

*We continuously engage  
restless professionals  
in a strategic search  
for their personal  
work·life fulfillment.*

2009

SERVICE DETAILS

THE  
INSTITUTE  
OF YOU



# WHAT IS THE INSTITUTE AND HOW WILL IT HELP ME?

It's been proven, we find more fulfillment in good work than in great leisure; after all, we work for at least one third of our lives. This is an era of self-actualization through work, where abundance and diversity of choice in our profession can lead to confusion or — with strategy and focus — to fulfillment.

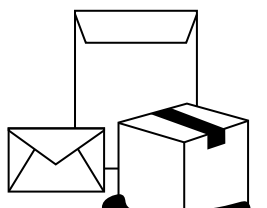
We are a subscription service that guides professionals to their next stage of career growth.

*While engaging the services of The Institute, you will: generate momentum for change, understand where you are, and self-direct towards your goal; to be passionate, purposeful, and fulfilled by the hours you spend earning a living — every day.*

*Passionate people who've answered their calling aren't just serving themselves, they're better serving the world.*

# WHAT WILL I GET?

*You will receive the following,  
specifically tailored to suit you...*



5

*parcels  
delivered  
to your door*

15

*exercises*   
*you'll complete*

1

*passion for  
helping you  
find yours* ♥

1



*tough question  
on your mobile  
every day*

44

*inspired  
perspectives* ”

8

*weeks of  
scheduled  
personal  
activities*



# HOW DOES IT WORK?

*We facilitate change through...*

Our content is built on the ideas and expertise of big thinkers in the fields of Sociology, Cognitive Science, Economics, Business, Self Development, Management Thinking, Politics, Entrepreneurship, and more.

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*...thought-provoking content*

## IMPORTANT QUESTIONS

You'll dig deep to find answers inside yourself to important questions that rarely get asked.



## INSPIRED PERSPECTIVES

We've collected hundreds of condensed ideas from the big thinkers of our time, to quickly give you a broader perspective on work-life fulfillment. ”

## EXERCISES & ACTIVITIES

We've made the hardest parts easier for you to approach, by turning them into challenging activities.

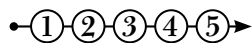


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*...an immersive process*

## FOUNDATIONS FIRST

We use the **ARROW** methodology as the guiding framework for your research, discovery, and actions.



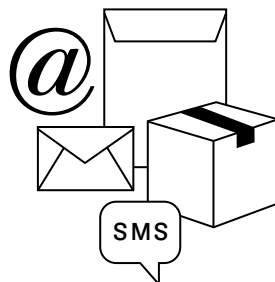
## STRATEGIC TIMELINE

We've developed a strategic timeline so that you get what you need, when you need it.



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*...coming to you*



## MULTIPLE MEANS

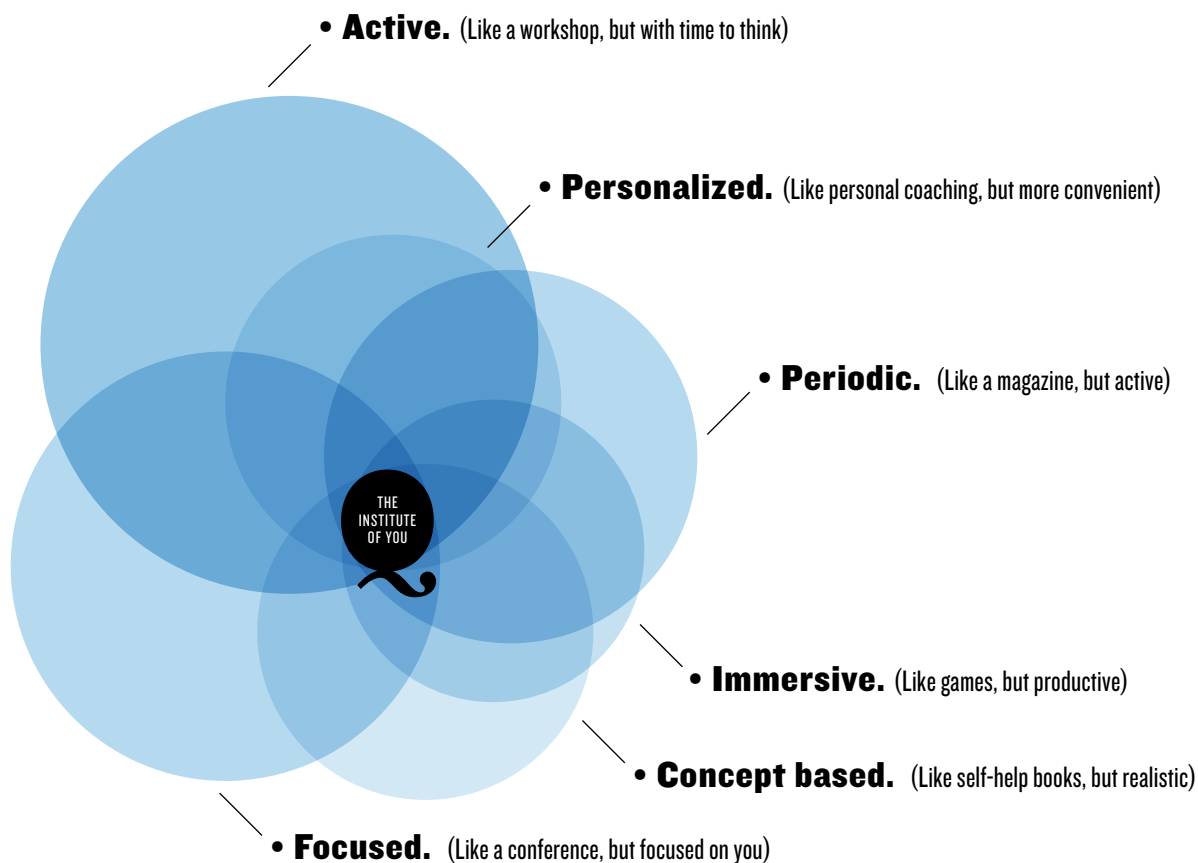
We've mapped all these elements to the most effective method of absorption — emails, letters, packets, and texts — it all comes to you.

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**YOU**

# WHY DOES IT WORK?

*Our subscription service  
propels career growth  
with an experience that's...*



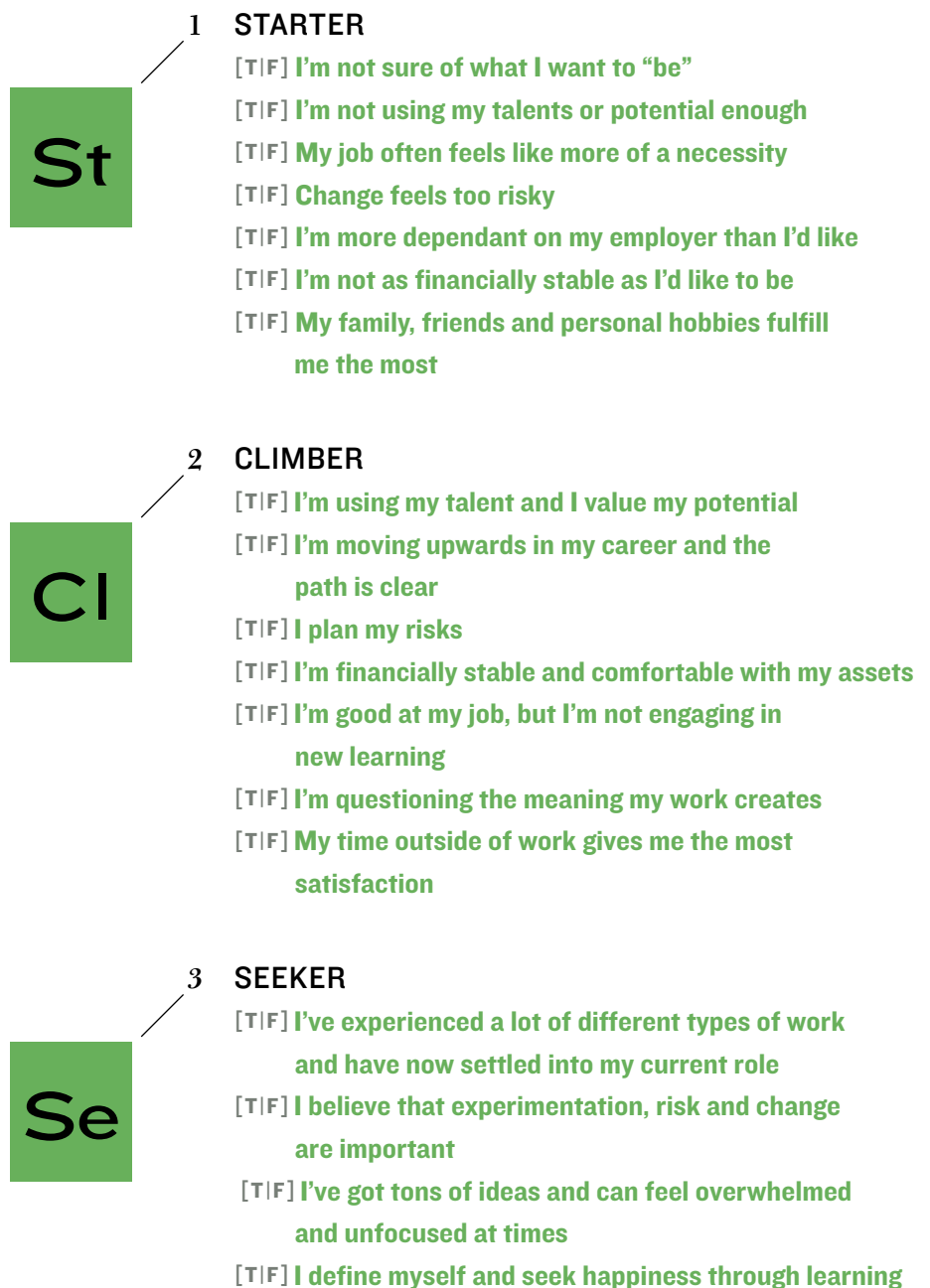
- ~~Prescriptive.~~
- ~~Preachy.~~
- ~~Unrealistic.~~
- ~~Superficial.~~
- ~~Band-aid solution.~~

# WHERE DO I FIT?

*To design your stay at The Institute, we need to know which division will most benefit you.*

*Assess yourself...*

*[www.instituteofyou.com/test/](http://www.instituteofyou.com/test/)*



*Are you ready to:  
generate momentum for  
change, understand where  
you are, and self-direct  
towards your goal; to be  
passionate, purposeful,  
and fulfilled by the hours  
you spend earning a  
living — every day?*

8 WEEK SUBSCRIPTION FOR \$200 USD

**Join The Institute of You,  
and ask yourself...**

[www.instituteofyou.com](http://www.instituteofyou.com)

