

PRESS RELEASE

Mindsetter[®] Launches New Community, New Solution Services and the Publication of a New Book!

VANCOUVER, May 18, 2015 - Mindsetter announced the launch of the Mindsetter Community and new services and solutions for trainers, authors and learning and development professionals.

“We believe that the world is already full of Mindsetters - people who have an important message, a positive way of thinking and a new idea that can make a difference once it's shared,” said mindsetter president and cofounder Michael Gobran. “That’s why we’re thrilled to launch a community dedicated to such forward-thinking individuals.”

The Mindsetter Community is for anyone who wants to share their message to inspire new ways of thinking and positive change in others. The free online platform allows anyone to create and share their message, combined with engaging and interactive learning episodes that ensure their message has real and measurable impact.

Mindsetter has also expanded its services and solutions with training and certification programs through their Mindsetter Academy program. “Our programs, designed for trainers, coaches, and speakers, offer insight into mindsetter’s simple but powerful methodology known as the 3R-Axiom[®] that will forever change how you communicate and share your ideas,” said Gobran.

Finally, for organizations that want to establish and strengthen a desirable culture for the people they lead, mindsetter introduces its Mindsetter Solutions team. “Our consultants will guide you through the mindsetting process and support you to establish the team mindset, corporate mindset or community mindset that enables success,” explained Gobran.

Mindsetter has evolved into not just a technology platform, but a community of influencers - known as Mindsetters - who are taking the core methodology and using it to create impact and influence in their workplaces, families and communities for the better.

“While we’re staying true to one of our original intentions of providing online learning technologies,” said Gobran, “we have also expanded into establishing a free, open platform; launching the mindsetter solutions team to help everyone take advantage of this platform; and introducing the Mindsetter Academy. We’re also so proud of our new *Be a Mindsetter* book being release in Fall 2015 that shares our powerful methods and tools to a wider audience.”

About mindsetter

Having the right mindset is critical in change management, employee engagement, training, and leadership development. mindsetter® combines a unique methodology with technology and consulting to impact thinking, behaviour and learning retention.

Contact-

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PRESS RELEASE

Mindsetter[®] Sponsors ATD Conference and Expo for Fourth Year in a Row!

VANCOUVER, May 18, 2015 - Mindsetter is proud to be a Platinum sponsor of the ATD 2015 International Conference and Exposition put on by the Association for Talent Development, the world's largest association dedicated to the training and development profession.

“As a Platinum sponsor, we are demonstrating our commitment to the field and our passion to see training and learning reach new levels,” said mindsetter president and cofounder Michael Gobran.

At ATD 2015, mindsetter will be revealing Gobran’s brand-new hardcover book, *Be A Mindsetter: An Essential Guide to Inspire, Influence and Impact Others*. To celebrate the book’s release, the mindsetter team is giving away 1,000 pre-release copies exclusively to attendees of ATD 2015.

Attend mindsetter’s solution session on Tuesday, May 19, from 10 a.m. to 11:15 a.m. in Room #W105A, or visit the team at Booth #1221. When you stop by, pick up your complimentary copy of the book and share your mindset on their message board for a chance to win an Amazon Kindle Paperwhite or a Blue Snowball USB Mic.

“We want to get mindsetter into the hands of coaches, trainers and all other professionals at ATD 2015 so they can see how easy it is to use mindsetter’s automated system to vastly improve learning retention,” said Gobran.

About mindsetter

Having the right mindset is critical in change management, employee engagement, training, and leadership development. mindsetter combines a unique methodology with technology and consulting to impact thinking, behaviour and learning retention.

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May 18, 2015

Dear member of the press,

Welcome to Orlando! As a Platinum sponsor of the ATD 2015 International Conference and Exposition for the fourth year in a row, the mindsetter team can't wait to meet you.

At this year's conference, we are unveiling our new book, *Be a Mindsetter: The Essential Guide to Inspire, Influence and Impact Others*. As a member of the press, you know just how important it is to craft succinct, memorable messages and communication. This book reveals a dramatically powerful, new way to approach this, and we'd like to offer you a **complimentary copy** and an exclusive chance to **meet the authors!**

All you need to do is come by Booth #1221 and show us this letter!

You won't want to miss meeting the authors of this new book. **Derek Roberts** is an executive communication consultant, speaker and leadership coach with expertise in organizational change management and the development of high-performing sales and business development teams. **William Greenwald** is founder and chief neuroleaderologist of a global executive development and leadership coaching firm specializing in the neuropsychology of team and leadership behavior. And **Michael Gobran** is an executive coach and leadership trainer, as well as the co-founder of a Web 2.0 platform that helps anyone create and communicate impactful information instantly and automatically.

This book will:

- Help people build and develop successful, positive mindsets personally and professionally
- Empower people to share the messages that are within them in a way that meaningfully inspires, influences and impacts others
- Share a simple methodology that can be replicated by anyone who wants to craft effective communication

Learn more by visiting Booth #1221 to meet the authors and hear from each of them on why mindset matters!

Sincerely,

Kathy Richmond at Booth #1221
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ATD 2015 Solution Session

Be More Than Just a Thought Leader: Be a MINDSETTER!

Tue, May 19 | 10:00 AM - 11:15 AM | W105A

- **Mindset matters** - It is a game changer and is often the tipping point between those who win and everyone else.
- **Mindset is a choice** - Each individual determines the mindset they use to process information and govern their behavior.
- **Mindsets can be shaped** - Strong, well-crafted messages can reshape mindsets and move people to embrace new perspectives.

This session will introduce you to a powerful new methodology designed to help you create and deliver messages that influence people's mindsets. Learn how the latest research in brain science has been used to structure a process called the 3R-Axiom, and to develop online solutions that redefine the conventional learning curve. Discover why world-renowned authors, speakers, and trainers have embraced this methodology and have taken the journey from thought leader to Mindsetter! Come find out how you can become a Mindsetter too.

You will also receive a free prerelease copy of the speakers' book on sharing mindsets.



Be a **Mindsetter.** Inspire. Influence. Impact.

ABOUT **MINDSETTER**

Having the right mindset is a game changer! It's the key criteria for success, whether we're in our workplaces, in our homes or in our communities. mindsetter® combines a unique methodology (our scientifically proven 3R Axiom) with technology and consulting to impact thinking, behaviour and learning retention.

OUR **SOLUTIONS**

PLATFORM

Establishing a new mindset or changing an existing mindset is simple, but not easy. With the right knowledge and tools, each of us has the ability to build the right mindset - either for ourselves or for those around us. Our online eMindsetting platform provide all the features and tools you need to create, share and build that mindset!

ACADEMY

The mechanics - the how to element - of the process plays a big role in how successful we are in sharing our mindset with our target audience. Our Academy training programs offer insight into our simple but powerful methodology known as the 3R-Axiom® that will forever change how you communicate and share your ideas.

SOLUTIONS

Attitude multiplies the success of any individual, team, organization or community. That's why it's important to do everything possible to establish and strengthen a desirable culture for the people that we lead. Our consultants will guide you through the mindsetting process and support you to establish a positive team mindset, corporate mindset or organizational mindset that enables success.

COMMUNITY

The Mindsetter Community is for anyone who wants to be inspired or share their message to inspire thinking and positive change in others. The Community builds on the tools and training you receive through us, creating an all-encompassing community where you can find everything you need - every tool, every research-based methodology, every idea - to help you to successfully build and share your mindset. From this hub, you can connect with others like you and share your energy, inspiration and spark.

OUR BOOK

Available Fall 2015! Take a journey into the mind of your audience and follow your message as it struggles to survive. *Be A Mindsetter: An Essential Guide to Inspire, Influence and Impact Others* introduces readers to a powerful new methodology for creating messages that truly impact people's mindsets.

OUR CORE BELIEFS: **WHY WE DO WHAT WE DO**

Our vision is to equip those who have a desire to inspire, influence and impact others. We feel strongly that everyone has something important to share. However, too few really think daily about how to make every message count for more.

Our goal at mindsetter is to ignite a movement that engages people to think intentionally about the mindsets they share. We want them to recognize that wherever they are and whoever their audience may be (corporate, personal, community, family, etc.) that effectively sharing their mindset is a purposeful practice that can have incredible impact.


sharing mindsets to inspire people

Please contact Kathy Richmond at kr@mindsetter.com or call 1.855.673.8837 ext. 210



REAL CUSTOMERS, **REAL SUCCESS**

Trainers, authors and corporations are already using mindsetter to revolutionize their training and service offerings, but don't just take our word for it. Here's what real customers had to say:

"The Bob Pike Group help clients increase training retention and apply their new learning back on the job. Mindsetter is the perfect follow up to our training programs. The short, simple activities reinforce key concepts and lock in learning for week and months beyond the classroom."

Becky Pike Pluth, President and CEO, The Bob Pike Group

"Reinforcement after training has always been a part of our core methodology, but when we found mindsetter, we immediately recognized its power and potential to engage our clients in a whole new way before training begins."

We recently used a series of mindtriggers as pre-work for a sales conference that we lead annually for the American Red Cross. Our goal was to re-engage concepts from past training, preview topics for the conference and accelerate momentum and anticipation leading up to the event.

The impact was undeniable. From the senior leader to the frontline rep, the mindtriggers were hailed as a critical contributor to their mental readiness and engagement. It turned out to be their best conference ever. Likewise, my facilitators said that participation and engagement in the classroom was the highest they have ever experienced. As a result, we have now embedded mindsetter as a standard part of our pre-conference training format."

Derek Roberts, Executive Partner, Integrity Solutions

"Even an inspiring idea like FISH! needs regular reinforcement to become a habit. A mindset was just what we needed to help people keep FISH! top of mind, put it into action, and to truly live what they have learned. It is adding great value for our clients."

John Christensen, Founder of Charthouse Learning, Inc.

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