Happiness Is A Choice – No Matter What
Workshops to Guide You There
“I believed the world and life in general was an unsafe and frightening place. Bad things happened, especially to me. Since coming to The Option Institute, I have changed my beliefs and now see life in a totally different way! I make happiness my priority. Life is truly a gift and a blessing. ”
– Stelios Angelides, Care Manager-JRP Coordinator, United Kingdom

“When I arrived here, my mind was a maelstrom of judgments and repressed anger. I vacillated from unhappiness to happiness without knowing why. I hid behind a mask. I was radically inauthentic. As a result of the love, acceptance, and most importantly, the challenges that were put before me at The Option Institute, I have learned to accept my judgments and have chosen to ask in a loving way, ‘why am I doing them?’ Miracles do happen at The Option Institute. Thank you.”
– Eileen Bone, Customer Service Coach & Son-Rise Program Mom, United Kingdom

“I have been coming to The Option Institute for more than 10 years. I continue to become more self-aware and more loving with each unfolding day. I assisted my father as he died this year from bone-cancer. Because of what I have learned here, it was the most amazing, peaceful, miraculous event of my life and I believe I helped my Dad be more comfortable in his final days. What is truly amazing is that this process of learning The Option Process has been such great fun and yields benefits too numerous to count.”
– Mary Church, Business Owner, Indiana

“When I take classes at The Option Institute, it’s like giving myself soul food. My inner being gets nourished and, just like feeding our physical bodies, one meal is not enough. Coming regularly every year keeps my sense of self healthy.”
– Heather D’Amore, Photographer & Mentor, Washington, D.C.

“I came with an open heart and willingness to really look deeply at myself. I’ve had so many ‘wow’ moments including the realization that I am in charge of my own destiny. I have had a smile on my face and in my heart all week! I choose to live my life in a more positive way and make happiness my priority.”
– Teresa Grannell, Administrator, England

“Comming to The Option Institute for multiple programs in a row has helped me to make profound changes in my belief structures and about myself. I have gone from being so unsure of who I was to having now within me the tools for self-studentship, the fascination to explore ME and the determination to be true to myself.”
– Chas Barber, Executive Assistant, Hawaii

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The Option Institute programs are segmented into levels - 99, 100, 200, 300 and 400/Masters level. The 99 and 100 level programs provide a foundation in various applications of The Option Process®. Great for first-time participants and/or those advanced participants wanting to apply what we teach in specific areas of interest.

99-100 Level Programs

13. Happiness Option Weekend: Take-home Tools for Personal Happiness
14. Fearless: Move Past Your Fears
15. Optimal Self-Trust: Make Decisions With Absolute Confidence
16. Couples Course: Rev Up Your Relationship
17. PowerDialogues℠: Fundamentals of Our Counseling Method
18. Revitalize Your Spirit: Release Stress, Rekindle Joy
19. NEVERsettle Singles: How to Get the Relationship You Really Want

200 Level Programs

21. Who Are You & What Is Your Purpose?: Answer Life’s Crucial Questions
22. Advanced PowerDialogues℠: Become an Exceptional Counselor in Everyday Situations
24. Exceptional Woman: You . . . Without Apology!
25. Extraordinary Man: Revolutionize What it Means to be a Man

300 Level Programs

27. Empower Yourself: Going for (and Getting) What You Want
28. Radical Authenticity: Communicate With Honesty, Without Hesitation
29. Calm Amid Chaos: Make Peace with Challenging Events
30. Inner Strength: Ultimate Training for Unshakable Happiness
32. Living the Dream Experience: A Summer Vacation that Lasts a Lifetime

300 Level Programs

300 level programs are designed for experienced students as well as for those new participants wanting maximum change with maximum challenge. No wading in, no warming up; these programs are direct, fast-paced and challenging from the very first minute.

400 Level Programs

Our 400/Masters level programs are limited to more advanced students. Each requires a set of prerequisites and elective courses.

36. Program Levels
38. Wide Awake: Self Structured, Dynamic Program for Advanced Students
40. Mentor Certification: Master the Art and Science of Working with Individuals
42. Group Facilitation Training: Become a Masterful Teacher & Facilitator
44. Volunteer Program
46. Meet the Founders
48. Our Teachers
50. The Option Process® Dialogue
51. CDs and Books
52. Accommodations
53. How to Register
55. Program Calendar
Principles
of The Option Process® and The Option Philosophy™

We’ve been educated (or mis-educated) about how life works and how we work, and this education has made life a lot harder than it needs to be. We offer our participants and students something different. Below are some key principles of The Option Process®.

Happiness is a choice
Though many of us speak as if our emotions happen to us, we believe that they are responses we choose in an effort to take care of ourselves. Misery, fear, anger, distress, anxiety and discomfort are optional, not inevitable. We can show you how to meet crises and challenges with comfort and ease – and to create personal happiness in a sustainable way.

You have your own answers
Often, we look for our answers from experts, institutions, the media, and the people around us – everyone but ourselves. We believe that you possess all of your own answers to the personal issues that mark your life. We can teach you to access and rely upon your own internal insight.

Everything we feel, say, and do has a chosen belief which fuels it
We filter all of our experiences through our beliefs and mind-sets (about ourselves, others, and events around us). These beliefs, in turn, determine how we feel and what we do. Most importantly, your beliefs are changeable. We can help you to examine and then re-choose beliefs which fuel comfort, happiness and the inner strength to overcome life’s challenges.

Being non-judgmental is powerful, not passive
Most of us see making judgments (“that’s terrible”, “he’s mean”) as crucial to our moral compass and our ability to take decisive action. However, we see judgments as leading to discomfort, anger, clouded perceptions and muddled decision-making. We help you to drop judgments, thus increasing your focus, decisiveness and ability to handle crises.

Self-criticism & self-doubt may be “normal” (“usual”) but they aren’t “natural” (“necessary part of the human condition”)
You are not condemned to live the rest of your life thinking that you are not good enough, that something is wrong with you, that you are not whole, that you are not okay as you are. These are learned beliefs. We will teach you different, more self-supportive beliefs so you know you are okay just the way you are.

We aren’t the victims we’re taught to be
At every turn, most of us are treated as though we are victims – of our genes, or our upbringing, or our subconscious, or of outside events. We have specific self-empowering strategies to enable you to capitalize on your own ultimate capability to be in the driver’s seat in every circumstance.

Authenticity, not people-pleasing, builds close relationships and safety
Throughout our lives, we are taught to say what people want to hear, to mask our true selves, to focus on who others think we should be rather than being who we sincerely are. Most of us see this as safe – and crucial to maintaining our relationships. We see personal authenticity and honesty as the key to feeling safe (because you don’t have to live in fear of being “found out”) and creating close, meaningful relationships (because each person can know and love the other for who they really are).

Changing the way you see things changes everything
Most of us think that events in our lives are inherently good or bad, and that we can only hope for more good than bad. We give you tools to change your point of view about life events. We have seen, over and over again, that learning to change your perspective on external occurrences changes your entire internal experience – which then changes how you deal with external occurrences.

We do not teach “the truth”
We do not teach “the truth.” We do not teach “the right way to live.” What we do teach are practical tools, principles, strategies and perspectives for overcoming life’s challenges and sustaining personal happiness.
Welcome to The Option Institute

Dear Friends,

Welcome to The Option Institute 2011. We travel through life learning about different philosophical, psychological, religious and spiritual paths to find clarity, comfort and understanding about our lives and the world around us. Some of us call this the search for knowledge. Some view this as the inevitable outcome of the human preoccupation with sanity and justice. Others believe we all search for God. No matter what the rationale, all of us have a yearning for connection, communion and inner peace. Sometimes our search takes us from discipline to discipline, keeping our options open and never quite committing – we end up empty-handed. There certainly are many roads to heaven, many avenues to clarity, many routes to peace of mind and many byways to love. However, wisdom suggests we travel far enough on one of those paths to reach a destination of heaven, clarity, peace of mind or love.

The personal growth programs outlined in The Option Institute 2011 catalogue offer a path that really delivers. And they have delivered for almost 30 years to our amazing program participants from over 80 countries.

If you are new to The Option Institute, the 2011 programs offer incredible opportunities to gain practical, lifetime tools to face challenges, strengthen relationships, or begin believing in and living the life you want. The core of what we teach allows each of us to take ownership and to master the emotions, behaviors and the beliefs that fuel them. We can learn to make ‘happiness a choice’ and ‘peace-of-mind a choice’ – no matter how challenging our situations might be. When we come from a place of ease and inner strength, we are infinitely more able to help ourselves and help support those we love.

Join us and our dedicated staff on our mountainside retreat in the Berkshires in 2011 … and take giant steps in learning to live fully, with clarity, confidence and comfort.”

With love and smiles,

Bears (Barry Neil Kaufman) Option Institute Co-Founder

“I have attended several workshops, read several self-help books and gone to counselors and psychologists. The Option Institute has been the only place that has blessed me with the tools to sustain love and happiness. I am leaving happier than I have ever been and I am content and peaceful knowing that I can sustain that.”

– Rhonda McMillon
Writer, Indiana

“The Option Institute is exquisite. This experience has been of the highest caliber in terms of providing me with opportunities for inner and interpersonal change, both here and beyond the borders. You practice what you teach and deliver it with love in the superbly choreographed details of the program.”

– Sean Withington
Clinical Social Worker, Massachusetts

“When I first came to The Option Institute, I was skeptical in a sense that this was not the place for me. I kept an open mind because I really wanted to change my life and my habits. As I sat through each class, I found that every lesson had a point to it and that each person can take something different out of it and use that to help them change. Everything we did related differently to each individual and I found that if one really wants to make a change in their life, this is the place to come to. This week has changed my beliefs and views dramatically and has allowed me to make many life-long friends.”

– Mike Borrel, Student, Texas

“Over the 10 days of The Option Institute, I’ve learned so much. The things I’ve learned about life, the people around me, and myself. It’s been difficult, but it has also been easy. I’ve been pushed to think about things in a new way, to think about situations I’ve been in the past. I’ve also learned that there are people in this world who care about others.”

– Ali Shalaby
Writer, Indiana

“The Option Process® Dialogue

Individuals From Over 80 Countries Worldwide Who Have Chosen to:

- Overcome adversities, challenges and crises of all kinds.
- Establish stronger and better key relationships – with friends, spouses, partners, children or other family members.
- Find real fulfillment in their careers when they find themselves feeling “stuck” or at a professional crossroads.
- Deal with grief over the loss of a loved one or other trauma.
- Face chronic challenges such as depression, anxiety, cancer or pain.
- Find the joy that’s missing from their lives by creating more sustained personal happiness or fearlessly pursuing their dreams.
- Strengthen their skills in the helping professions – counselors, teachers, coaches, therapists, nurses, etc. and in business as managers, supervisors and team leaders.

Program Participants Report the Following Benefits:

- Building true inner strength for overcoming a crisis or any of life’s challenges.
- Maximizing your success by developing the confidence, focus and personal empowerment to lead you and your team to success.
- Recharging your life and refocusing your priorities on your personal fulfillment and success. Turn stress into personal power. Make swift and permanent changes in how you feel on a day-to-day basis.
- Building closer, honest connections with those most important to you.
- Overcoming adversity and issues like depression, anxiety and grief.
- Overcoming adversity, honest connections with those most important to you.
- Becoming the person you’ve always wanted to become, the biggest and best version of yourself.
- Connecting with new friends from around the world – united by a common desire for personal development and happiness.
- Stimulating experiential classes where you are not lectured but rather are given the opportunity to put into practice what you’ve learned.
- Providing the perfect atmosphere to replenish and to grow on our pastoral 100-acre campus on a Berkshire mountainside.
Our Campus
And The Beautiful Berkshires

Located on a pastoral 100-acre campus nestled in the beautiful Berkshire Mountains of western Massachusetts, our property offers trail hikes, waterfalls, wildlife, woodlands, elegant sunrises and breathtaking vistas. From blazing fall foliage and soft downy snows to the lush green hills and explosions of life in spring and summer, The Option Institute offers a year-round picturesque backdrop in which to live, learn and grow.

Explore the surrounding community and countryside beginning with the Appalachian Trail, which borders our property, along with a host of seasonal sports such as biking, swimming, canoeing, golf, cross-country and downhill skiing. In the summer, the arts flourish with nearby theater, dance and music, including Tanglewood, the summer home of the Boston Symphony Orchestra. Additionally, there are plenty of interesting boutiques, galleries, antique shops, restaurants and a wealth of New England country charm.

We also feature a complete spectrum of exercise equipment in The Option Institute’s own fitness center and opportunities for massage, mountain biking and other activities.
Happiness Option Weekend

It can seem, to most of us, that our happiness or unhappiness is a product of the events in our lives, especially when we are facing a difficult time. This isn’t surprising, given that from a young age we see fear, grief, anger, frustration and anxiety as the “normal” and “appropriate” responses to challenging events.

The Happiness Option Weekend is a concise program designed to point you in a new direction and give you some concrete take-home tools to move past emotional challenges, enhance personal happiness and begin to overcome any crises you may be facing. Isn’t your long-term happiness worth a short weekend?

“I experienced the Happiness Option Weekend as an eye-opener! The Option Process Dialogue is the most direct way to get to know yourself and your behaviors to others. The teaching is loving and extremely helpful. It’s for everyone who wants to know why, how and when they react the way they do. It’s a challenge to get the most out of your lives. Doing the Happiness Option Weekend is reaching out to yourself and creating the life you want!”

~Mary van der Valk, Psycho-Therapist, Holland

“My first experience of a course at The Option Institute in the USA has felt safe, secure and life-changing. Before I arrived I was nervous and wondered if I was letting myself in for meeting people who weren’t living in the real world. I wanted practical stuff to apply to everyday living. That is most definitely what I got! It’s good to know that there are lots of resources here I can access even after I leave the Institute. Thanks!”

~Julie Tasker, Health Therapist and Teacher, United Kingdom

Choose how you react and feel in any and every situation
Stop self-criticism in its tracks
Turn up self-esteem and confidence, even when others are critical, doubtful or dismissive
Use the fundamentals of The Option Process® Dialogue, our core questioning technique, to uncover and replace hidden beliefs that cause unhappiness
Build a toolkit of mental and emotional shortcuts to internal comfort and happiness

In the Happiness Option Weekend, you will learn to:

13. Happiness Option Weekend
14. Fearless
15. Optimal Self-Trust
16. Couples Course
17. PowerDialogues™
18. Revitalize Your Spirit
19. NEVERsettle Singles

Happiness Option Weekend
Tuition: $395

Dates Offered:
March 11–13, 2011
July 8–10, 2011
September 9–11, 2011
Includes meals and lodging

The Option Institute programs are segmented into levels - 99, 100, 200, 300 and 400/Masters level. The 99 and 100 level programs provide a foundation in various applications of The Option Process®. Great for first-time participants and/or those advanced participants wanting to apply what we teach in specific areas of interest.

100 Level Programs

99-100 Level Programs

Tuition: $395

Dates Offered:
March 11–13, 2011
July 8–10, 2011
September 9–11, 2011
Includes meals and lodging
The Option Institute
1-800-714-2779 • www.option.org

Optimal Self-Trust
Make Decisions With Absolute Confidence

From the time we are children, we are taught to stamp out our inner voice and conform to the voices of others. As adults, this can lead to great challenges when it comes time to make important decisions in our lives.

Learn to make decisions with confidence and clarity. Crank up the volume of your inner voice so that you can tap into the wisdom within that is necessary to make crucial choices. This is especially important for those facing crossroads or times of challenge, when our own voice can seem overwhelmed by others’ opinions and emotions, as well as by our own anxiety and self-doubt.

At **Optimal Self-Trust**, you will learn to:

- Release self-doubt and replace it with self-confidence
- Make crisis-time decisions with swift and total clarity
- Stop beating yourself up about past choices
- Listen to what you want instead of needing others’ approval
- Take a leap of faith and let go … you’ll discover you can fly

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Did you know that fear and anxiety are actually life strategies that we are taught? This is good news because that means we can replace these strategies. When facing crises or potential crises, our first response is usually fear and/or anxiety. And yet, it is precisely this fear which paralyzes us, causes over-reactions, and makes us least equipped to handle whatever crisis we are endeavoring to overcome.

Fearless is a crash course on fear and how to dismantle it. You will acquire the tools and techniques to break each fear down and construct new strategies free from fear, taking the threat out of any life challenge. Identify and change the beliefs that fuel your fears, and you banish the fears and phobias they produce.

In **Fearless**, you will learn to:

- **Stop obsessing** over worst case scenarios
- **Focus** on what you do want instead of rehashing what you don’t
- **Uncover** the central fear at the core of all of your other fears
- **Stop asking** yourself fear-generating questions and start asking fearlessness-generating ones
- **Replace fear** as a life management strategy with tools and strategies for living a FearLESS life

"Before Fearless I was a paralyzed person; couldn’t make a decision, afraid I would make the wrong one – so I didn’t make one at all. I was afraid that I couldn’t take care of myself and that life would pass me by and I would miss my chance and purpose. I am now unstuck, have made a decision, and feel so free and excited that I am moving forward."

— Gail Ferver, Homemaker, Pennsylvania

"After 51 years of fear, I was able to let my guard down and show my emotions without fearing what others thought. There is now much more clarity in understanding why I was so full of fear. There is also clarity in understanding how to release my fears to experience happiness."

— Greg Hundersmarck, Commercial Real Estate Sales, Michigan

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“I came here unable to listen to myself and to truly believe I was my own greatest resource. I would second guess everything I did or said to make sure everyone else was OK with it. I have had a revelation over this week. I know I can trust wholly my decisions, and be happy and comfortable with them. Thank you!”

— Lee James, Police Officer, United Kingdom

“By the end of the week, ‘asking a question’ became an automatic next step every time I decided to be unhappy. I’m no longer afraid that I will forget what I learned here when I get back to the ‘real’ world. I know that I’ve made permanent changes in myself that will lead to choosing happiness more and more of the time!”

— Laura Licato, Scientist & Son-Rise Program Mom, Texas

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**Fearless**

Move Past Your Fears

One Week
Tuition: $1,995

Dates Offered:
May 22–27, 2011
September 11–16, 2011

Includes meals and lodging

**Optimal Self-Trust**

Make Decisions With Absolute Confidence

Dates Offered:
March 13–18, 2011
July 10–15, 2011

Includes meals and lodging
Couples Course
Rev Up Your Relationship

Who doesn’t want an even better relationship with their significant other? You may have a great relationship and simply want it to be deeper, more loving, more honest, more fun. On the other hand, your relationship may be in crisis.

Couples Course is a relationship enhancement course like none you’ve ever heard of. This course isn’t a vacation whose benefits end when the trip ends. Nor is it a week to repeat mantras of love to one another that don’t help when you’re actually in an argument. This program gives you very specific tools and lasting strategies that will forever transform how you and your partner relate to each other.

The program is led by The Option Institute Founders, Barry (Bears) Neil Kaufman and Samahria Lyte Kaufman, who have themselves successfully navigated their own relationship of more than 50 years. They, together with other senior teaching staff, will help you and your partner rev up your relationship by making honest communication both safe and exciting, eliminating blame, increasing intimacy, handling disagreements with comfort and dismantling old beliefs and perspectives which get in the way of just being together and enjoying each other.

“...I thought I had a pretty good relationship with my husband. I came here to make sure I was getting the most out of it. Ileft now knowing that I have so much to give to and so much to receive from my partner. The possibilities are endless. I will be forever grateful to The Option Institute for opening my eyes to this wonderful relationship I have discovered with my husband.”

– Wendy Edwards, Pediatrician, Canada

In Couples Course, you will acquire the following tools:

▲ Keys to Closeness: Create a safe space together for truly honest communication
▲ Moving Past the Past: Heal old hurts so you both can enjoy each other now
▲ Intimacy Without Fear: Learn how you can always “plug in” to feelings of deep love, free from any fear or reservation
▲ The No-Blame Game: No longer take what your partner does personally (and vice versa), which eliminates 90% of arguments
▲ The Option Process’ Dialogue: Use this vital technique to listen to one another in a whole new way
▲ Principles of Happy Negotiation: Crucial steps to navigate disagreements and achieve real resolution – without anger, hurt or resentment

Couples Course Dates Offered:
One Week: Tuition: $1,995
October 2–7, 2011
Includes meals and lodging

“Couples Course has been a life-changing experience. I arrived on Sunday with a large burden of doubt and lack of clarity for my twenty year marriage. After one week, both my wife and I, through the exercises we participated in, created intention and a commitment to create a new and loving relationship together. This is truly a wonderful and magical place. Thank you all.”

– Steven Williams, Business Consultant, New Hampshire

Power Dialogues
Fundamentals of Our Counseling Method

Learn the fundamentals of our core system for personal change. Power Dialogues is a non-judgmental, non-directive system of questions designed to enable people to uncover and discard hidden beliefs which fuel emotions of unhappiness and ineffective behaviors. It is a process which people have been using for more than 35 years to overcome life crises large and small.

Additionally, for those of you who are looking to master this technique and begin a fulfilling career helping others, this course is the first step.

Half of the program will focus on helping you to implement the attitude of an Option Process Mentor. (The Mentor is the person asking the questions.) This attitude consists of being incredibly present with the person speaking, totally accepting them and everything they say, not having an agenda for what they think, feel, or decide, and creating a sense of deep caring about the person. Not surprisingly, this attitude, once mastered, has enormous benefits in many aspects of life outside of the Dialogue as well.

The other half of the program will focus on enabling you to grasp the fundamentals of the questioning technique itself. You will have the opportunity to practice doing Dialogues in real time and get feedback and assistance.

Power Dialogues Dates Offered:
One Week: Tuition: $1,995
March 13–18, 2011
July 10–15, 2011
Includes meals and lodging

In Power Dialogues, you will learn to:
▲ Always be equipped for any crisis – yours or someone else’s
▲ Engage a powerful attitude at will where you are unshakably comfortable, relaxed and caring
▲ Be the resource for others that you always wished you could be
▲ Understand yourself much more deeply, and make significant personal changes by unearthing and shifting your own beliefs
▲ Take the first step toward creating a career helping others

“...After taking Power Dialogues I deeply understand that I choose my own happiness and have the tools and the experience to do that just that. This has resulted in a physical change and I am now more mobile/able to walk, even run. A fantastic turnaround for someone with multiple sclerosis.”

– Helen Cherry, Artist/Teacher, United Kingdom
Revitalize Your Spirit

Release Stress, Rekindle Joy

Do you ever feel worn down by life’s ongoing challenges? Have you been stressed out lately? None of us are taught how to handle life’s challenges in a way that feels easy, relaxed and proactive. We are taught that stress is the natural outcome of the lives we lead.

With a limited number of participants and an easier pace than our other programs, this week affords you a double opportunity. First, you will be able to truly revitalize, recharge and reinvigorate yourself. Second, you will be provided with help and tools so that when you return home, you can sustain your comfort, make your renewal last and not feel beholden to the “trials and tribulations” of life.

“Revitalize Your Spirit has been the single biggest growth experience of my life. In one week, I leapt from a person who was locked into unhappiness to an understanding that all of my relationships could benefit from my happiness. I owe my experience of my life. In one week, I leapt from a person who

By the end of the program – my depression was already lifting. By the third day of the program when asked about my depression, I calmly exclaimed, “What depression?” This has been the best week of my life.”

-- Tom Cunningham, Certified Public Accountant, Virginia

In Revitalize Your Spirit, you will be provided with:

▲ Ways to release stress and pressure, regardless of what is happening around you
▲ A caring, supportive, safe environment where you can examine – and overcome – your challenges
▲ Techniques to replace habitual self-criticism and self-doubt with self-acceptance and self-esteem
▲ A roadmap to sustainable calm and ease, even when things don’t go the way you want
▲ The Option Process® Dialogue, a self-questioning system whereby you can resolve issues and identify and change beliefs that stand in your way

Revitalize Your Spirit:
One Week
Tuition: $1,995
Includes meals and lodging
Dates Offered: Nov 27–Dec 2, 2011

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I had been depressed for 20 years, with only some minor relief using medications. I was at rock bottom, my marriage had broken up, and I thought and wished that my life was over. I decided to attend Revitalize Your Spirit and then did four Option Process Dialogues right before the program – my depression was already lifting. By the third day of the program when asked about my depression, I calmly exclaimed, “What depression?” This has been the best week of my life.”

-- Lynn McClory, Publishers’ Rep, Canada

NEVERsettle Singles

How to Get the Relationship You Really Want

Are you single? Are you in a dating crisis? Are you ready to build the kind of relationship you really want?

We’re taught a host of beliefs and ideas about love and dating. We read about “the rules” to snare someone. We talk about “playing the game.” We’re told to wait 3 days to call, pretend we’re less interested than we are, and put our best foot forward. And we grow to see having a significant other as a reflection on our value and attractiveness.

The problem with these ideas is that they actually cripple our ability to find the right person and create a truly satisfying relationship. Rather than learning a set of acting and manipulation skills, we offer something radically different: a way to create the relationship that you really want by being who you really are – and not settling for anything less.

Instead of complaining about the dating game, this is your chance, in a unique workshop setting with other single people, to change the rules.

“This was a great experience for me to explore issues I have about relationships. The class environment was a warm and caring environment and I was able to share my feelings and not feel I was being judged, a good and well needed experience.”

-- Bruce A. Hayden, Property Maintenance, Connecticut

NEVERsettle Singles:
One Week
Tuition: $1,995
Includes meals and lodging
Dates Offered: March 20–25, 2011
Who Are You & What Is Your Purpose?

Answer Life’s Crucial Questions

Do you want to achieve a deep sense of personal clarity and direction? Do you ever find yourself asking “Why am I in this relationship?” “Where am I going with my career?” “Who am I really as a mom or dad?” or even “What’s my mission in this life?”

Many people ask these questions, but few create meaningful and lasting answers for themselves. Now is your chance to do just that. In this meditative, contemplative program, you will have the opportunity to finally answer the most fundamental life questions. You will be guided through introspective activities, in-depth discussions and our unique meditation experiences to uncover the core of who you really are, who you want to be and what direction truly fits your life purpose.

Take this special time for yourself to:

- Get clear direction and purpose in the key areas of your life
- Uncover and discard limiting beliefs which hold you back from seeing who you are and creating your purpose
- Enjoy highly experiential classes that allow you to see the world in a whole new light
- Clarify your spiritual beliefs through a playful yet challenging discussion method
- Recover from challenging times by creating a positive view of yourself and a purpose-driven way forward
- Experience our Activa Meditation, a unique meditative experience that involves deep meditation though action

Who Are You & What Is Your Purpose?

One Week
Tuition: $2,395

Dates Offered:
J une 31 – August 5, 2011

Includes meals and lodging

“On a scale of 1 to 10, this program was a 100! I am leaving with a heightened awareness of myself, of God and the world I have created. I now have the power to recreate it over and over again. I have deepened my sense of who I am and what my purpose is: to live life fearlessly, to love unconditionally, to laugh regularly and to learn continuously!”

– Dayton Semerjian,
Management Consultant, Massachusetts

“...this program was life-changing and uplifting. The amazement of going from an angry, bitter person to a soft, gentle, loving, accepting and – oh wow! – free, peaceful, and happy person! I was initially skeptical that I could change my life in a week but, hey, I did and I’m amazingly grateful. Do you know how powerful it feels to know peace, happiness and freedom? It’s the greatest gift I ever gave myself – I wish this for everyone in the world.”

– Marylene Labrie,
Catering Director, Canada
**Advanced PowerDialogues℠**

**Become an Exceptional Counselor in Everyday Situations**

In this fast-paced, in-depth course, designed for people who have already taken the PowerDialogues program, you will get the chance to dive in and significantly increase your Option Process® Dialogue knowledge, understanding and skill.

Becoming skilled at this process enables you to be incredibly well-equipped to help yourself and other people in your life who are facing crises such as divorce, loss of a job, illness or death of a loved one, job stress, childhood trauma, or chronic challenges such as depression, anxiety or physical illness. In fact, if you are interested in developing a career in helping others using the Option Process Dialogue, Advanced PowerDialogues is a crucial step toward this end. (See page 40 for Mentor Certification Training Program). Certified Mentors, too, take this course to brush up on their skills.

With most of the classes consisting of small group clinics (each with its own teacher) where participants provide a unique, high-level learning experience.

In Advanced PowerDialogues, you will have the opportunity for:

- **Practice & Feedback:** Mentor while receiving useful, specific feedback
- **Attitudinal Training:** Continue getting guidance in maintaining a non-judgmental, focused and caring attitude – with applications outside the Dialogue
- **Teacher Input:** Receive a substantial amount of focused input from a teacher
- **High-Level Student Participation:** Learn with a group of students who are motivated, excited and experienced in the Dialogue process
- **Tape Review:** Get analysis of your recorded Dialogue session so that you can increase your skill
- **Pre-Requisite Fulfillment:** Complete one of the critical pre-requisites for Mentor Certification

“Although I have been coming here for many years, it never ceases to amaze me how much I discover about how I operate in my life. Each time I come closer and closer to being who I really want to be in my life by truly getting to know myself. By giving myself the gift of The Option Process Dialogue, I will never be uncomfortable in my life again no matter what the stimulus. How wonderful to be going home with a big smile on my face.”

—Denise Dalton, Lawyer, Ireland

“Advanced Power Dialogues was an in-depth exploration not only of The Option Process Dialogue, but also of the many things which arise in us as potential mentors that keep us from fully being in the attitude of being present, non-judgmental and non-directive. Thus, this course is also a very personal and useful inner exploration. The teaching was especially effective, as you get so much individual attention in the small groups.”

—Phil Lomas, Psychiatrist, Wisconsin

## Tuition: $2,395

One Week

Dates Offered:

- **October 16–21, 2011**
- Includes meals and lodging

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**Powerful Results**

**Helping Individuals, Couples, Families and Children for 28 Years**

“I am forever grateful to you for how you helped me change my life. In reality, these words only scratch the surface of a truly indescribable awakening that is taking place in me. And it started the moment I declared I wanted to do whatever it took to be happy, and stepped onto the grounds of The Option Institute. From the bottom of my heart, thank you, thank you, thank you.”

—Sonika Tinker, Investment Counselor, California

“My program at The Option Institute didn’t give me ‘the answers.’ The program gave me permission to go places I’d never dare to go. No one yelled at me or told me I was bad. I learned that the only person ultimately in control of my well-being and my ‘self’ is actually 100% me.”

—Nicholas Stewart, Account Specialist, Massachusetts

“I really feel stronger. Some of the things we did were so radically new for me – like a flash light in the dark. I really liked the meditations. It made me realize that I am the one limiting myself. When I stop limiting myself then I am free to do what I want. I’ve started making myself free from my self-imposed limitations.”

—Gaurand Khatri, Software Engineer, Japan

“Old and uncomfortable beliefs are dropping like flies – I am more and more ready to achieve my ambitions for the rest of my life and have been able to clearly define my direction for the first time. Yahoooo!”

—Tissie Roberts, Environmental Consultant/Writer, England

“I came to The Option Institute with health issues I’ve had for twenty years. My body reacts to almost every type of food I eat and I’ve had constant stomach aches, a skin rash and have been underweight. Being here has helped me explore the possibility that I can choose to be healed. Nowhere else on earth provides a laboratory for exploring such exciting possibilities. I am so blessed!”

—Christi Schwarz, Mom / Artist, Texas
Exceptional Woman

You ... Without Apology!

What makes a woman exceptional? Popular culture tells us that it’s how you look, what you wear, the career you have, the family you’ve raised or what others think of you. And yet, no new wardrobe, big promotion, radical makeover or praise can really make you feel exceptional. The moments when you have felt most exceptional, have been when you have energy, passion and purpose. Once our loving, non-judgmental teachers assist you in illuminating limiting beliefs and replacing them with enhancing ones, you will no longer feel disempowered, marginalized or unattractive.

No more trying to be what others think you should be ... or fitting into others’ “should” boxes. Instead, you can gain profound self-knowledge of who you really are – and learn to embrace that. Isn’t that what you really want for yourself, ... to know how to make your own life meaningful, rewarding, loving and joy-filled ... no matter what others think or do. Experience the power possible in a circle of women gathered in a safe and nurturing environment: the Exceptional Woman program.

You will stand up and shout, “Here I am, world. Bring it on!”

“You could spend your whole life waiting to go on holidays to make you feel better. Coming to Exceptional Woman was the best holiday for my soul. Instead of the quick fix, I came away with so much healing and re-discovered who I am and loving myself. What a great gift this course was for me. The best holiday I would ever take would not compare to this journey of myself.”

– Irini Katsogiannis, Homemaker, Australia

“I soared to new heights. I learned more about myself and what life brings. “I’m not pretty enough” and “I’m not capable enough” beliefs that hold you back, such as “I’m not smart enough,” “I’m not pretty enough” and “I’m not capable enough”

– Stacy Berrin, Neuropsychologist, New York

Extraordinary Man

Revolutionize What It Means to Be a Man

Being a man can be a glorious experience, but it often comes with expectations (shut up and show up), gender rules (men don’t cry) and shoulds (bread winner, protector, fix it man).

Maybe you’ve never looked under the hood of a car and have no desire to. TERRIFIC! Maybe you love to watch sports with the guys. WONDERFUL! Maybe you’ve always been sensitive to other people’s feelings. WHAT A GIFT! The point is, there is no right or wrong way to be a man. What’s important is being yourself.

Why not give yourself an amazing opportunity as a man, in a group of other men, to re-evaluate how you’ve come to see yourself? In Extraordinary Man, you’ll rebuild yourself from the inside out in ways you’ve never considered – ways that let you see yourself in a new light and feel GREAT about it. Grow what you like about yourself and become your own champion.

This will be an unforgettable week where you can become more of the man you’ve always wanted to be.

“The Extraordinary Man program allowed me to look at how I operate from a different perspective as a man. I have sought external validation to prove to myself that I am enough in my sporting endeavors, work environment and ultimately in my relationships. I no longer need validation from other people – my dad, my mom, my kids, my colleagues or my friends. What a load off my shoulders!”

– Tony Dalton, Civil Engineer & Construction Manager, Ireland

What makes Exceptional Woman an exceptional experience?

▲ Samahria Lyte Kaufman: Option Institute Co-Founder and inspiration to women worldwide – and your primary teacher

▲ All Women: When you share a week with only women (your teachers and your classmates), the experience is incredibly special, surprising and intimate

▲ Deep Self-Acceptance: Learn to genuinely love all of your physical self – including the parts you judge the most

▲ Personal Power: No longer feel victimized, even when people judge you, go against you or events don’t go the way you want

▲ Outgrow Your Past: Move beyond difficult or traumatic past experiences that have held you back or haunted you

▲ Be Enough: Release the “I’m not enough” beliefs that hold you back, such as “I’m not smart enough,” “I’m not pretty enough” and “I’m not capable enough”

▲ Put Yourself First: Gain life-long “female satisfaction” tools so that you can feel at ease with prioritizing yourself

Extraordinary Man

One Week

Tuition: $2,395

Spend a week with only men (your teachers and your classmates), which allows you to explore issues you might find challenging to delve into with a mixed group

▲ Freedom from the stress and pressure you put on yourself to meet societal and self-imposed expectations

▲ “Extraordinary Man” principles that you can take with you forever so that you are always mentally equipped to handle any challenge

Extraordinary Man

Dates Offered: To be determined

Includes meals and lodging

Exceptional Woman

Dates Offered: October 23–28, 2011

Includes meals and lodging

Tuition: $2,395

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In Extraordinary Man, you will experience:

▲ Letting go of artificial standards for being a man such as “be the protector,” “be the boss,” “be the provider,” “don’t show too much emotion,” “play sports” or “have an answer for every crisis”

▲ The All Men Benefit: Spend a week with only men (your teachers and your classmates), which allows you to explore issues you might find challenging to delve into with a mixed group

▲ Uncovering and changing your “man-brand” – the personas (at work, at home, with friends) that you’ve unwittingly taken on which may be holding you back

“Extraordinary Man has been an amazing journey with a band of brothers from all over the world with stories and experiences and outlooks as wide ranging as our geography. By being boisterous, gentle, challenging, intimate, powerful and sweet, we’ve learned that our true strength lies in love and acceptance of ourselves, each other and all the other lives we touch.”

– Chris Kisting, Business Development Manager, Louisiana

Revolutionize What It Means to Be a Man

Extraordinary Man

One Week

Tuition: $2,395

Dates Offered: To be determined

Includes meals and lodging
You may be at a crossroads in your life and in need of some real mental firepower to proactively navigate it. You might be stalled in your pursuit of an important goal (finding your life partner, changing your career, etc.). Or maybe you’ve noticed that you have difficulty standing strong for what you want when faced with opposition.

In *Empower Yourself*, you will acquire concrete tools for pursuing what you want, especially when formidable obstacles stand in your way. Even more importantly, you will have ample opportunity throughout the week to practice utilizing these tools. Dynamic, challenging, and fun, *Empower Yourself* is like filling up on rocket fuel for your life. You will leave inspired, powerful and ready to take action and surmount the challenges before you.

*Empower Yourself* will enable you to:

- Become a truly resourceful and resilient person
- Face any uphill challenge with comfort, focus, energy and decisiveness
- Practice principles while you are here so you can work out kinks and concerns before returning home
- Apply what you learn specifically to the areas of career, health, family and relationships
- Stand up for what you believe, even when others disagree, push back or appear angry
- Adopt the Empowered Person life tools, which will give you specific steps to pursue what you want without hesitation or apology – while still being okay if you don’t get it

"I feel as if I have been waiting all my life for this program without knowing it. However much I have embraced The Option Process, I have always struggled with my own neediness and attachment to the outcome which has fueled my own powerlessness, fearfulness and habit of always setting limits on myself and my possibilities. I am SOOOO grateful to have had this week, to have seen clearly how to change this and to learn how to fill myself to bursting and beyond with self-love and joy, instead of looking outside for validation. I AM the empowered person. I love myself."

–Anne-Marie Grafton, Organizational Development, United Kingdom

"I really can't even describe my amazement! This is the third time I have taken Empower Yourself, and each time I wonder if it will lose something. No way! I just shoot in to the sky with new discoveries every time. I will take Empower Yourself every year to make my life the most spectacular experience possible."

–Brian Ellis, Publicist, Massachusetts

"I thought I was empowered until I took this class. I saw how much I take care of others to make myself more comfortable; wait for my turn and hide myself; get frustrated and then detach from life. Empowered people get what they want and live the lives of their dreams because they know what they want, confidently and passionately pursue it and freely share themselves in all that life brings. Empower Yourself brought all that to me and I am now living an empowered life!"

–Kathy Kiepura, Medical Doctor, Georgia

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**Empower Yourself**

**Going for (and Getting) What You Want!**

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**Empower Yourself**

One Week
Tuition: $2,695

**Dates Offered:**
May 22–27, 2011
August 7–12, 2011
Includes meals and lodging

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**300 Level Programs**

300 level programs are designed for experienced students as well as for those new participants wanting maximum change with maximum challenge. No wading in, no warming up; these programs are direct, fast-paced and challenging from the very first minute.

27. Empower Yourself
28. Radical Authenticity
29. Calm Amid Chaos
30. Inner Strength
31. Living the Dream Experience
You would be surprised at how many life challenges stem from (or are exacerbated by) lack of honest communication. Most of us spend our lives holding back what we think, feel and want in order to gain (or retain) the acceptance of others or to avoid confrontation and conflict. The problem is that this leads to:

- Allowing many issues to remain unresolved until they reach a crisis point
- A deep feeling of loneliness that comes from not really being known by others
- Ongoing low-grade unhappiness due to the constant disconnect between what we feel on the inside and what we express on the outside
- A cascade of unwanted events that occur because we go with what others want instead of honestly voicing what we want

Radical Authenticity is a course devoted entirely to becoming deeply comfortable and at ease with honest communication. Although the classes are bold and challenging, they lead many to so enhance their own level of authentic communication with the people in their lives, that their relationships, personal happiness and ability to handle interpersonal challenges are utterly transformed.

In Radical Authenticity, you will have the opportunity to:

- Become so at ease with speaking authentically that you head off or resolve conflicts and issues before they reach crisis proportions
- Release the fears you may have around truly honest communication
- Learn to be powerful and direct without being insensitive or uncaring
- Accept the parts of yourself that you’ve been afraid to talk about
- Stop being shy about acknowledging your strengths
- Encourage authenticity from the people who are important to you

“In Radical Authenticity I realized I was lying all the time to protect myself and others. I found peace simply by being myself without playing roles. I am no longer a compartmentalized person – I am now wholly myself and congruent in all interactions. Challenges come, but I can now handle them effortlessly without anxiety. Thank you!”

-- M. Thompson, Entrepreneur, The Netherlands

“I came to really realize how much I’ve been lying and how exhausting it has been. I haven’t been showing up in my own life enough as ME. I’m so excited and relieved to now have the tools and knowledge to live my life how I want to live it.”

-- Jenn Rosenthal, Radio Personality, Ohio

“Radical Authenticity is a course devoted entirely to communicating with honesty, without hesitation and without fear. The people who are involved in Radical Authenticity describe it as a life game-changer that took me to the next level.”

-- Barry Neil Kaufman, Co-Founder

“Calm Amid Chaos is the first system I have found which leads to:”

- Encourage authenticity from the people who are important to you
- Learn to be powerful and direct without being insensitive or uncaring
- Accept the parts of yourself that you’ve been afraid to talk about
- Stop being shy about acknowledging your strengths
- Encourage authenticity from the people who are important to you

“Calm Amid Chaos is the first system I have found which...”

“Make Peace with Challenging Events:

- Make Everything Make Sense: Shift your point of view so that everything actually makes sense – take in the world through a powerful perspective that lets you find meaning and beauty in seemingly senseless events
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- Positive Bias: Uncover preconceptions that negatively bias your spin on life; replace them with perspectives that let you see light where you previously saw darkness
- Like a Rock: Forge a foundational system of beliefs, an intelligent grid, that is unshakable in the face of adversity and challenge
- Practical & Personal: On top of this foundation, construct your own practical everyday philosophy that will take you wherever you want to go with your life..."
Inner Strength
Ultimate Training for Unshakable Happiness
An Intensive Two-Week Program

Welcome to the most in-depth and comprehensive of our core courses.
At The Option Institute, we offer a variety of programs, each designed to help with different types of challenges, as well as various approaches to increasing happiness and comfort. However, if you feel that you’re facing challenges you can’t handle or you want to examine and re-construct every aspect of yourself, come to the Inner Strength program.

Inner Strength is the fitness program for the mind and spirit that will help you build your internal sense of power, passion and freedom. This program equips you with tools to put you in complete charge of your emotions and behaviors – no matter what is happening around you.

This two-week course addresses and explores every aspect of what a person faces in themselves and their lives. You will be on a journey with a committed group of fellow participants examining your beliefs in each aspect of your life – from your confidence level to how you handle unpredictable or unwanted events to your willingness to communicate honestly, to your comfort with feeling and expressing love. Nothing is off limits and everything about what you believe and how you operate will be questioned (lovingly and non-judgmentally).

In truth, no matter what we may seek to change on the outside (our looks, our relationships, our job, our home), none of it makes a real difference if we can’t change how we feel and experience our lives on the inside. No amount of exercise prepares us for the heavy lifting that comes with the tribulations of money, relationships, health and the general uncertainties of life.

That is why it all comes down to Inner Strength – creating a way for ourselves to think and feel so that we have an unwavering, unstoppable, indestructible sense of our own strength, confidence, self-acceptance and clarity.

“I signed up for the Inner Strength program with a feeling that if this didn’t help, I would be lost. Not only did the program give me practical and easy-to-use tools to help build my inner strength, it also helped me discover strengths I did not know I had. I am now equipped to face anything the universe places in my path, and to deal with all issues with clarity and happiness. My life is no longer a battleground – it’s a playground!”

–Keith Hindmarsh, Chef/Caterer, Canada

Inner Strength provides you with:

- Mental/Emotional Muscle: Build the mental and emotional strength to handle any life crisis with clarity and grace
- Lasting Conviction: Foster within yourself the kind of conviction, supporting your own comfort and happiness, that doesn’t fade over time

Special Inner Strength Features:
The Inner Strength diary
The Book
The Two Sides of You
The Disclosure Factor
What if…?
Happiness Interaction Training Tactics

“I knew it was time for a change in my life, a big change. I got exactly what I was looking for with the Inner Strength program. I now feel rock solid inside and confident that no matter what difficulties come my way, I have the power and tools to move through them with comfort. I’m so excited about starting over and creating a new life!”

–Jennifer Hautman, Website Design, Virgin Islands

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“Inner Strength was an incredible two weeks! I have been challenged to face my fears and judgments and my ways of concealing authenticity. I have laughed and I have cried but I have grown in leaps and bounds – in ways I never dreamed possible. I have recognized the ways I have been using unhappiness as a choice and I have received the tools I need to change my beliefs to claim my right to be happy. I am a new person – confident and strong. I love myself now – and therefore am able to give genuine, non-judgmental love to others. Thank you for the gift of health and hope!”

–Elaine Shaw, Registered Nurse, Maryland

Inner Strength Two Week Tuition: $4,650
Dates Offered: July 17–29, 2011
Includes meals and lodging
Have you ever wished you could take a “time out” – just stop everything to sort through who you are and what you want out of your life? Maybe you’re facing retirement but aren’t quite sure what you’ll do or how to find and live the life you’ve dreamed of and worked hard for. Perhaps you’re in between jobs not feeling confident that you ever want to go back to your same career. Imagine finding your own answers in a summer of self-study in one of the most beautiful places on earth.

With all of the challenges that life throws our way, the idea of Living The Dream – your dream – can seem distant.

Living The Dream Experience means deeply examining and retooling every aspect of your life so that you can wire every drop of personal happiness and accomplishment from the time you have on this earth. It doesn’t have to be distant, and it doesn’t have to remain a wish.

This is something you can do for yourself now – to take one meaningful summer and make changes that serve you for the rest of your life. The Living The Dream summer program package is the ultimate get-away, get centered opportunity. The depth of personal discovery and change is without equal.

The uninterrupted sequence of 4 programs over the course of 5 weeks results in an intensified, enhanced learning experience that is far in excess of taking 4 programs individually. The consecutive weeks work synergistically to provide you with the opportunity to make the kind of leaps experienced by those who take 10 programs. Why? Imagine being able to continuously peel away the layers of an onion (that’s you!) without distraction and without starting over. Think about it: Every Monday, you will be picking up from where you left off on the Friday before, so that your journey continues unabated.

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Have you ever wished you could take a “time out” – just stop everything to sort through who you are and what you want out of your life? Maybe you’re facing retirement but aren’t quite sure what you’ll do or how to find and live the life you’ve dreamed of and worked hard for. Perhaps you’re in between jobs not feeling confident that you even want to go back to your same career. Imagine finding your own answers in a summer of self-study in one of the most beautiful places on earth.

With all of the challenges that life throws our way, the idea of Living The Dream – your dream – can seem distant.

Living The Dream Experience means deeply examining and retooling every aspect of your life so that you can wire every drop of personal happiness and accomplishment from the time you have on this earth. It doesn’t have to be distant, and it doesn’t have to remain a wish.

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The uninterrupted sequence of 4 programs over the course of 5 weeks results in an intensified, enhanced learning experience that is far in excess of taking 4 programs individually. The consecutive weeks work synergistically to provide you with the opportunity to make the kind of leaps experienced by those who take 10 programs. Why? Imagine being able to continuously peel away the layers of an onion (that’s you!) without distraction and without starting over. Think about it: Every Monday, you will be picking up from where you left off on the Friday before, so that your journey continues unabated.

Living The Dream Experience

Summer Program Package: A Summer Vacation that Lasts a Lifetime

Each program builds upon the one before, moving from the fundamentals of The Option Process® Dialogue or self-trust to building deep inner strength to answering life’s crucial questions to going for (and getting) what you want.

For those of you with the dream of becoming a Certified Option Process Mentor/Counselor, the Living The Dream Experience is composed of key pre-requisites for the Mentor Certification program held each January.

Add to this the splendor of summer in the Berkshires, and you have the perfect environment for rejuvenation, reflection, growth and lasting friendships.

When you take our Living The Dream Experience summer program package, your 5 weeks of continuous learning includes:

- Week 1: Optimal Self-Trust, pg 15 or Power Dialogues, pg 17
- Week 2 and 3: Inner Strength pg 30-31
- Week 4: Who Are You & What is Your Purpose? pg 21
- Week 5: Empower Yourself pg 27

Note: You may choose the benefit of the entire Living The Dream Experience sequence or you may choose any one or more of the above programs on an à la carte basis.

By choosing more than one program or the complete sequence of programs as a package, you can secure financial assistance to reduce the combined tuition fees! Call one of our Program Counselors to discuss your program selections and package prices.

“The best things in life are all the things in life, right? I just wanted to give a gigantic THANK YOU for my experience this summer at The Option Institute. The Living the Dream summer sequence of programs was great, the best decision I could make to help myself! I am so comfortable and I have the tools to be happy and achieve all my goals. You all made a great investment in me as well; I want to thank all the donors for their giving so that I could afford to come financially! So, in short, all the best & I look forward to seeing everyone again when I return for my next program!! Here I come: Mentor Training & if I get the invite, WIDE AWAKE!!”

– L. G., Medical Student, Poland

“Living The Dream is ‘life university,’ the best course you could ever take. In these weeks I intensely examined my deepest beliefs about everything. I learned that no matter what, I can always choose happiness, love, acceptance and inner peace in any situation. Each and every day the instructors lovingly challenged me to confront myself, take responsibility for my thoughts, feelings and actions and encouraged me to take a step, then another, and then another, towards a more powerful, happy, focused, present and aware person. I now have the most amazing and powerful tools to get to happiness in an instant. I’ve made lifelong friends I will cherish and love forever. Thank you Bears, Samahria and The Option Institute for your excellence, guidance and love. I will always remember you.”

– Michael Phillips, Composer, California

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400 Level Programs

Our 400/Masters level programs are limited to more advanced students. Each requires a set of prerequisites and elective courses.

38. Wide Awake
40. Mentor Certification
42. Group Facilitation Training

Powerful Results
Helping Individuals, Couples, Families and Children for 28 Years

“I have had the most wonderful transformations and ‘ah-ha’ moments over the last two weeks. I have identified behavior patterns and beliefs that no longer serve me. I am so grateful that I have now chosen to let them go. I am taking ownership of my life and will be learning to explain myself to myself from this point on. Thank you!”

–Kerry Kenna,
Clinical Specialist, New Jersey

“My experience at The Option Institute has been so exciting. It has helped me take a hard look at the areas in my life I’d always been ‘meaning’ to change, but never had, and to understand why I’ve made the choices I’ve made. It helped me become comfortable, at peace and confident about decisions I’ve made, that prior to coming to The Option Institute, had been a source of worry and doubt. I feel refreshed, alive, and excited to face the day and everything and everyone in it! From all of my heart, thank you.”

–Pessy Goldman,
Teacher, California

“I feel so blessed to have found The Option Process. To achieve such miraculous and lifelong changes from such a subtle and gentle process has been a wonderful revelation to me. The love and acceptance I felt taught me that there is an easy and wondrous way to grow comfortably. I now feel such a profound sense of peace, safety and security within.”

–Guy Bowden,
Director, Kenya

“I have been given a second chance in life to actually be happy. I feel again! I almost cannot write down in words what I have experienced here in one week. You’ve given me the tools to choose, to be non-judgmental, to accept, to love, and to be present. This is a life-changing experience for me to bring back into the real world. I have never been in such a loving, caring, giving environment before – The Option Institute is truly a special place. I will return again.”

–Ken Metzger,
Geologist, Colorado
Your Personal Summit

Training programs at The Option Institute are available on an à la carte basis or as part of an overall training curriculum. Our à la carte programs provide immediate benefits, helping you to overcome specific life challenges or target particular areas of personal growth. Our extended curricula offer comprehensive training regimens that help you achieve 1) mastery of yourself, 2) mastery of working with individuals and 3) mastery of working with groups. From immediate results to long-term training, we can help you reach your personal summit.

Mastery of Yourself

The Mastery of Yourself curriculum provides you with the ability to be at ease and comfortable in any situation, the ability to make clear and insightful decisions that help you achieve what is most important to you and the capacity to develop rich and authentic relationships.

The summit of this curriculum, Wide Awake (page 38), is an amazingly dynamic and engaging program that challenges even the most experienced climber to achieve new heights of personal exploration and development.

Working with Individuals

The Option Process® Dialogue offers an unparalleled capacity to help individuals overcome self-limiting beliefs and live happier, more comfortable lives. The Working with Individuals curriculum leads to mastering The Option Process Dialogue. You’ll learn to employ the attitudinal techniques and methodology to create a context for others to explore their behaviors and beliefs and to help colleagues, clients and friends make lasting life changes in the way they act and feel. As a professional Option Process Mentor/Counselor, you can choose to establish yourself in a new profession as well as to expand who you are and strengthen your impact in the world. The summit of this track is Mentor Certification (page 40).

Working with Groups

In the Working with Groups track you will become adept at using The Option Process® teaching techniques to awaken the fire of ambition, the hidden brilliance and the unlimited potential of the people around you. Whether you’re at home with family or at the office with colleagues, the Working with Groups track will help you to become a more powerful, innovative and effective facilitator and leader. The summit of this track is Group Facilitation Training (page 42).
Wide Awake
Self Structured, Dynamic Program for Advanced Students

Wide Awake is a non-stop roller-coaster ride – challenging, thrilling and exhilarating. From the first second, you'll plunge deeply into topics and issues that many would consider off-limits or uncomfortable, but nonetheless, topics that you’ll want to deeply understand and master.

A winding, racing river digging deeper into your awareness, Wide Awake provides you an incomparable opportunity to realize meaning, joy and freedom in your life.

Challenge your core beliefs, your everyday MO, your very foundation and come out clearer, stronger and wiser.

What makes Wide Awake like no other program offered at The Option Institute?

▲ All Bears, All the Time: Taught exclusively by our Co-Founder Barry (Bears) Neil Kaufman in a style all his own – dramatic, feisty, fast-paced and daring, with jump-off-the-cliff improvised group dynamics combined with deep acceptance, warmth and love

▲ Intense: Our most challenging group dynamics and teaching design, the format is fast-paced, intensely authentic, original and daring. It is thought provoking, challenging, thoroughly lively and fun

▲ Dynamic: A brand new program design every year. Program participants return year after year. No two years are alike as the group dynamic strikes a new path each year

▲ Ready to Rock and Roll: Designed for the most advanced students and by invitation only, this program is for exceptionally motivated, daring and passionate participants – no observers allowed

▲ Inspirational: Stretch the envelope, making your “vision to live by” deeper, stronger and more concrete

▲ Insightful: Deepen your understanding of how you operate in a way that will enhance your everyday experience of yourself and others

“My all time Top Vacation Choice! Bears creates a magical, safe cocoon where each and every participant can dig deep and claim gems for themselves. There is nothing that can’t be said, no places that one is barred from exploring, within this fabulous group of open, dynamic people.”

~Liz Sturm, CFO, Massachusetts

“My experience as a student in Wide Awake at The Option Institute has been profound and wonderful in a very light and easy way. The subjects of how to love, how to let go of judgments and how to be happy are taught with a gentleness that encourages a willingness to explore how I have been ‘operating’ in the world and permits a desire to make changes. For me, making decisions from peace, not fear, choosing to be open, letting go of self judgments and presenting myself to others authentically. Wow!”

~Ted McCarthy, Physician, Maine

“Wide Awake just topped the list of my favorite programs. I can’t imagine a more wonderful way to spend a week of my life. It was so incredible to fly with Bears and my classmates with no curriculum whatsoever, constructing our own completely unique, completely perfect program, moment by moment, just as we construct ourselves, our love, our experience in every individual instant. It has been so peaceful for me; I have reached a truly deeper connection within myself.”

~Alex Woolgar, Cognitive Neuroscientist, United Kingdom
Mentor Certification
Master the Art and Science of Working with Individuals

Are you a helping professional or teacher looking to enhance your capacity to support your clients or students? As a manager, would you like to help your employees work with greater ease and clarity? Are you seeking a new profession where you determine your own success and work in an environment of your choice while making a lasting difference in the lives of individuals around you?

In Mentor Certification, you’ll gain mastery of The Option Process’ Dialogue, a proven, acclaimed technique that offers an unparalleled capacity to help individuals uncover and clarify limiting beliefs that cause undesired emotions and behaviors. You’ll experience the exhilaration and delight of helping others become clear, confident and empowered in ways that exceed their expectations. You’ll acquire extraordinary skills and techniques that will expand who you are and widen your impact in the world. Best of all, you’ll establish a new frame of reference by which you view yourself and the world around you—the capabilities used to help others will become invaluable in helping yourself.

In Mentor Certification you’ll learn how to:

- **Employ** a highly respectful and effective system of questions specifically designed to transform discomfort, distress and self-limiting behaviors into clarity, serenity and self-empowerment.
- **Master** and maintain an accepting, non-judgmental and non-directive attitude that establishes an ideal context for others to understand, explore and change feelings, behaviors and beliefs.
- ** Remain** relaxed, poised and comfortable regardless of the attitudes and challenges a client might bring to the table.
- **Help** clients, colleagues and friends uncover and change their beliefs, and through doing so, change the way they act and feel.

“I thought I was coming to a training program that would teach me a practical skill, but that was maybe 5% of it – the other 95% was learning, once and for all – to get really comfortable in my own skin, because it is only from this space of self-acceptance and love that I can deliver the simple, useful questions of the dialogues.”

–Erik Linthorst, Mentor / Film Maker, California

“Never in my wildest dreams could I have imagined being so completely transformed. I was once a woman who was uncomfortable, uneasy and used pressure to motivate my every move. Now, with Mentor training, I allowed myself to see that I was choosing that. How wonderful it is to change my beliefs and walk through life in love, peace and joy. The most valuable concept for me is being present and living the attitude!”

–Kathleen Corelli Byrne, Mental Health Worker, Connecticut

Prerequisites: PowerDialogues℠ Advanced PowerDialogues℠

Four Weeks from:
Inner Strength
Empower Yourself
Radical Authenticity
Optimal Self-Trust
Fearless
Calm Amid Chaos
Who are You & What is Your Purpose?

Mentor Certification
One Month
Please speak to your program counselor about tuition.

Dates Offered:
January 2–28, 2011
Includes meals and lodging

The Option Institute 1-800-714-2779 • www.option.org
Group Facilitation Training
Become a Masterful Teacher & Facilitator

Whether you’re working independently, for a small company or for a large enterprise, are you ready to inspire your colleagues, employees and friends to perform at their best? Do you want to present your ideas in a gutsy, compelling and persuasive way to any group you address (clubs, teams, school boards, neighborhood committees, family groups, even friends)? As a coach, is your goal to rally your softball team to excellence in every play?

Make this year the most productive and fruitful year of your life by investing two weeks in our most experiential, feedback-rich program, Group Facilitation Training. Supercharge yourself with the extraordinary principles and techniques used daily by our master teachers at The Option Institute.

In Group Facilitation Training you’ll learn how to:

- Deliver concepts in a compellingly digestible way
- Infuse your leadership with humor and playfulness
- Transform group reactions into opportunities to reinforce your message
- Create a visible connection of caring and warmth
- Obliterate the #1 obstacle to stellar facilitation: fear!
- Generate dynamic discussion and sharing
- Engage the group itself to be a teaching tool
- Use storytelling to crystallize and deepen your ideas

Dates Offered: January 2–14, 2011
Includes meals and lodging
Tuition: $4,995

[Prerequisites: Four Weeks from: Inner Strength Empower Yourself Radical Authenticity Optimal Self-Trust Fearless Calm Amid Chaos]

“In you think you know how to teach, think again! Group Facilitation Training highlights foundational and attitudinal skills, as well as technical skills that will launch you into a whole other realm of teaching! The skills I learned here in 1 week have done more to advance my skills as a teacher than 5 years of college and 15 years in the field!”

- Ellen Stanley, Developmental Therapist Educator, Maine

“Group Facilitation Training opened my eyes to what group facilitation is really all about. I went from being clueless and thinking it was all about the content, to understanding and believing it is about loving connection and your attitude: curious, loving, present, flexible, delighted. Thank you for the road map to greatness.”

- Louis Rosenbaum, Businessman, California

“If you teach or give presentations, Group Facilitation Training is an excellent course to jump into. Because of the integration of attitude and content, to practice what works and what not, to learn new skills and how to use feedback.”

- Ria van Rooijen, Sports Physician, The Netherlands

From home to work, from sports to theater, from volunteer to professional organizations, make this year the year in which you awaken the fire of ambition, the hidden brilliance and the potential of the people around you. Lead with passion and clarity and without fear. Masterfully guide discussions and group dynamics. Create a team that will rock the world!
Volunteer and Make a Difference

Inspire the People Around You to Live Extraordinary Lives

Want to make a huge difference in the lives of others while treating yourself to the experience of a lifetime? Want to work side by side with an amazing group of like-minded people from all over the world while learning a philosophy that has transformed the lives of thousands? Wouldn’t it be great to live, work and play in the serenity and beauty of the Berkshires? Join us as a volunteer at The Option Institute!

This is the perfect opportunity to utilize your skills and build your resume in professional areas such as communications, social media, human resources or general business. OR for something totally different, join in helping our staff on property or in the kitchen. At the same time, you will be living a lifestyle that fosters clarity, personal empowerment and happiness. At the same time, you will be living a lifestyle that fosters clarity, personal empowerment and happiness. Contribute in a meaningful way, build your career experience, and work through any issues that you are challenged by – all at the same time.

From landscaping to communications or cooking, you’ll contribute by working on valuable service projects while living an amazing lifestyle that fosters clarity, personal empowerment and happiness. Feel great about your contribution to the lives of others while creating new perspectives, beliefs and approaches to your life.

“I came to The Option Institute to volunteer after 6 months of exploring the world. I had no idea that my two months at the Institute would be the best part of my trip. Every day here is a new experience. Never before have I been in an environment so full of love and acceptance and people willing to be spontaneous. Being here has showed me that every day in life can be an adventure. Whether it’s gaining new experience working in the Worldwide Communications Department, or learning to be my best self in volunteer classes, or exploring nature’s playground, there is always something happening. It’s pretty much the complete package: I’m learning great skills in marketing for my resume, I’m discovering so much about myself in volunteer classes and I’m having the time of my life exploring the Berkshires with 8 other amazing volunteers. I feel so lucky that people pay to come here and I get to experience all of this for free. I would recommend volunteering to absolutely anyone who wants to experience life to the fullest and is interested in learning how to choose happiness in their life every day.”

–Melica Ladd, Traveler and Snowboard Instructor, Missouri

While Volunteering you’ll receive:

- Training classes on The Option Process® exclusively designed for our volunteers
- Training and practice using The Option Process® Dialogue
- Private Option Process Dialogue sessions with certified mentors
- Participation in segments of our dynamic group programs
- Access to a complete library of Option Process® books, CDs and videos
- Comfortable accommodations on our 100-acre campus
- Vegetarian and non-vegetarian meals prepared fresh daily

After completion of your volunteer term, you will receive a certificate for a complimentary three-day program or you can use it as a credit towards a weekend program of your choice.
Meet The Founders

The Option Institute International Learning and Training Center, is a nonprofit, educational organization founded in 1983 by Barry (Bears) Neil Kaufman and Samahria Lyte Kaufman, who actively teach in Institute programs. Barry Neil Kaufman is the best-selling author of 12 books (one written jointly with his wife) on The Option Process and The Son-Rise Program, including Happiness Is A Choice, Son-Rise: The Miracle Continues, and PowerDialogues. There are over three million copies of their books in print in over 65 countries. They have received the Christopher Award twice and the Humanitas Prize for writing books and a screenplay that celebrate the dignity and inspiration of humanity.

Bears and Samahria started teaching The Option Process in 1972 and 11 years later established The Option Institute offering self-improvement workshops to adults. The Option Institute is situated on an expansive 100-acre campus on a Berkshire mountaintop in Massachusetts and has a full-time staff of over 75 dedicated individuals. In the last ten years, individuals from 80+ different countries have attended programs at The Option Institute.

The Kaufmans are also the originators of The Son-Rise Program which is taught at the Autism Treatment Center of America®, a division of The Option Institute. The Son-Rise Program methodology evolved when their son, Raun, was diagnosed with Autism. Refusing to give up on their son’s future, Bears and Samahria worked over 8 hours a day with Raun for more than three years, resulting in his full recovery from Autism.

Raun went on to graduate from an Ivy League university and to become the director of an educational center for school-aged children. Today he is the Director of Global Education at The Option Institute and the Autism Treatment Center of America. Raun teaches on campus in addition to lecturing worldwide to help parents of children challenged by Autism or other developmental difficulties. Son-Rise: The Miracle Continues, the story of Bears’ and Samahria’s work with Raun, became a bestselling book and award-winning NBC-TV movie viewed worldwide.

The Kaufmans wanted to express their gratitude in a further more personal way for what they had learned in their journey with their son Raun. In addition to raising their own three children, they chose to adopt three more children from circumstances of trauma. One of their sons had been seriously malnourished, resulting in physiological, motor and other challenges. Bears and Samahria worked with him and he thrived, demonstrating a keen mind and a wonderful ability to learn. Another son, who’s mother had died and who had his throat slit by his birth father, found support, guidance and love in the expanding Kaufman family. Their adoption of an eleven year old girl from El Salvador, also a trauma survivor, completed their expanding multi-racial, multi-cultural family … still growing ever more with grandchildren.

The Option Institute and the work of Bears and Samahria Kaufman have been featured in over 2,000 articles and programs published or broadcast in major media including The New York Times, The Washington Post, The Los Angeles Times, Parenting Magazine, Reader’s Digest, Good Morning America and in interviews with Oprah Winfrey and Phil Donahue among others.

The Kaufmans’ books and works have been endorsed by well-respected figures including President Jimmy Carter, Coretta Scott King, Dr. Carl Rogers, Deepak Chopra, Dr. Wayne Dyer, Bernie Siegel, Norman Cousins, Lou Holtz, John Bradshaw, and Harold S. Kushner.

Bears says of his life’s work ... “For Samahria and me, we clearly see our personal challenges as gifts to help us grow stronger and to create more love and sustained happiness in our lives. Our life’s work has allowed us the privilege, honor, and blessing to be able to help others facing their own challenges. Not just to teach them how to find their own best solutions to adversity and the surprises of life, but also to teach them a solid methodology and attitude they can implement to fill their own lives with a sense of ease, self-trust, empowerment and happiness. The title of my book, Happiness Is A Choice, speaks to the heart of what’s possible – to choose happiness and love even during tough times.”

“The search for peace in the world must start with the human heart and within our own families. Barry Neil Kaufman understands that. By his personal example and through his writing and counseling, he gives a compelling vision for the building of inner and outer peace.”

—President Jimmy Carter, Nobel Peace Prize Laureate

“The Kaufmans’ work is inspiring, groundbreaking and visionary. It is the science of love, compassion and insight which will transform the world.”

—Deepak Chopra, M.D.

Author, Quantum Healing

“If there was a Nobel Prize for love, I would want the Kaufmans to be the first to receive one.”

—Dr. Wayne W. Dyer, Author, The Power of Intention

1983 1993 2003 2010
Our Teachers

Samahria Lyte Kaufman
- Co-Founder and Co-Director of The Option Institute
- Author of A Sacred Dying
- Co-Originator of The Son-Rise Program for children with Autism and developmental challenges

Beverly Haberman
- Practicing The Option Process for 18 years
- Special Projects Communications Coordinator
- Certified Option Process Mentor/Counselor, Group Facilitator and Teacher/Trainer
- Previous Background: Professional Teacher and Musician

Barry Neil Kaufman
- Co-Founder and Co-Director of The Option Institute
- Teaching, facilitating groups in The Option Process worldwide for 40 years
- Previous Background: Professional Teacher and Musician

William Hogan
- Practicing The Option Process for 19 years
- Executive Director of Programs
- Certified Son-Rise Program Teacher and Teacher/Trainer
- Previous Background: Broadcast Engineer for the BBC

Clyde Haberman
- Practicing The Option Process for 18 years
- Director of Major Gifts
- Certified Option Process Mentor/Counselor, Group Facilitator and Teacher/Trainer
- Previous Background: Professional Musician and Performer

Raun K. Kaufman
- Director of Global Education for The Option Institute and the Autism Treatment Center of America
- Practicing The Option Process for 20 years
- Seminar Leader for Business Executives and Educators in North America and Europe
- Certified Option Process Mentor/Counselor, Group Facilitator and Teacher/Trainer
- Degree in Biomedical Ethics, Brown University
- Certified Son-Rise Program Teacher and Teacher/Trainer

Bryn K. Hogan
- Practicing The Option Process for 18 years
- Executive Director of the Autism Treatment Center of America
- Son-Rise Program Teacher and Teacher/Trainer
- Previous Background: Special Education Teacher and Case Manager

Bryn N. Hogan
- Practicing The Option Process for 18 years
- Director of Major Gifts
- Certified Option Process Mentor/Counselor, Group Facilitator and Teacher/Trainer
- Previous Background: Special Education Teacher and Case Manager

Stan Cohen
- Practicing The Option Process for 11 years
- Certified Option Process Mentor/Counselor, Group Facilitator and Teacher
- Previous Background: Executive Officer and Member of the Board of Directors for a Publicly Traded Bank

Ary：“I have never experienced a more brilliant teacher. Bears consistently puts every participant in the ‘playroom’ and constantly and lovingly gives each of us the opportunity to question ourselves, love ourselves even more and to find out what our ‘new’ best self is. My love for the man whose courage and curiosity created The Option Institute is only slightly less than my overwhelming gratitude.”
—Shelley Stavits, Educational Consultant, New York

“Samahria walked in the room, I could feel the energy. She was the perfect person to talk about love and joy because she has so much of it in her life. You feel as though you want what she’s got, and she teaches you how to get it.”
—Alyson Shatzky, Marketing, New York

“I enjoyed being around someone who is so passionate. When she walks into the room, I find that I want to hear everything she has to say.”
—Kristine Jones, Interior Designer, New Jersey

“She is a sincere, genuine person who is sensitive to the mood of the audience. I have learned so much from her in five days. A personal message for Bryn: ‘I will be forever indebted to you for every thing I have learned. You are a true inspiration!’”
—Sean Driscoll, Translator, Wales

“I would stuff William in my luggage and bring him home if I could! He showed energy, excitement and enthusiasm so perfectly and has a delightful quality that assists folks in dropping judgments and getting down to business.”
—Brian Hosker, Research Scientist, Washington

“A powerful and touching speaker/teacher. I truly felt moved and connected as he shared himself and his experiences — and his teaching.”
—Sid Falhzik, Writer, Massachusetts

“Clyde’s relaxed, calming and loving style was an inspiration to me throughout the program. His genuine belief that happiness is a choice was clearly articulated and convincingly put forward. His non-directive and inclusive approach towards the group was balanced and effective. Without doubt, a master facilitator.”
—Wayne Thomas, Learning & Development Consultant, United Kingdom
Private Individual Sessions in The Option Process® Dialogue are available with skilled counselors. The Option Process Dialogue is a highly respectful and effective system of questions asked by the Counselor/Mentor with a nonjudgmental and nondirective attitude to you (the participant/"explorer"). This process builds on the legacy of the Greek philosopher Socrates, who used probing questions to challenge his students to discover their own answers. Option Process Counselor/Mentors work with participants/explorers to uncover and eliminate self-defeating beliefs and attitudes that have fueled discomfort, distress, and self-limiting behaviors. In this way, you (the explorer) learn to increase your sense of purpose, happiness, and personal power. Dialogues can also be scheduled for individuals, couples, partners, family members, co-workers, etc.

Three Ways to Experience Private Option Process Dialogue Sessions:

1.) Experience life-changing Dialogue phone sessions in the intimacy and comfort of your own home or office. Packages of 4 or more sessions offered at a 10% reduction.
2.) Schedule private sessions when attending one of our group programs. We highly recommend this as a way to personalize the benefits of your program experience.
3.) Come to The Option Institute for a series of private dialogue sessions. We’ll help you to create an individualized schedule that meets your personal requirements.

To find out how to benefit from these sessions, call your Program Counselor Tel: 413-229-2100 or 020-300-480-89

“The Option Process Dialogue has enabled me to access and change the many belief systems that held me in a state of unhappiness and unwellness. I am so deeply grateful for the pioneering and developing of such a simple and yet profoundly powerful process.”

–Dawn Halbert, Facilitator/Therapist, Australia

“Dialogues are amazing opportunities. They are tools that can be used to take you out of the darkness and into the light.”

–Catherine Jaffe, Nurse, Massachusetts

The Option Institute Support Materials

Whether you’re just getting acquainted with The Option Institute and our teachings or are simply looking to expand your knowledge-base, we have a wealth of resources available to you. Our books, CDs and DVDs contain topics covered in our programs including our ground-breaking work with Autism.

To order please call (413) 229-2100 or visit www.option.org/resources

The Option Institute 1-800-714-2779 www.option.org
Accommodations

Lodging and meals are included in our program tuition. High speed wireless internet is available.

**Standard Lodging:** Enjoy the natural setting of our comfortable, modern guesthouses: The Woodland House, The Ravine House and The Son-Rise House. Standard accommodations are 2 or 3 people per room with hallway baths; many units contain kitchens.

**Private Room Option:** Experience all of the features of our standard lodging package without a roommate (extra fee).

**Luxury Option:** We also provide luxury suites in the Taylor Roy Residence. Relax in our spacious rooms, each with 2 queen beds, telephones, Internet service, mini-refrigerators, fax machine and private baths. These should be reserved early (extra fee).

**Location:** We are located in the Berkshires of Western Massachusetts, less than a three hour drive from New York City and Boston and about 1.5 hours from Hartford, Connecticut and Albany, New York. Bus connections and limo service are available from all four cities. For complete directions to the Institute, please visit our website: www.option.org/accommodations

How to Register . . .

Register Online at: www.option.org

Your next step . . .
With our new, easy-to-use online registration system you can register directly for any of our programs and will immediately be guaranteed a seat in one of our engaging, interactive and dynamic classes. Please visit www.option.org/programs and register today. However, if you would like help and guidance, one of our experienced Program Counselors will always be happy to assist you.

Call a Program Counselor at:
Tel. 1-800-714-2779 or UK Tel. 020-300-480-89
email participantsupport@option.org

Your Program Counselor has years of experience and is here to help you on your path to improving the quality of your life – in your relationships, in your career and in your own personal growth. Your Program Counselor will explore with you the program mix and specific curriculum best suited to your personal goals on your path to your personal summit. Program Counselors are students of The Option Process®, selected to help you based on their in-depth knowledge of each program. They can expertly guide you and help you to understand how programs differ and complement each other.

Tuition Payment Options
visit www.option.org/tuition for full payment details including cancellation policies.

- Program tuition fees are payable in US dollars and include all meals and lodging.
- Ask your Program Counselor for rates of single or upgraded accommodations and other guest services.

Financial Assistance & Scholarships - Visit www.option.org/assist

The Option Institute receives donations from many different people from all around the world. These donations allow us to provide scholarships and financial assistance for individuals who want to participate in our life changing programs. In the past 5 years, we have awarded close to $4 million in financial aid and scholarships. Please call us and talk to us to see if you can qualify for financial assistance or scholarships. We want to do all we can to help you.

Request a FREE 25-Minute Consultation
If you would like support, guidance and a better understanding of how we can help you, please visit www.option.org/initialcall to request a 25-minute free private consultation with one of our experienced Program Counselors.
Power Perspectives
From Co-Founder Barry ("Bears") Neil Kaufman

Opposites
“When we fight our fears, we give them power.”

Decisions
“Your decisions are not like one-way streets... even while in the middle, you can always turnaround.”

Bears’ Personal “Vision to Live By”
▲ Go for what you want – in spite of the evidence.
▲ Remove the muzzle and be authentically YOU.
▲ Approach every “problem” as an opportunity.
▲ Make your so-called “enemies” your friends.
▲ Know that you’re doing the best you can (for now).
▲ Express gratitude by giving fully and freely.
▲ Invite into your life only what you really want.
▲ Live as if there are no wrong moves.
▲ Choose beliefs that lead to happiness, love & God.
▲ Encourage the miraculous by believing in the “impossible.”

“Make”
“I can’t ‘make’ you unhappy; only you can do that, you lucky dog.”

Decisions
“Your decisions are not like one-way streets... even while in the middle, you can always turnaround.”

Trail Blazer
“All dreams appear impossible until someone makes them happen.”

“Make”
“I can’t ‘make’ you unhappy; only you can do that, you lucky dog.”

2011 Calendar

JANUARY
2 – 28 Mentor Certification: Master the Art & Science of Working with Individuals
2 – 14 Group Facilitation Training: Become a Masterful Teacher & Facilitator

MARCH
11 – 13 Happiness Option Weekend: Take-home Tools for Personal Happiness
13 – 18 Optimal Self-Trust: Make Decisions with Absolute Confidence
20 – 25 Calm Amid Chaos: Make Peace with Challenging Events
20 – 25 NEVERsettle: How to Get the Relationship You Really Want

APRIL
24 – 29 Wide Awake: Self Structured, Dynamic Program for Advanced Students

MAY
22 – 27 Empower Yourself: Going for (and Getting) What You Want
22 – 27 Fearless: Move Past Your Fears

JULY
8 – 10 Happiness Option Weekend: Take-home Tools for Personal Happiness
10 – 15 Optimal Self-Trust: Make Decisions with Absolute Confidence
17 – 29 Inner Strength: Ultimate Training for Unshakable Happiness: Two-Week Program
31 – Aug 5 Who Are You & What is Your Purpose?: Answer Life’s Crucial Questions

SEPTEMBER
9 – 11 Happiness Option Weekend: Take-home Tools for Personal Happiness
11 – 16 Fearless: Move Past Your Fears
18 – 23 Radical Authenticity: Communicate With Honesty, Without Hesitation

OCTOBER
2 – 7 CouplesCourse: Rev Up Your Relationship
16 – 21 Advanced PowerDialogueSM: Become an Exceptional Counselor in Everyday Situations
23 – 28 Exceptional Woman: You . . . Without Apology!
30 – Nov 4 Calm Amid Chaos: Make Peace with Challenging Events

NOVEMBER
6 – 11 The Son-Rise Program® Wide Awake: The Ultimate Son-Rise Program Training Course
27 – Dec 2 Revitalize Your Spirit: Release Stress, Rekindle Joy

JANUARY 2012
2 – 27 2012 Mentor Certification: Master the Art & Science of Working with Individuals
2 – 13 Group Facilitation Training: Become a Masterful Teacher & Facilitator

Unless indicated otherwise, all programs offered on The Option Institute Campus in Sheffield, MA, U.S.A. All programs weeklong unless otherwise indicated. Subject to changes and additions.