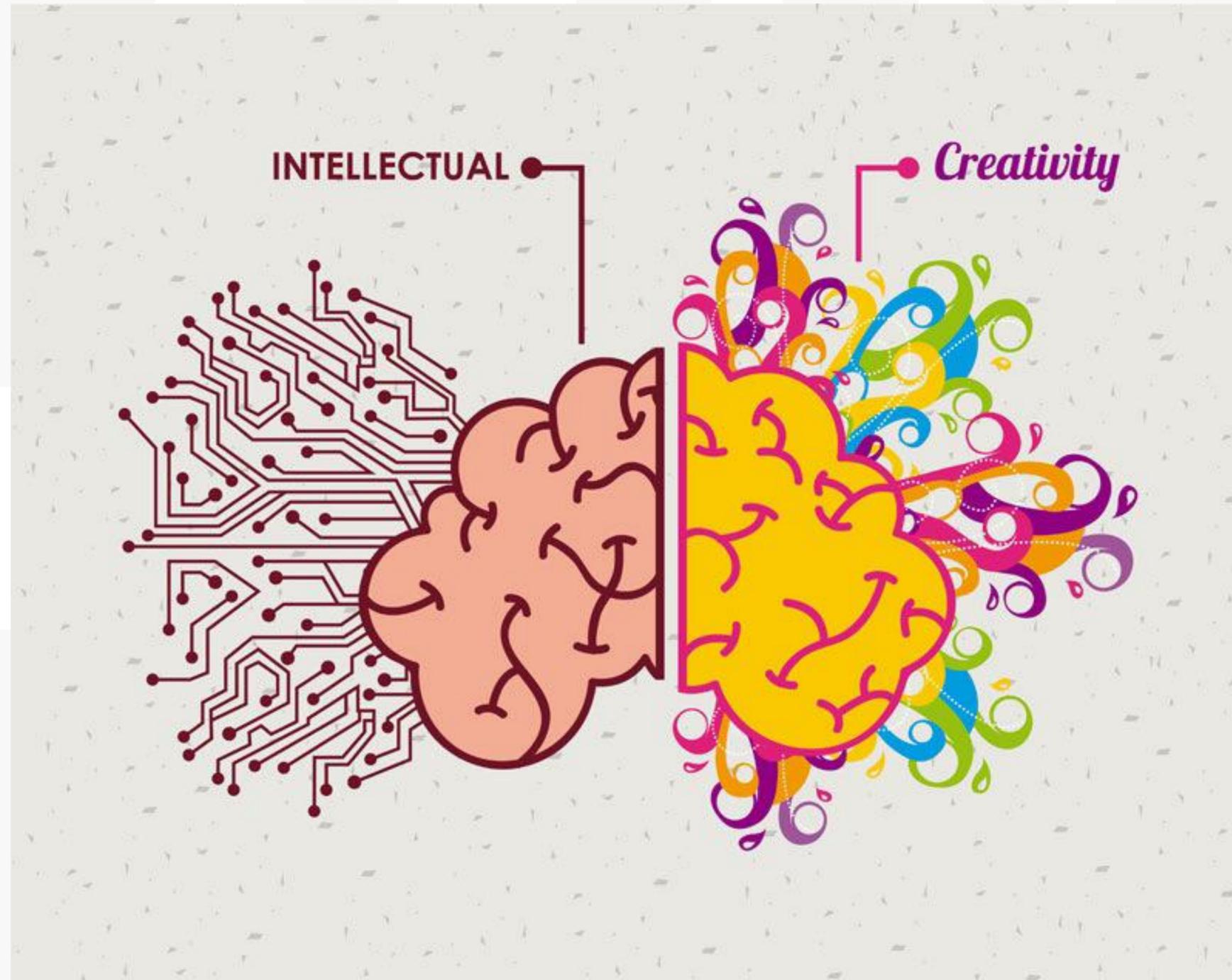
Increase Performance



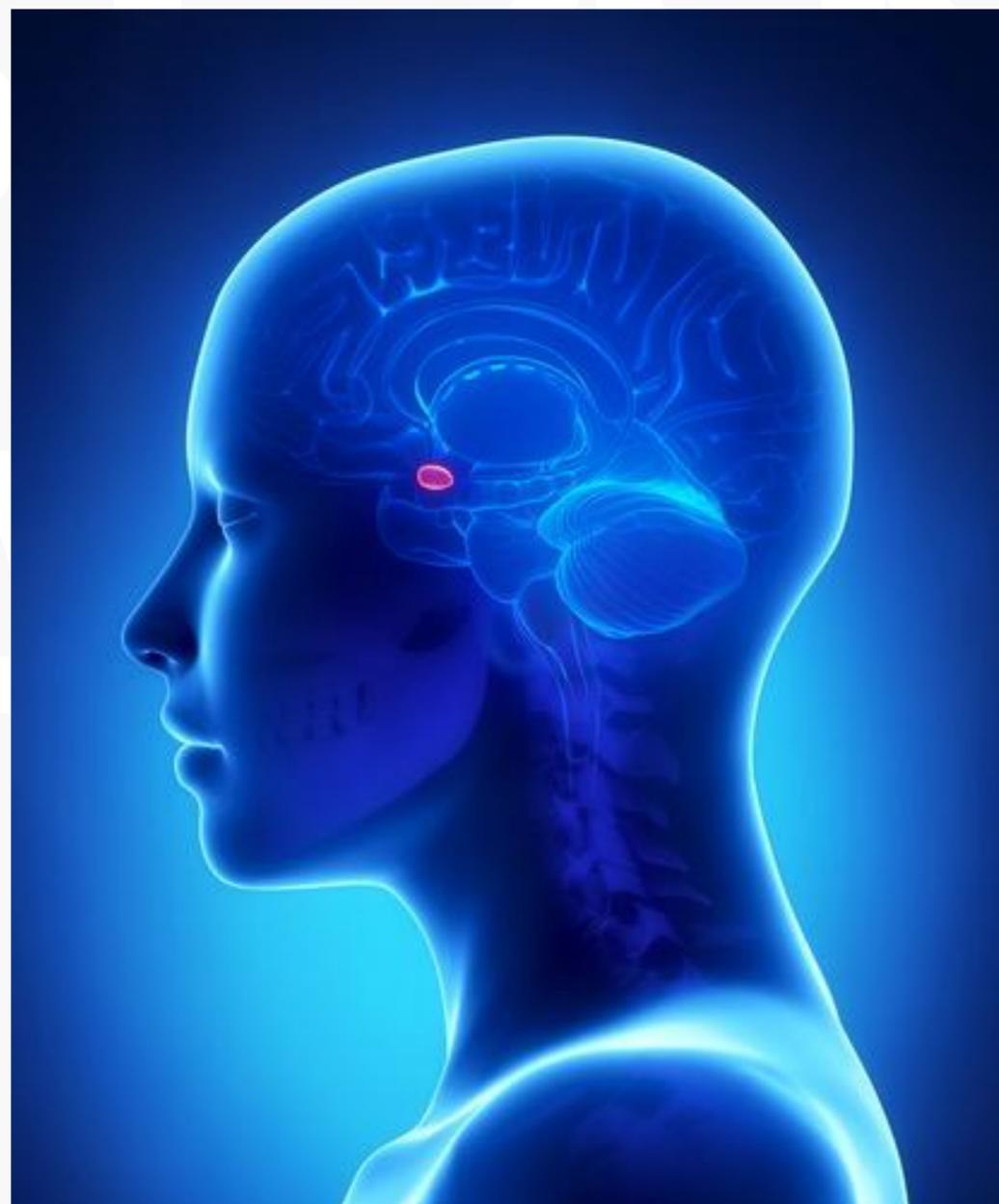
Reduce Pain



Increase Intelligence & Creativity



Feel Safe / Recover From Trauma



Improve Parenting Skills



Gain Lasting Peace & Insight



Heal Our Planet

SEAN
FO



SEAN



WHY ARE YOU HELPING THEM?

FARCO

1

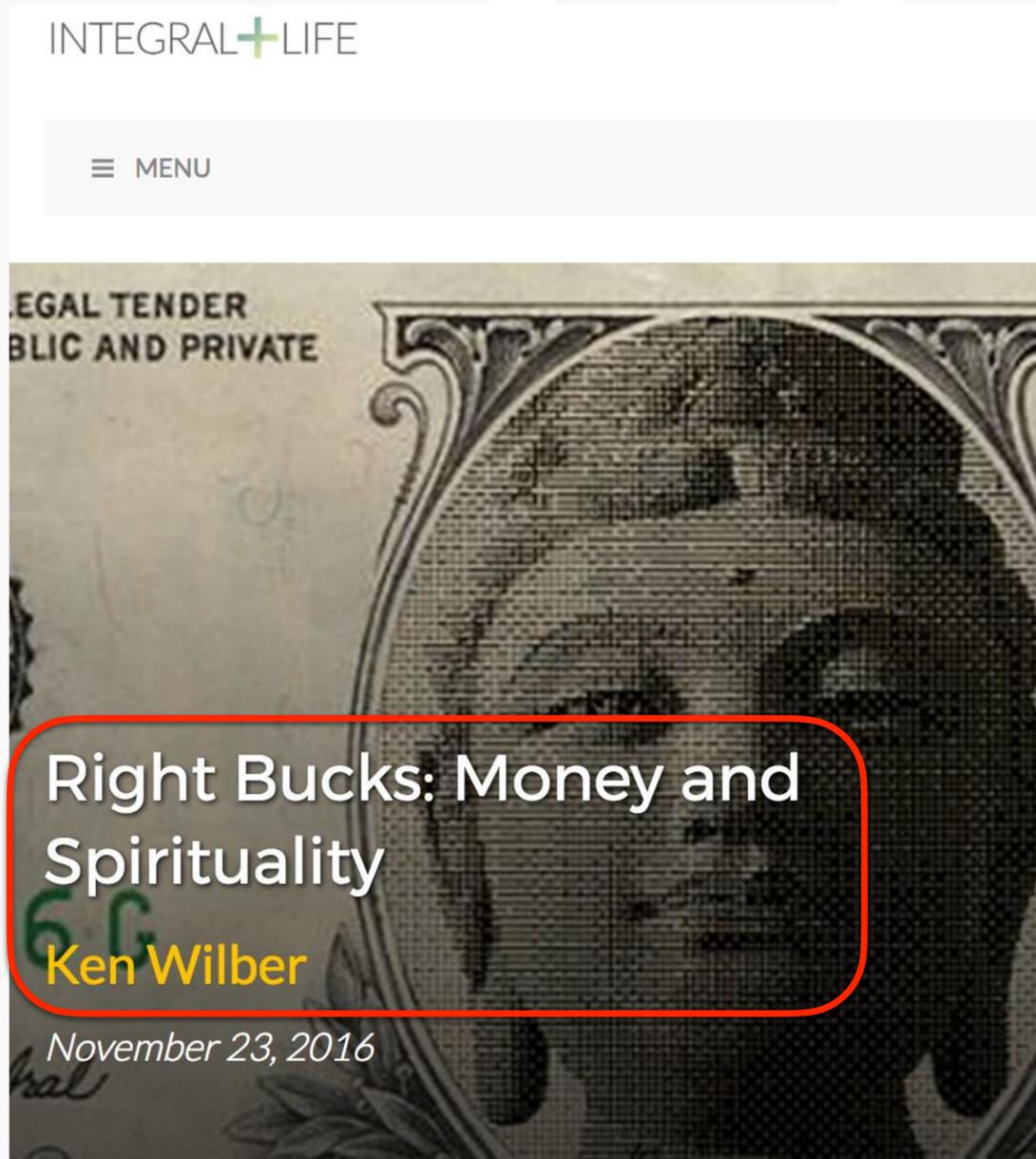
Why do you care about this niche in particular? How would you feel if you DIDN'T help them?

Journal about this often. Talk to people about why teaching your niche is meaningful for you.

2

Do you want to help them with what THEY initially want help with?

Some Niche's Pay, While Others Do Not



Paid
Skin In Game
Validates Credibility

SEFAN FARRGO



Prime Your Palette

SEAN

Assorted Teachings

Your Color Palette



=

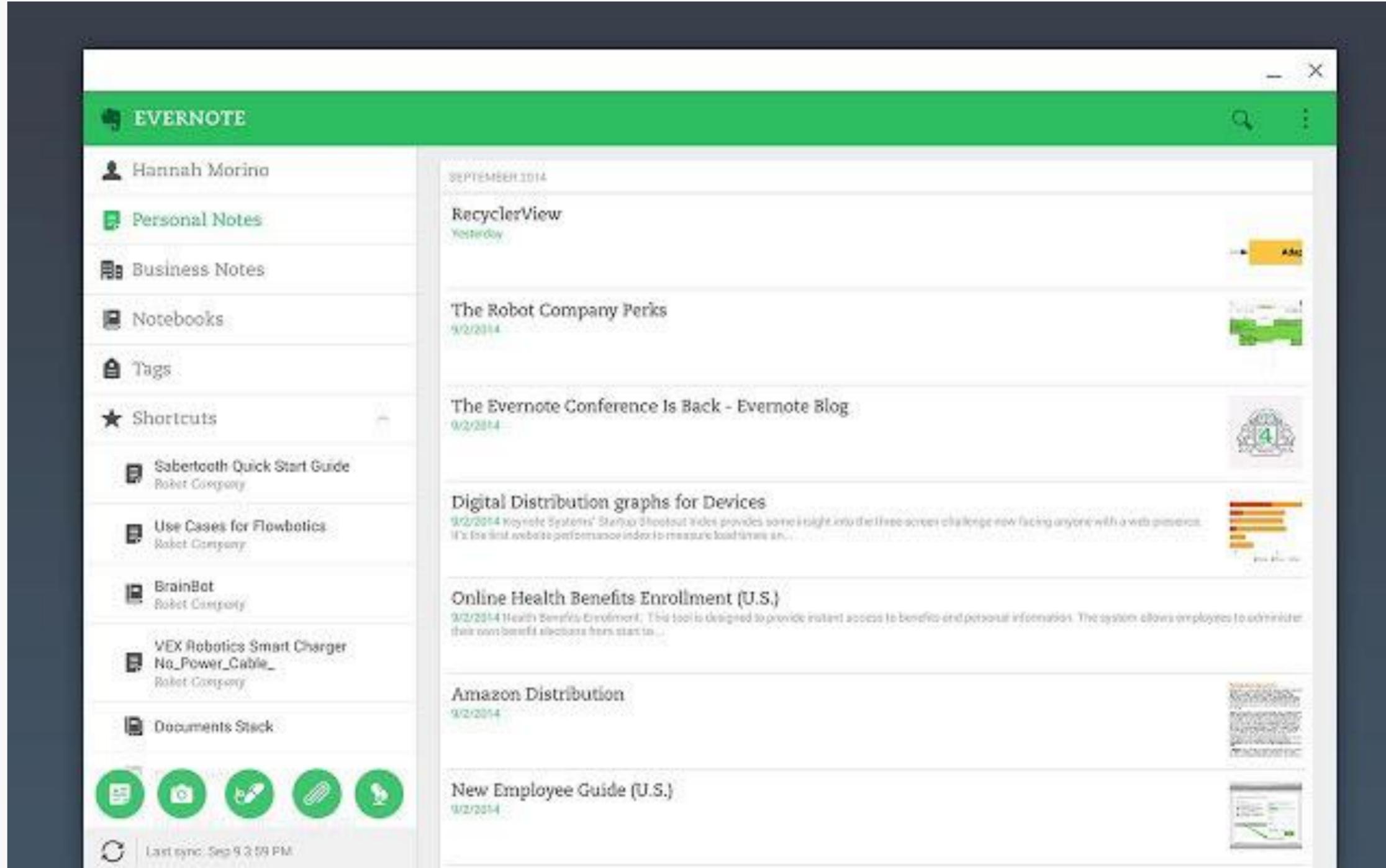


A Color Palette For Each Teaching

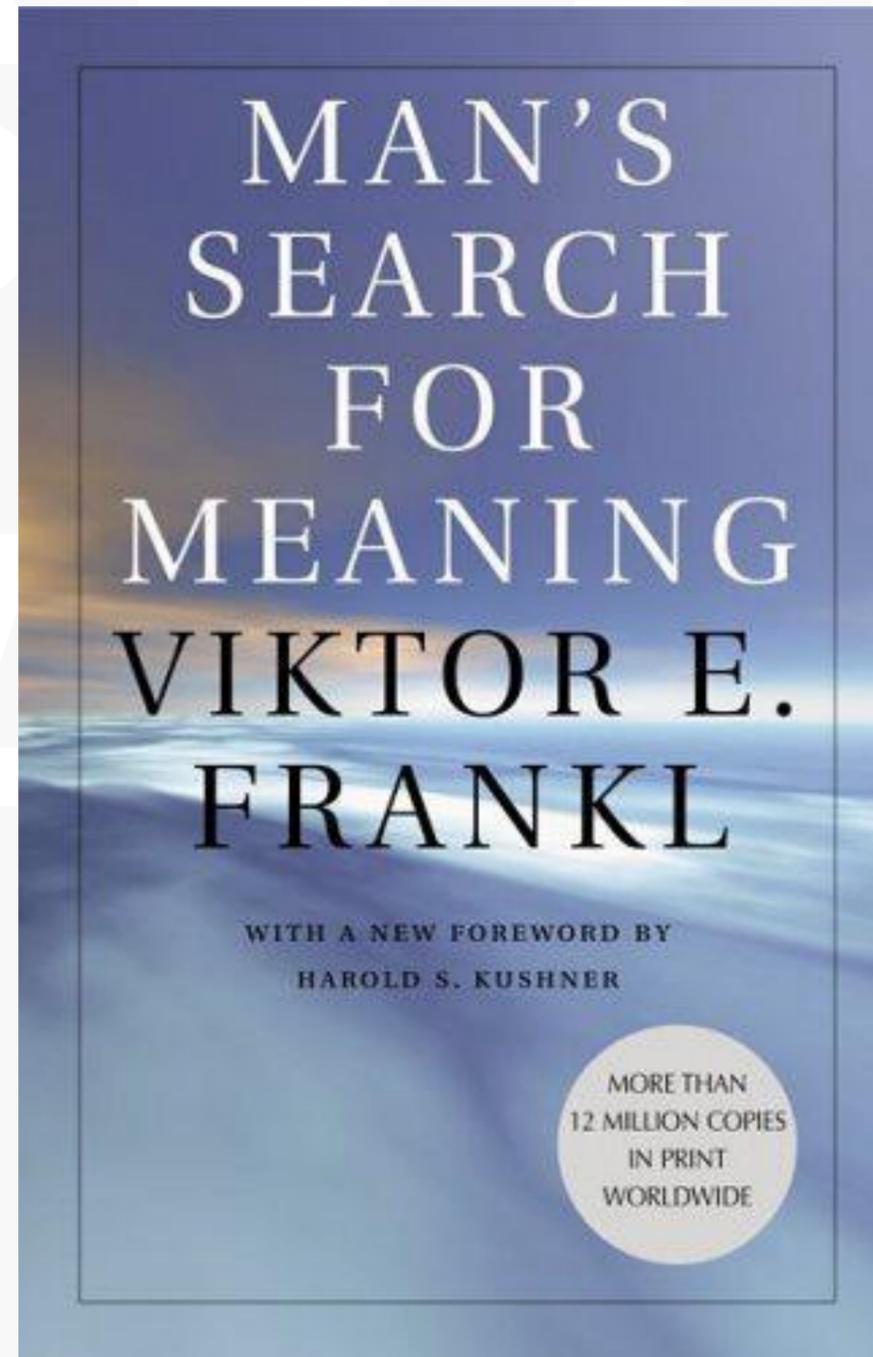




Evernote



Biographical Insights



Profound Poems

SEAN

Kindness

Naomi Shihab Nye, 1952

Before you know what kindness really is
you must lose things,
feel the future dissolve in a moment
like salt in a weakened broth.....

Handouts



mindful
mindful.org

Feeling Overwhelmed?
Remember "RAIN"

Four steps to stop being so hard on ourselves.

R	A	I	N
Recognize what's going on	Allow the experience to be there, just as it is	Investigate with kindness	Natural awareness, which comes from not identifying with the experience

Science Backups

10 Science-Based Reasons to Start Meditating Today

Meditation was once thought of as an esoteric practice or a hippy-dippy activity. No longer. And scientists are showing that it can have tremendous benefits for your health and happiness! Check it out.

For One, It's Totally **HOT!**

If...

30
MILLION

Americans have tried meditation or practice regularly and if Oprah, NFL players & even the US Marines are doing it, there must be something to it...

It Boosts Your **SOCIAL** Life



Thought meditation was lonesome? Think again, son!

Research* Shows MEDITATION:

- Increases Social Connection
- Reduces Loneliness

It May Just Give You A

BADASS
BRAIN



Research* Shows MEDITATION:

- Increases Cortical Thickness, especially in areas related to introspection and attention
- Increases Grey Matter in areas related to memory (hippocampus) and thought (frontal areas)
- Increases Brain Volume specifically in areas for emotion regulation, positive emotions & self-control

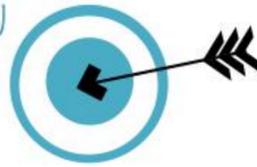
It Also Increases Your **HAPPINESS & HEALTH**



Research* Shows MEDITATION:

- Increases Positive Emotions
- Increases Life Satisfaction
- Boosts your Immune Function
- Decreases Pain
- Decreases Inflammation

IT MAKES YOU **SUPER FOCUSED**



Research* Shows MEDITATION:

- Increases Memory
- Improves Attention

Not to mention a

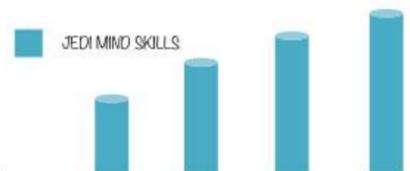
GIANT HEART



Research* Shows MEDITATION:

- Boosts Social Connection
- Improves Empathy & Compassion
- Generates Helpfulness
- Increases Resilience In Hard Times

And the **MORE YOU MEDITATE,**
the **MORE YOU BENEFIT...**



IT INCREASES **WISDOM** & GIVES YOU PERSPECTIVE

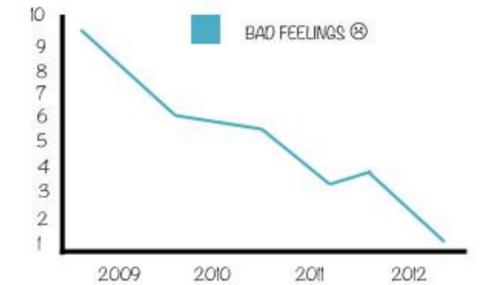


Ever feel like you're losing sight of the big picture? That you get trapped in the trees and can't see the forest? Try a little meditation to help you take a step back, develop perspective & some keen insight...

Finally, it **Beats the Blues!**

Research* Shows MEDITATION:

- Decreases Anxiety
- Decreases Stress
- Decreases Depression



If you are thinking: "Who the \$#@*&! has time to just sit around and do nothing?"

Then please **CONSIDER** this:

There Are **1440**

There Are

MINUTES IN A DAY...



HOW MANY DO YOU WASTE on Facebook, in front of the TV, or online? That's how many minutes you can devote to meditation ☺

Still don't think you can sit still?

No prob! Go for a walk without your phone or iPod, look at the world around you, be in the present moment, do some yoga or breathing exercises, lay in the grass, stare up at the sky. **Take time for yourself. Every minute is a gift.** Your body, mind and soul will thank you for it again, and again, and again!



by Emma Seppala, PhD www.emmaseppala.com

The Science of Health, Happiness & Social Connection

Twitter @emmaseppala

© 2014



* References: This infographic is a summary of my Psychology Today article on 20 Science-Based Reasons to Start Meditating Today where you can find direct links to the sources quoted: www.emmaseppala.com/20-scientific-reasons-to-start-meditating-today

Science of Happiness Research



S-1: Mindfulness strengthens parts of the brain connected with emotion regulation, happiness, learning & memory, and perspective-taking

- Kilpatrick, L.A., Suyenobu, B.Y., Smith, S.R. et al. (2011). Impact of mindfulness-based stress reduction training on intrinsic brain connectivity. *NeuroImage*.
- Hölzel, B.K., Carmody, J., Vangel, M. et al. (2011). Mindfulness practice leads to increases in regional brain gray matter density. *Psychiatry Research*.

S-2: Health benefits of savoring

- Weinstein, N. & Ryan, R. (2010). When helping helps: Autonomous motivation for pro-social behavior and its influence on well-being for the helper and recipient. *Journal of Personal and Social Psychology*.
- Bryant, Fred and Veroff, Joseph. *Savoring: A New Model of Positive Experience*. Psychology Press, 2007.
- Wood, J. V., Heimpel, S. A., & Michela, J. L. (2003). Savoring versus dampening: Self-esteem differences in regulating positive affect. *Journal of Personal and Social Psychology*.

S-3: Positive emotion regulation and well-being

- Quoidbach, J., Berry, E.V., Hansenne, M., Mikolajczak, M. (2010). Positive emotion regulation and well-being: Comparing the impact of eight savoring and dampening strategies. *Personality and Individual Differences*.

S-4: Mindfulness trains the brain for happiness

- Davidson, R. J. & McEwen, B. S. (2012). Social influences on neuroplasticity: Stress and interventions to promote well-being. *Nature Neuroscience*.
- Epstein, Robert (2011). "Fight the Frazzled Mind", *Scientific American Mind*.
- Epstein, Robert. (2010). "What Makes A Good Mind?" *Scientific American Mind*.
- Sedlmeier, P., Eberth, J., Schwarz, M. Zimmermann, D., Haarig, F., Jaeger, S., & Kunze, S. (2012). The psychological effects of meditation: A meta-analysis. *Psychological Bulletin*.

Surprising Facts

1. Anxiety literally makes everything stink

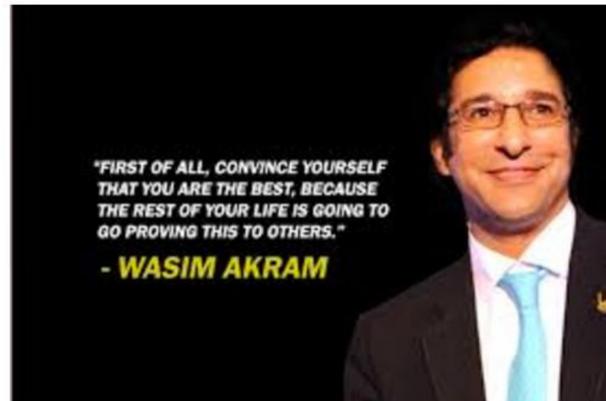
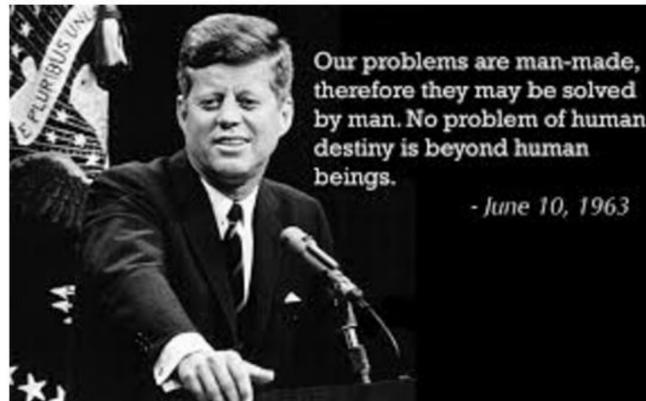
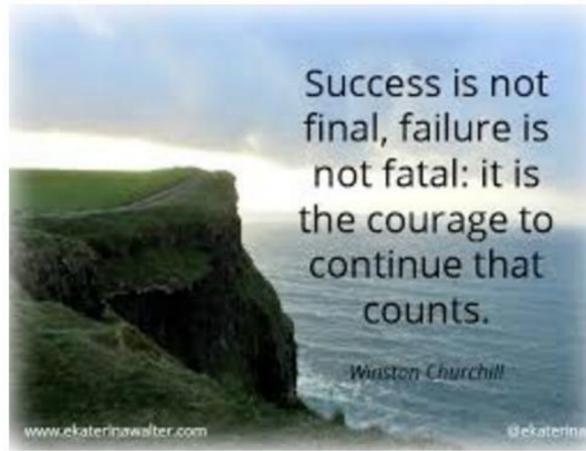
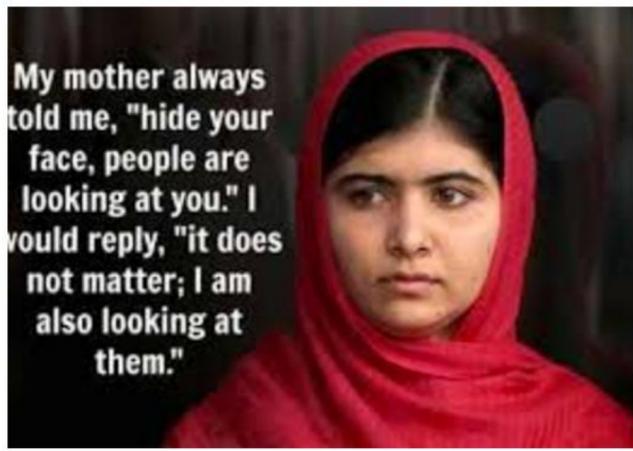
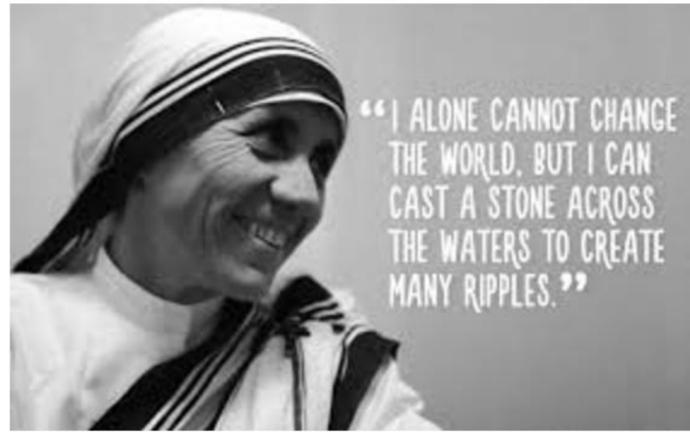
This is perhaps one of the most unusual facts about anxiety.

As people get more anxious, they are more likely to label neutral smells as bad smells ([Krusemark & Li, 2013](#)). So, anxiety literally makes the world stink.

The reason, explains Professor Wen Li is:

“In typical odor processing, it is usually just the olfactory system that gets activated. But when a person becomes anxious, the emotional system becomes part of the olfactory processing stream.”

Powerful Quotes



Perplexing Koans



Cutting Edge Websites

Discover > [Topics](#) >

Mindfulness

A collection of TED Talks (and more) on the topic of mindfulness.

Video playlists about Mindfulness

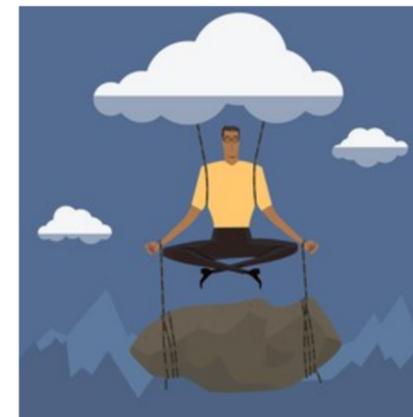
Talks to help you find your purpose



7 talks • 1h 13m

Not sure what to do with your one precious life? These talks help you find the path that only you could take.

Talks to help you manage stress



5 talks • 1h 4m

Sometimes life can feel like a bit of a mess, but these talks are here to help you de-stress.

SEAN

FARGO

Inspiration is great... but...



MEAN

WHAT ARE YOUR OWN STORIES?

PROG

This is what people relate to most.

SEAN

FARGO



“ Every time a “hmmm” arises, collect the details of that experience. It’s a splash of color for your teachings. ”

SEAN FARGO



SEEKING



Tips

- 1 What transformed internally? Externally? What's the power of it? How can others apply it?
- 2 Sharing personal colors: opens hearts, changes paradigms, softens bellies, calms minds, gets people out of their own heads, connects the room, builds influence
- 3 Tag them among themes/topics. See where each stories can be woven in.
- 4 Write down a variety of transition statements to relate the story to your topic (Rumi says it this way; to illustrate this point; and when we look around we see it in others; etc.)

Your Personal Meditation Experiences



Mindfulness Worksheets

increasing your ability to be present

Date / Time

So far today, have you brought kind awareness to your:

Thoughts? Heart? Body? None of the Above

Part One

Please stop three times per day and ask yourself the questions. You may want to take notes so that you can begin to notice patterns. Please do the exercise for 10 days.

During this period of time:

1. What experience, especially any quality of fear (anxiety, dread and so on) did I move away from?

2. What form did my moving away take? Is this the usual way I do it?

3. How aware was I of moving away in the moment? What was happening in my mind/emotions/body?

worksneet

stress
eating

stress eating

worksneet

walking
meditation

Walking Meditation

worksneet

using
rain

Using RAIN

worksneet

trataka

Eye Gazing

worksneet

tonglen

Tonglen

worksneet

sky
gazing

Sky Gazing

worksneet

self
inquiry

Self Inquiry

worksneet

yourself
with love

Seeing Yourself With Love

worksneet

posture
meditation

worksneet

mountain
meditation

worksneet

mantra
meditation

worksneet

lovingkindness

Journaling



"BY PUTTING YOUR THOUGHTS INTO WRITTEN WORD, YOU ENGAGE IN A CREATIVE PROCESS THAT ALLOWS YOU TO BRAINSTORM EFFECTIVE SOLUTIONS AND EXPLORE NEW LINES OF THINKING."

Intersperse With Provocative Questions

When are you least mindful?

Who is it hard to forgive? Why?

What does anger feel like in the body?

How can I be more present with my family?





SEAN

Start With The End

1

Open by stating primary questions, intentions, desired outcomes.

2

Share your story of how you started practicing and how you've grown.

3

Pose outcomes as questions:

- How can you be mindful when your boss is angry?
- How can you stop you mind from bouncing around?
- How can you stay grounded when your baby is crying?
- How can you respond to lies with a sense of kindness?

FARGO

BE THE

example

SEEMAN FAIRGO



Suit Your Strengths

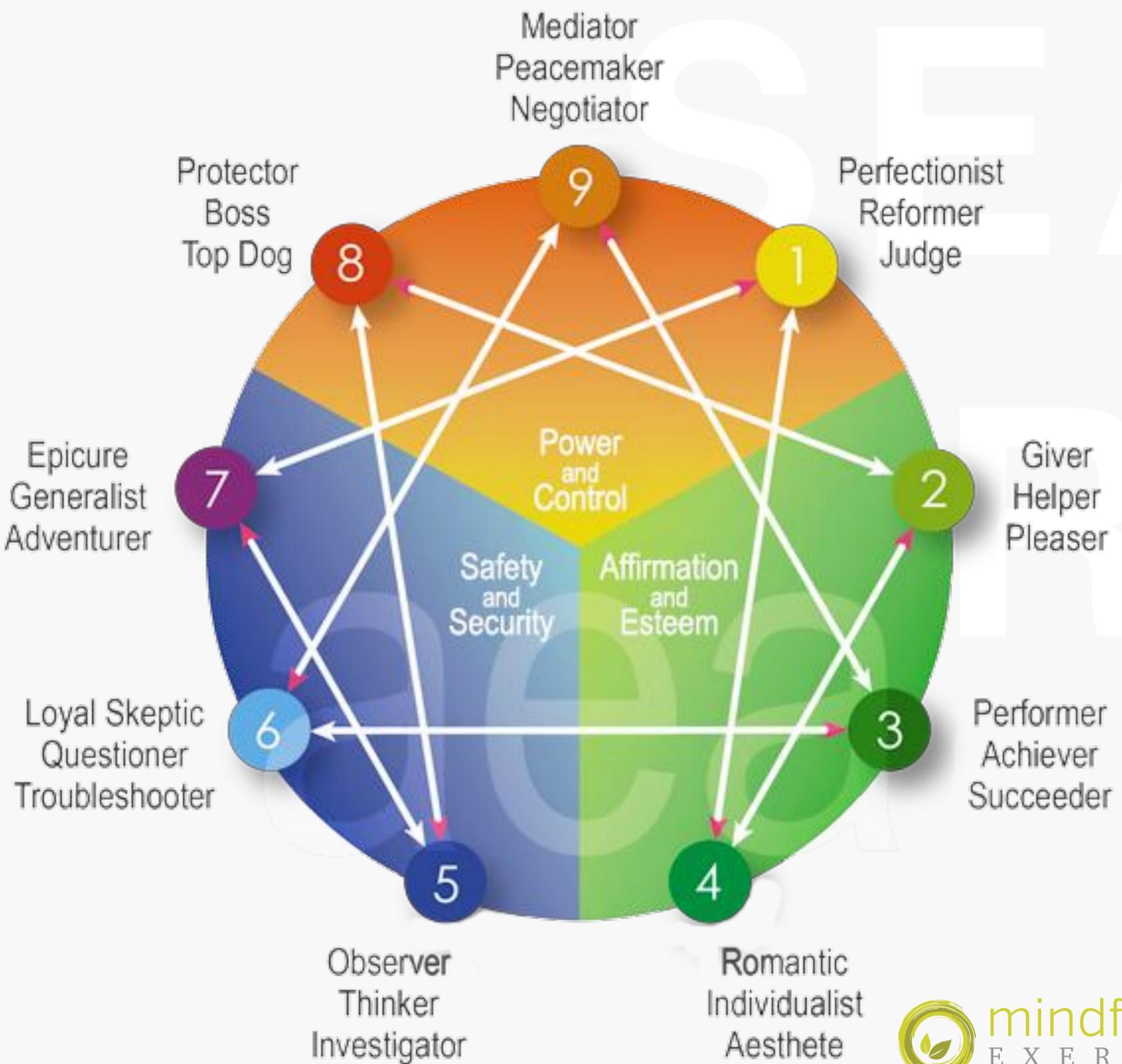
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1:1 - Individuals

Social - Groups

Self-Preservation - Recordings

EnneagramInstitute.com



In-Person vs. Audio vs. Video vs. Writing



Guided Meditations



Guided Meditations

Practice With Scripts
Engage In Practice Along With Them
Invite vs Direct
Reinvent Meditations You Love

In Person



- Compassionate Intention
- Ground, Breathe
- Soft Front, Strong Back
- Refer To Your Palette

Presentations

SEANI

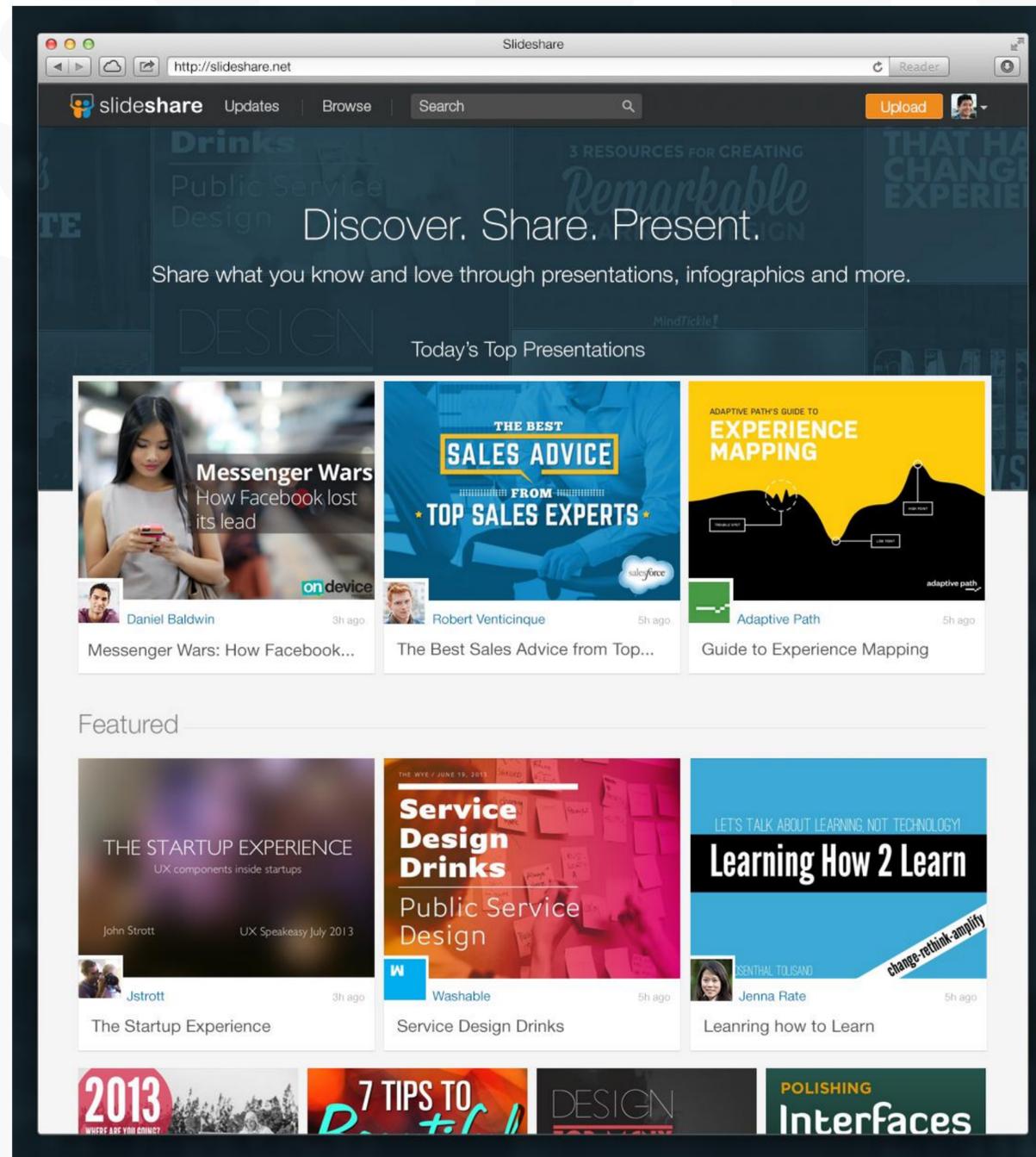


PowerPoint



Keynote

SlideShare.net



Summarize With Lightness



"OK, I'm now going to read out loud every single slide to you, word for word, until you all wish you'd just die."

Audio

yeti



Audio



WavePad



NCH
NCH Software

Audio Editor
Professional Audio Editing
Software for your computer.

Download Now

The advertisement features a dark grey top section with the word 'WavePad' in a large, white, sans-serif font. Below this, a red pencil is shown drawing a blue audio waveform on a white background. To the right of the waveform is the NCH Software logo, consisting of the letters 'NCH' in a bold, black, sans-serif font with a red dot for the 'i', and 'NCH Software' in a smaller black font below it. Below the waveform, there is a red button with the text 'Download Now' in white, and a white mouse cursor pointing at it. To the right of the button, the text 'Audio Editor' is written in a large, blue, sans-serif font, followed by 'Professional Audio Editing Software for your computer.' in a smaller black font.

Podcasting

SEAN



The Audacity to Podcast

Award-winning "how-to" podcast about podcasting for passion and success

Video



Unified Meeting Experience

HD Video Conferencing



No Hardware



Mobility



Mobile Screen-Sharing



Web Meetings



Stunning Quality

Video



Full HD C920 Webcam

 Logitech®

Video Recording

SEAN

ScreenFlow

Screencasting and video editing software for Mac

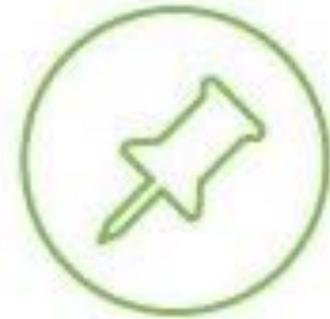


+

REC



Audio & Video Editing



Post a Job



Freelancers
Apply



You Interview
and Hire

[Post Job](#)

or

[Search Freelancers](#)

Posting is free!



Join us for a
Q&A
 with *Calm*
 mindfulness instructor
Tamara Levitt

f LIVE

Thursday
 February 23
 11 am PT

Facebook Live



Looloo's Yogis

FACEBOOK LIVE MEDITATION



f JOIN US!
FACEBOOK LIVE MEDITATION
 WEDNESDAYS 12.30 TO 12.45PM
<http://bit.ly/LiveMeditation>

middleway



Saskia Grootscholten
its ok

Janine Danbrook
I wrote it down & took a screen shot xx

Ugo Amaefule
Wow, this is just amazing

Petra Weister
It's good

f LIVE

Facebook Live Study Group
Teaching Topic

Healing our relationship with money
 CLICK HERE to access all our
 Facebook resources for this study group
#moneyfreedom




THE ART OF LIVING

Meditate *with*
Bhanu didi

f LIVE FACEBOOK LIVE

11TH SEP
7.30PM IST

Log on: fb.com/TheBangaloreAshram



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Writing Tips

1

Reveal personal transformations.

2

Provide actionable content.

3

Weave in stories, examples, quotes, and science.

4

Compelling title: 5 Steps To Transform Fear Into Confident Action

Finer Minds



Tiny Buddha



tiny buddha[®]
simple wisdom for complex lives

mindful.org

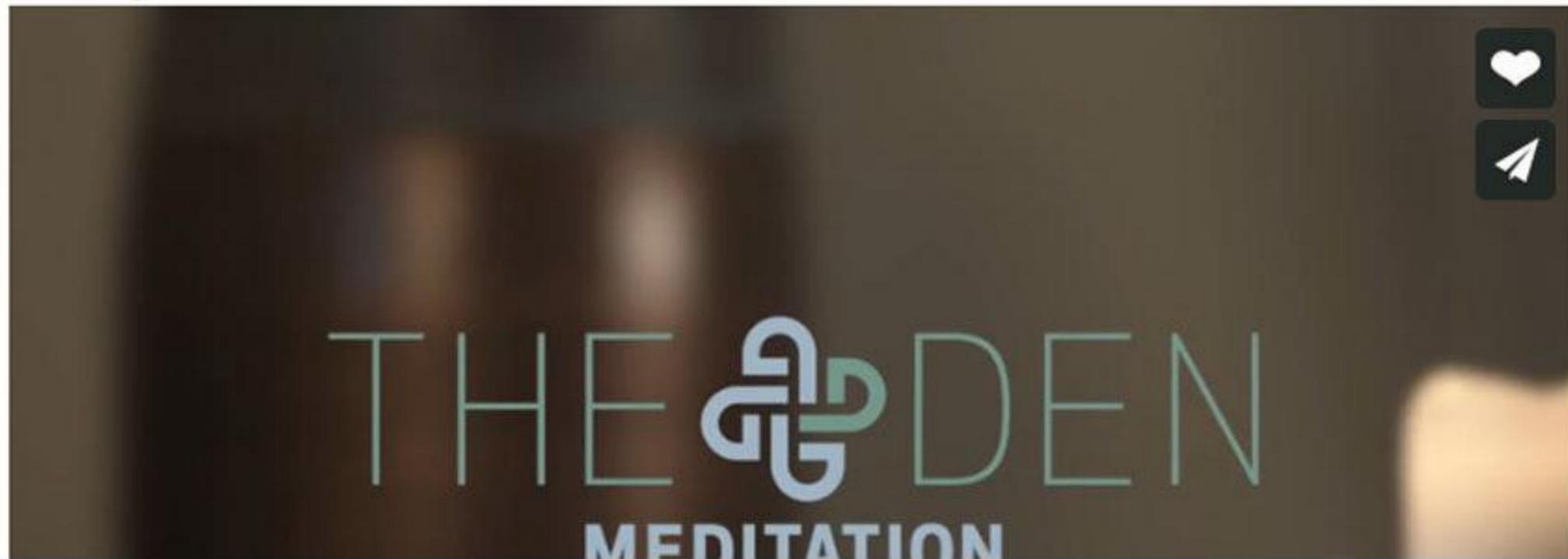
mindful

taking time for what matters

LIVING

MEDITATION

WORK



MindfulnessExercises.com

Mindfulness Exercises Search...

FREE MINDFULNESS EXERCISES

- ▶ **FREE AUDIO MEDITATIONS & TALKS**
- ▶ **POPULAR MINDFULNESS VIDEOS**
- ▶ **DOWNLOADABLE WORKSHEETS**
- ▶ **PROFOUND MINDFULNESS EBOOKS**
- ▶ **INSPIRING QUOTES & IMAGES**
- ▶ **FREE MINDFUL LEADERSHIP TRAININGS**
- ▶ **TOP MINDFULNESS TEACHERS**
- ▶ **CONTACT MINDFULNESS EXERCISES**

THE WORLD'S #1 MINDFULNESS RESOURCE

 4 Minute Meditation Free - Add to cart	 10 Minute Meditation Free - Add to cart	 Loving-Kindness Meditation Free - Add to cart	 Quick Body Scan Free - Add to cart	 Big Sky Meditation Free - Add to cart	 Mindfulness of Depression Part 1 Free - Add to cart
 Beauty, Hope & Fear Free - Add to cart	 Self-Compassion Break Free - Add to cart	 Real Happiness At Work Free - Add to cart	 Mindful Eating Free - Add to cart	 Mindful Walking Free - Add to cart	 Attachment Commitment & Love Free - Add to cart

INCREASE YOUR MINDFULNESS:
[The Ultimate Collection of Mindfulness Worksheets](#)

NEW ONLINE PROGRAM!
[The 2017 Mindfulness Teacher Certification Program](#)

FREE MINDFULNESS AUDIO:

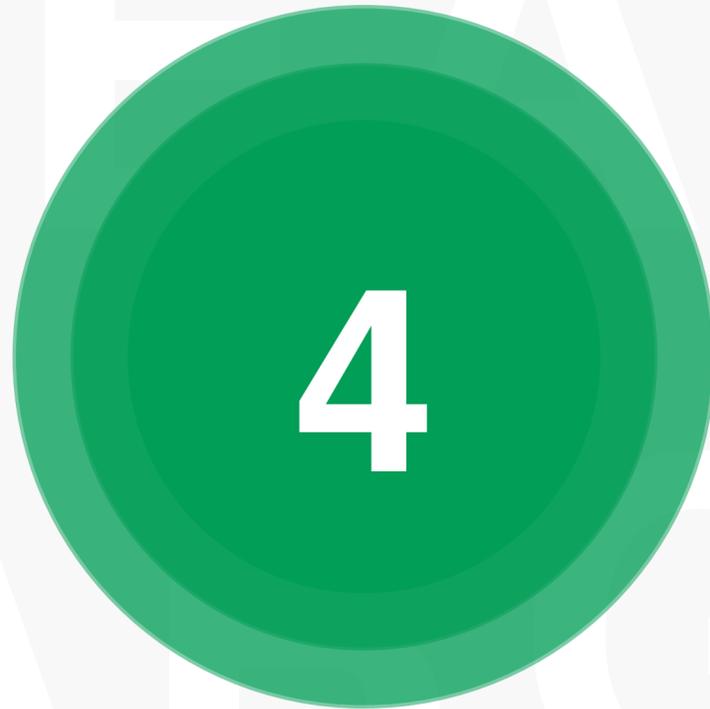
- Addiction
- Anxiety
- Binaural Beats
- Compassion
- Concentration
- Depression
- Fear
- Gratitude
- Guided Imagery

mindfulness exercises.com Login

◀ ▶ ⏪ ⏩ ☰

Guided Meditation 03:43 / 27:15 🔊 🔍

SEFAN FAIRGO



Test Your Teachings



SEAN

“ Never stop asking real people what works in their real lives.

SEAN FARGO ”

Prepare



Test



SEEAN
FARGGO



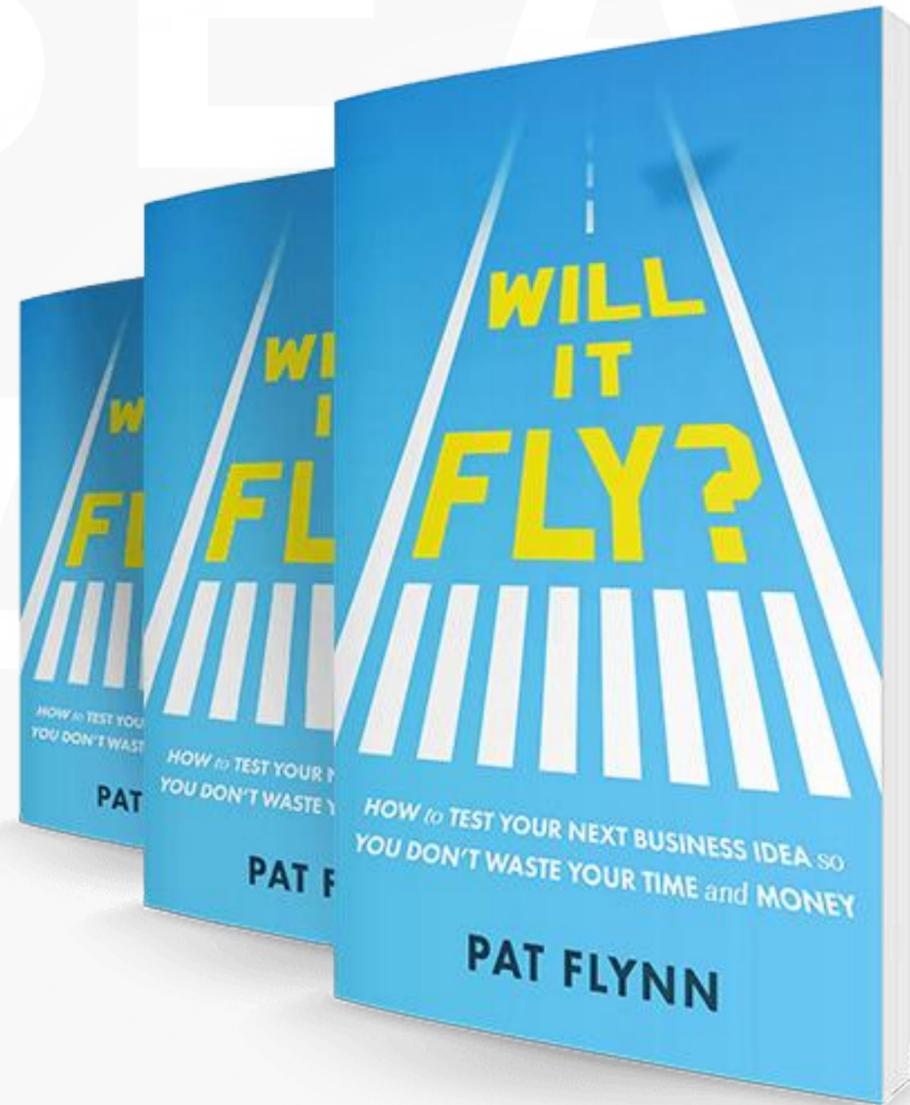
Iterate



Survey

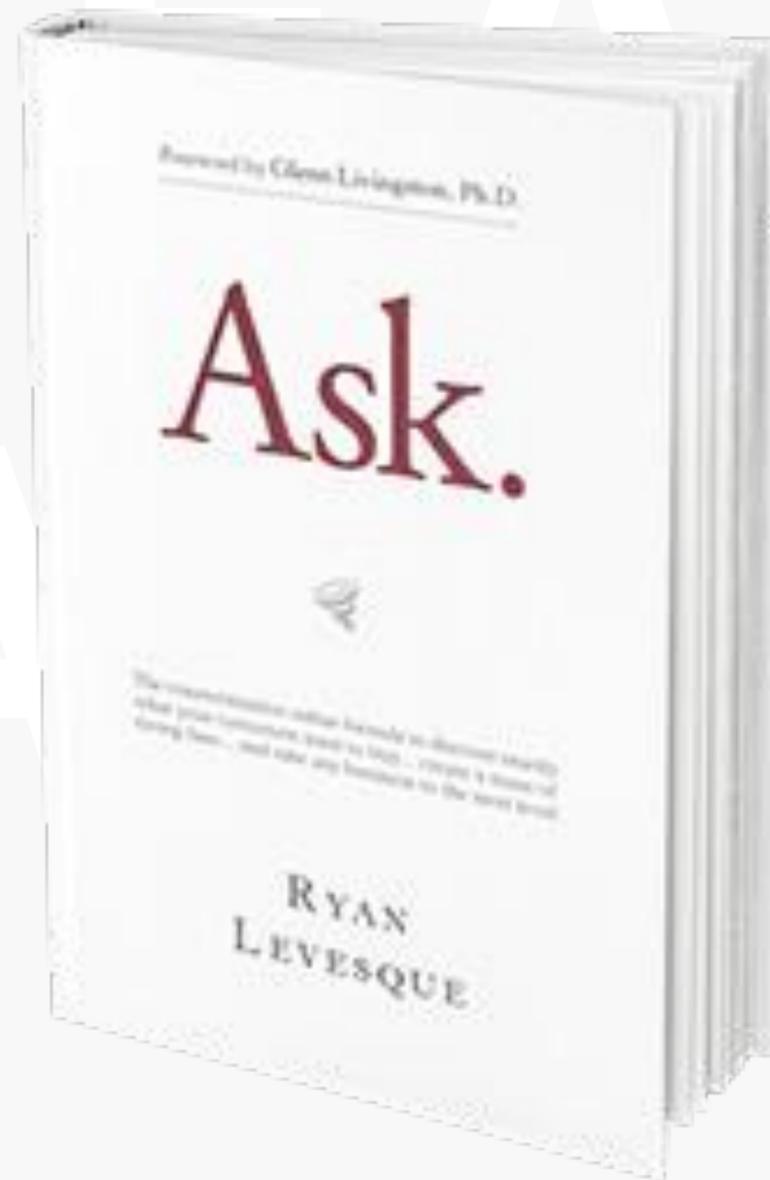
Will It Fly?

SEAN
FAHLO



Ask

SEAN
FAITH
GO





SEAN

Know What's Already Working

- 1 Top Teachers & Audio: Amazon, NYTimes, Spirit Rock, IMS, DharmaSeed, Mindful Magazine, Insight Timer
- 2 Top Videos, Apps & Podcasts: YouTube, On Being, Simple Habit, Calm
- 3 Top Companies: MNDFL, SIYLI, iBme, Refresh Body, Life Balance Inst
- 4 Top Conferences: Wisdom 2.0, Mind & Life Inst., Mindful Leadership Summit, Center for Greater Good

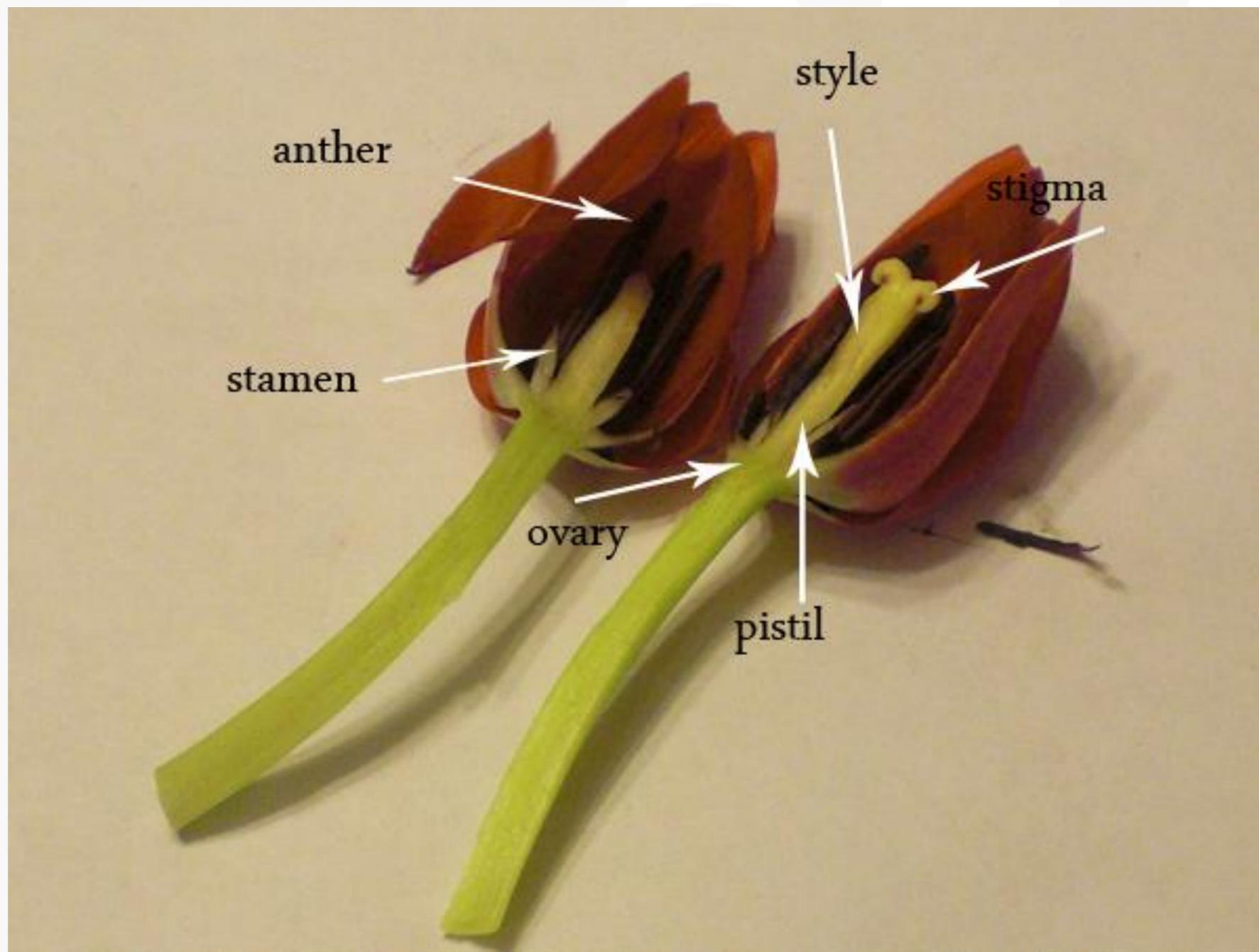
FEARGO

10 Topics That Skyrocket Attention

- 1 Anxiety
- 2 Sleep
- 3 Overwhelm
- 4 Focus
- 5 Mindful Parenting
- 6 Sex
- 7 Gratitude
- 8 Compassion
- 9 Joy
- 10 Ease With Politics



Dissect It



The welcome.
The story.
The invitation for Q&A.
The topic intro.
The segway into a practice.
The quotes.
The amounts of silence.
The pacing.
The vocal tone.
The emotional tone.
The struggles.
The stated outcome.
The graphics.
The music or nature sounds.
The summary.



Adapt To Your Niche: Leadership Example

1

Begin with the science, the positive business outcomes, and your own experiences.

2

Adapt length of practices to be shorter and process driven.

3

Introduce practical techniques: mindful walking, mindful meetings, acronyms (RAIN, SBNRR, etc.)

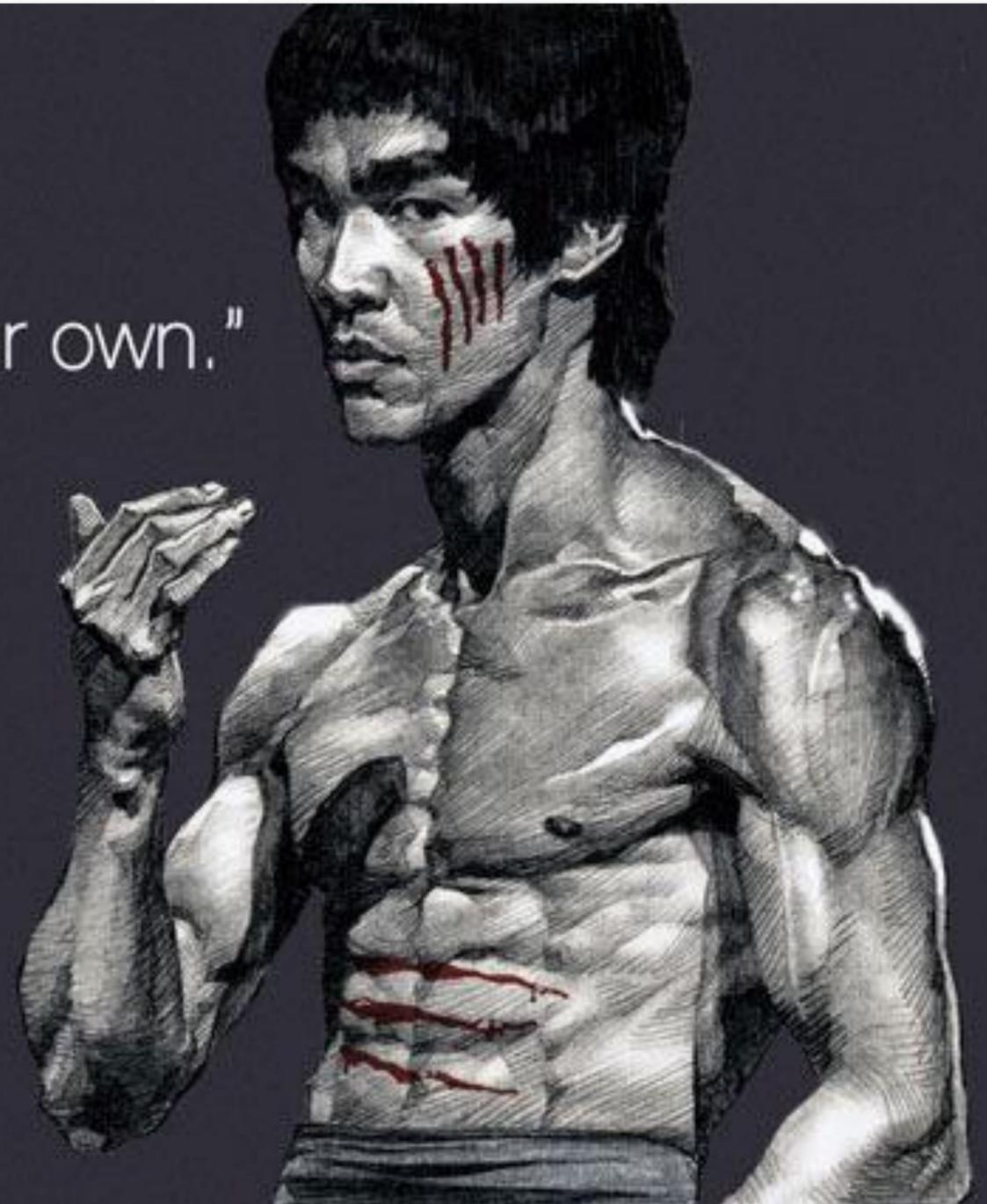
4

Use the right language: resilience vs stress reduction, EQ vs mindfulness, agile development, etc.

Reinvent It

"Absorb what is useful,
Discard what is not,
Add what is uniquely your own."

- Bruce Lee



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FARGO



“ Prepare your palette and follow your plan.

SEAN FARGO ”

SEAN

Liftoff
FARGO

SEAN



How I Scaled My Testing

- 1 Insight Timer: 50k listens, robust analytics.
- 2 [MindfulnessExercises.com](https://www.mindfulnessexercises.com): writings, video, audio and worksheets with 75k views
- 3 LinkedIn profile with professional photo.
- 4 Leverage email lists, teacher's support, testimonials, free give-aways.



INSIGHT
Peace in our Timer

SEAN



Spirit Rock
An Insight Meditation Center



MailChimp

Udemy
"academy of you"



"The program has been a huge success. More than 30% of our members nationwide have signed up."

- President, YogaWorks



45

New members from referrals
per month

951%

ROI with Perville

7453

Facebook posts

7993

Tweets



SEAN

You can't know what truly works unless you
ask them.

FARRAGO



What Should You Ask?

- 1 The content of the learning experience was appropriate for my needs.
 - 2 I gained a solid understanding of the topics covered in this learning experience.
 - 3 It's clear how I will apply the knowledge gained from this learning experience.
 - 4 This learning experience made good use of my time.
 - 5 Teacher was knowledgeable about the content.
 - 6 The teacher interacted effectively with participants.
- Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree



SEEK

What Should You Ask?

7

What were the strengths and growth areas for the teacher?

8

What were the most valuable aspects of this learning experience for you?

9

How could this learning experience be improved?

Open Ended Answers

FEARLESS



What Should You Ask?

On A Scale Of 1-10, How Likely Would You Be To Recommend This To A Friend Or Colleague?

Detractors: 1-6

Passive: 7-8

Promoters: 9-10

Google: NPS SCORE

Google Surveys



Concept & Product Development



Market Trends



Brand Tracking



Marketing Design



Campaign Measurement



Timely Questions



Customer Satisfaction

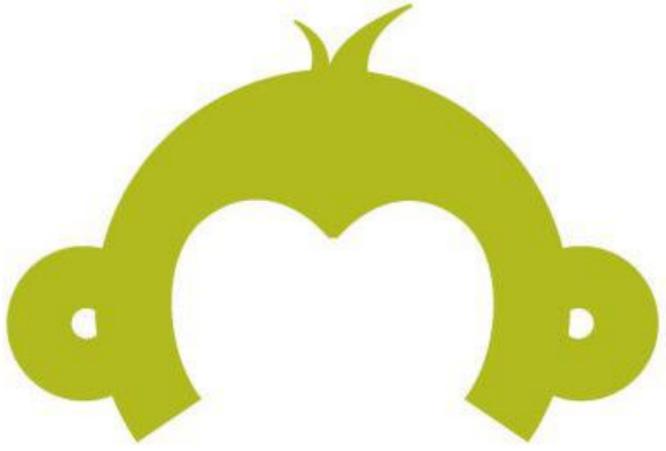
NEW



Custom Survey Portals

[SurveyMonkey.com](https://www.surveymonkey.com)

QUESTIONS



SurveyMonkey®

Email Signup List

Sign Up For Email Updates

Sign up to receive news, special offers, and more!

EMAIL	FIRST NAME	LAST NAME
-------	------------	-----------

	Favourable	Unfavourable
Internal	<p>Strengths</p> <ul style="list-style-type: none"> • { What are your strengths? } • { What do you do better than others? } • { What unique capabilities and resources do you possess? } • { What do others perceive as your strengths? } 	<p>Weaknesses</p> <ul style="list-style-type: none"> • { What are your weaknesses? } • { What do your competitors do better than you? } • { What can you improve given the current situation? } • { What do others perceive as your weaknesses? }
External	<p>Opportunities</p> <ul style="list-style-type: none"> • { What trends or conditions may positively impact you? } • { What opportunities are available to you? } 	<p>Threats</p> <ul style="list-style-type: none"> • { What trends or conditions may negatively impact you? } • { What are your competitors doing that may impact you? } • { Do you have solid financial support? } • { What impact do your weaknesses have on the threats to you? }

SWOT Analysis



**KEEP
CALM
AND
ITERATE**



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