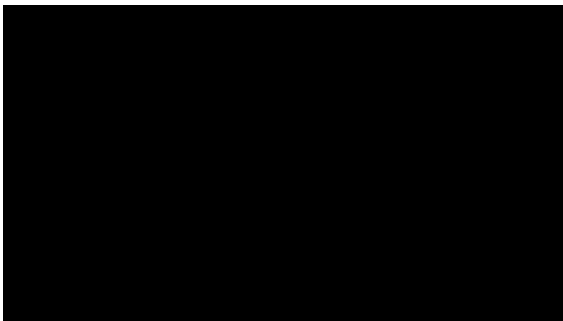


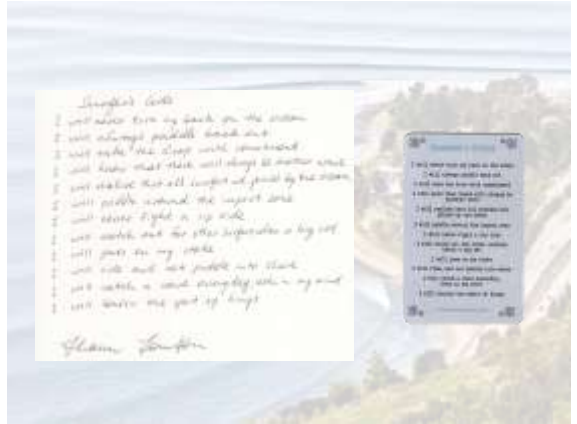




CURVING WATER BY WILL



RINCON, SANTA BARBARA



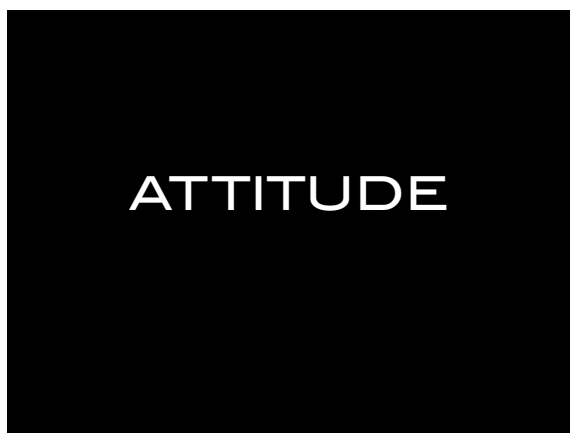
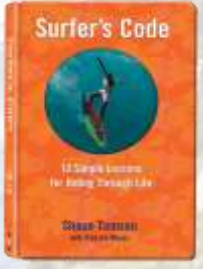
Surfer's Code

1. I will never turn my back on the ocean.
2. I will always paddell down the beach.
3. I will make the drop with someone.
4. I will never make that cut until I'm ready.
5. I will never make that cut until I'm ready.
6. I will never make that cut until I'm ready.
7. I will never make that cut until I'm ready.
8. I will never make that cut until I'm ready.
9. I will never make that cut until I'm ready.
10. I will never make that cut until I'm ready.

Glenn Tomson




"I WILL"

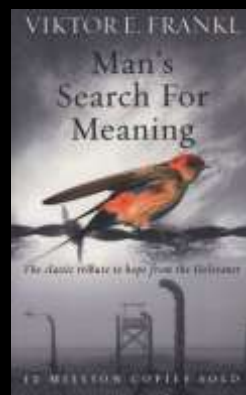


I WILL NEVER TURN MY BACK ON THE OCEAN



ATTITUDE
*Every one of us lives in a challenging sea and our attitude towards those challenges defines who we are, and how we live our lives.
 Our attitude about the present defines our future.
 Our attitude about the future defines the present.
 Our attitude defines how we see the world and how the world sees us.
 Our attitude is the power that propels us on a journey from where we are, to where we want to be.
 It is a fundamental choice for all of us.
 What is your attitude?
 Positive or negative.
 Optimistic or pessimistic.
 Hope or despair.
 Light or Darkness.
 It is a simple choice.
 It is a choice to be made by everyone in this room and this choice can change us and change our lives and change the world all around us.*



"MAN DOES HAVE A CHOICE OF ACTION"
"Everything can be taken from a man but one thing: the last of the human freedoms: to choose one's attitude in any given set of circumstances, to choose one's own way."



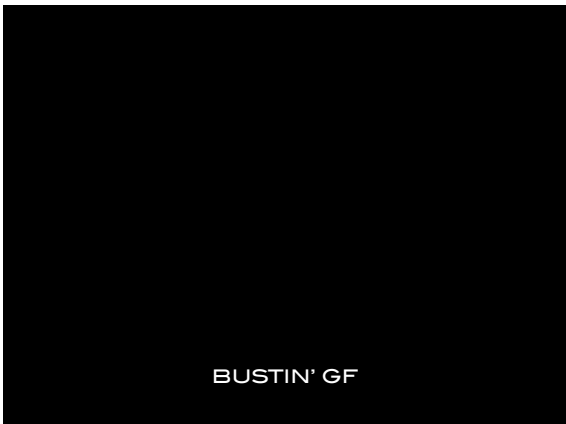
COURAGE



I WILL TAKE THE DROP WITH COMMITMENT



THE PINK BANANA





I WILL ALWAYS PADDLE BACK OUT



I WILL ALWAYS PADDLE BACK OUT



CONNECTIVITY

I WILL PASS ON MY STOKE





RAINBOW BRIDGE



HAMMONDS REEF



SHALAWA MEADOW



SPIRIT LANGUAGE



SACRED STORY STONE

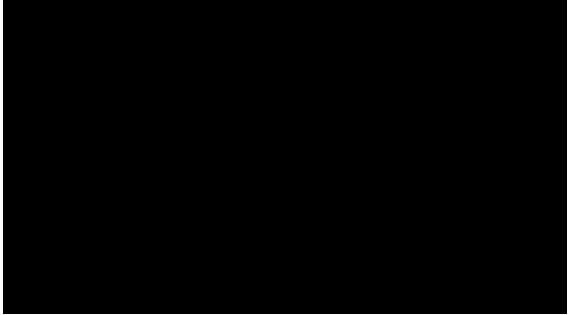
Oxford Buys Solitude; '06 Penney Launch Set

By DAN F. POLANSKI

SOLITUDE—the first book in the series by The Who's lead singer, Pete Dinklage, was announced. The book is the first in a series of three, with the second, "The Solitude of the Heart," set for release in 2018. The book is a collection of essays, stories, and poems that explore the author's life and the music of The Who.

'06 Penney Launch Set—The Who's lead singer, Pete Dinklage, is set to launch his new clothing line, "The Solitude of the Heart," in 2016. The line is inspired by the author's life and the music of The Who.

The book is a collection of essays, stories, and poems that explore the author's life and the music of The Who. The clothing line is inspired by the author's life and the music of The Who.



THE LIGHT SHINES AHEAD



HAMMONDS REEF

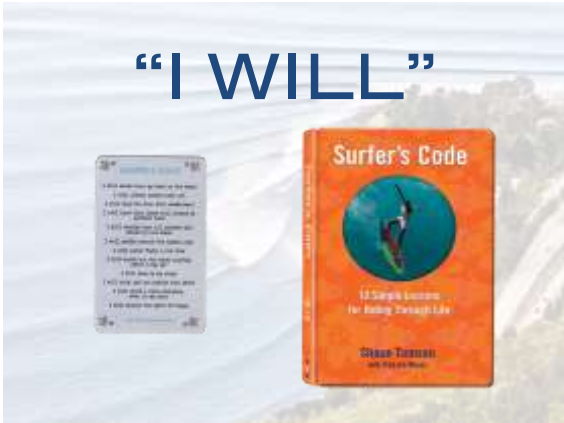


"There is nothing more important than a positive attitude"





HEALING PROJECTS



BRINGER OF LIGHT





CODE.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

MINUTE _____

NAME _____

DATE _____

WHAT IS A CODE?

HELLO! I'M SHUN, GARRISON, GARRISON

Shun Shun
I will always be myself, I will always try my hardest, I will try to be nice to others, I will know too, I will persevere.

Garrison
I will find something enjoyable in every day, I will do what I enjoy, I will exercise every day, I will not do what other people want me to do simply to please others.

Garrison
I will work harder both at school and at my house, I will get more about him what I am doing, I will finish everything I start, I will keep more.

Shun Shun
I will always evolve and work, I will try to maintain a healthy mind, body, and spirit, I will not try to better someone else, I will do things for others, not only myself.

I WILL BE MYSELF
I WILL DREAM
I WILL FACE MY FEARS
I WILL BE MYSELF
I WILL NEVER GIVE UP
I WILL CREATE
I WILL HEAL
I WILL PRAY
I WILL GIVE
I WILL MAKE A DIFFERENCE
I WILL IMAGINE
I WILL HAVE FAITH
I WILL SHARE STORIES

"These stories will inspire you to believe in the power that each and every one of us has to shape our lives through the power of - I WILL."

12 LINE THING

Hey Shaun my name is Garrison
I met you tonight at Flower Hill mall and your words just resinated with me.

You really changed my thought process of important things in life. Here is my little 12 line thing.

I will not be influenced by those around me
I will make a decision, for good or bad
I will pick a path and I will continue
I will never quit
I will strike to reach my dreams
I will stay frothy and stoked
I will pave my own path
I will make a difference
I will prove people wrong

I will live another day



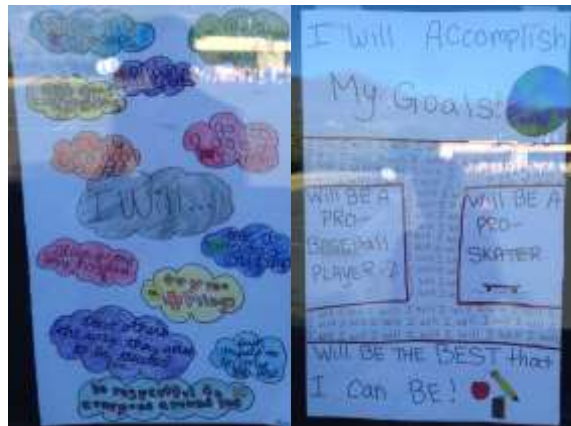
Prof:
To generate more excitement for the new year off to school, we decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs. We decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs.

Define:
To generate more excitement for the new year off to school, we decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs. We decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs.



The Brief:
To generate more excitement for the new year off to school, we decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs. We decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs.

Solution:
To generate more excitement for the new year off to school, we decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs. We decided to create a series of posters and t-shirts that would inspire and motivate our students. We thought about what we would like to see on our walls and what we would like to see on our backs.



EMOTIONAL CONTAGION FACEBOOK & NATIONAL ACADEMY OF SCIENCES

Proceedings of the National Academy of Sciences of the United States of America

CURRENT ISSUE | ARCHIVE | NEWS & MULTIMEDIA | AUTHORS | ABOUT | COLLECTED ARTICLES | BROWSE BY TOPIC

Commentary • vol. 111 no. 26 • Adam D. I. Kramer, 12760-12763, doi:10.1073/pnas.1208247111

CrossMark
click for more

Experimental evidence of massive-scale emotional contagion through social networks

Adam D. I. Kramer^{1,2}, James E. Gruber^{3,4}, and Jeffrey T. Hancock^{5,6}

Author Affiliations

Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved March 25, 2014 (received for review October 23, 2013)

N = 689,003

PERSONAL DECISIONS

Personal Decisions Are the Leading Cause of Death

Ralph L. Kenney

The Population Science Institute, University of North Carolina

This paper studies the relationship between personal decisions and mortality in the United States. The authors analyze data from the Behavioral Risk Factor Surveillance System (BRFSS) to identify personal decisions that could have been avoided if readily available alternative choices were made. Personal decisions include 100 choices and 100 behaviors that are associated with mortality. The authors find that 20,000 of the 35,000 deaths of young adults (15-24) can be attributed to personal decisions and could have been avoided if readily available alternative choices were made. The authors also find that 2.4 million of the 2.4 million deaths can be attributed to personal decisions and could have been avoided if readily available alternative choices were made.

The analysis indicates that over **one million** of the 2.4 million deaths can be attributed to personal decisions and could have been avoided if readily available alternative choices were made.

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The analysis indicates that over **20,000** of the 35,000 deaths of young adults (15-24) can be attributed to personal decisions and could have been avoided if readily available alternative choices were made.

Kids die from Bad Choices

THIS:

- Traffic accidents
- Homicide
- Illicit drugs
- Suicide

WHY?

- A lack of parental involvement
- Fewer positive interests like sport or academics
- A feeling of no control in their lives
- A lack of hope in the future
- A small circle of friends
- Negative peer influences

**GOAL:
TO CREATE A
POSITIVE WAVE
ACROSS THE
NATION**




CODE.
WORDS TO LIVE BY

**HOW?
BY INSPIRING
STUDENTS TO
INSPIRE EACH
OTHER
BY WORDS**




PROPOSAL
SHAUN TOMSON *POSITIVE WAVE* SCHOOL TOUR
& *THE CODE* BOOK LAUNCH



Inspiring students to commit to positive decisions

#PANDEMILLIN



**HOW TO CREATE A
POSITIVE WAVE?**

**CHANGE ATTITUDE
TO CHANGE BEHAVIOR**

1. TALK STORY
2. READ BOOK
3. CREATE A CODE
4. SHARE THE CODE
WITH THE SOCIAL UNIVERSE



24 SCHOOLS
30,000 STUDENTS
COMMITTING TO THE CODE





OHLANGE HIGH SCHOOL

"I have come to report, Mr. President, that South Africa is now free"
Nelson Mandela 27th April 1994



"I had a dream ...



SIBUSISIWE HIGH SCHOOL



QHILIKA SCHOOL
UMLAZI, KZN



MICHAELHOUSE
KZN

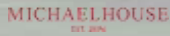
A magnificent presentation to the boys by Shaun Tomson. We got the prefects and school council together to use Shaun's approach to draw up a prototype code of conduct which the boys could use. It is a very powerful document.
Greg Theron, Rector, Michaelhouse High School

ETHOS: CHARACTER

This came about as the result of the magnificent presentation to the boys by Shaun Tomson last Wednesday on Character Education. As a result we used this as an opportunity to use Shaun's approach to draw up a prototype code of conduct which the boys could use. It is a very powerful document:

MEN OF THOUGHT, UNDERSTANDING AND CULTURE

1. COMPASSION
 - 1.1 We will seek to put the wellbeing of others before our own
 - 1.2 We will do everything in our power to integrate everyone into our community.
 - 1.3 We will look at things from other people's perspectives.
- 2.
2. COURAGE
 - 2.1 We will not be afraid to go against the status quo.
 - 2.2 We will have the strength to make our voices heard.
3. HUMILITY
 - 3.1 We will pursue the empowerment of our school over the empowerment of ourselves.
 - 3.2 We will be grateful for the privilege we have been afforded.
 - 3.3 We will understand and respect that our role is no greater than those who have gone before us.
4. INTEGRITY
 - 4.1 We will do what is expected of us when no-one is looking.
 - 4.2 We will not compromise our values.
 - 4.3 We will earn trust through our transparency.
5. SERVICE
 - 5.1 We will give to others and not expect anything in return.
 - 5.2 We will encourage and assist all around us to reach their full potential.
 - 5.3 We will do for others what was done for us.



ST STITHIANS GIRLS



Your presentation to our girls had a profound effect and is still being felt and referred to often. Just recently in our interaction with a grade group around friendship issues they reflected on the motto "Think Twice" before acting or responding towards someone. We are very grateful to you for sharing your passion, experience and lessons with our girls. Loredana Borello, Deputy Head, St Stithians Girls College





Newsletter #18, 2017
09 March 2017
Dear Parents

Some of you may remember a song group called Crosby, Stills, Nash and Young who sang a song 'Thank you (Mother) well'. Their opening lines were:

... you who are on the road,
Please keep a code,
That you can live by...

On Thursday in our cultural class, Ms. Vanman a world famous writer encouraged every child in the school to have a code, that they live by. He encouraged her to personal 12 point 'Starke Code' evolved into a '36' code that everyone can use. So like me, I asked my teachers to take a moment and record their personal code. Each of the 12 points in our new code start with the statement, 'I will...'. When I did my own code, I struggled initially to get 12 points. It was good to write down that 'I will look after my health and I will drink less sugary drinks'. So do you have the time to write your own code? Tomorrow each page will be given the time to take to create their personal code. Part of this process is being held accountable to your code. To do this, I have suggested that we share our 12 points with each other. This will be happening in the Tutor classes, but you could also ask your child at home what their 'Code' is.

BOOKSALES

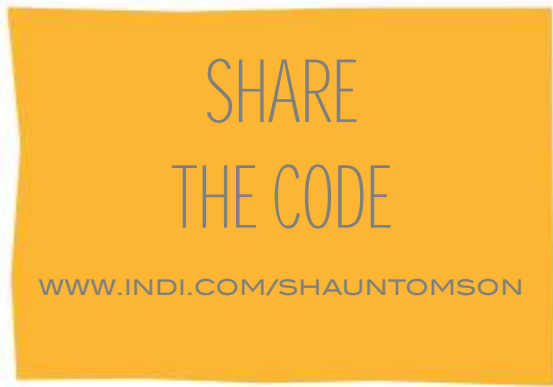
March 2017:
#1 NON-FICTION
#3 OVERALL

• 2000 copies generously donated by Liberty to schools in need






EXPRESSO MORNING & AFTERNOON SHOWS



PROBLEM
DYING YOUNG = A BAD DECISION



35,000 young people (15 – 24 years old) die annually
20,000 deaths could be avoided by positive decision making

Sources: Fuqua School of Business – Duke University
CDC - Risk Analysis Journal

THE CHOICE?



THINK TWICE

Hi Zeke,
Write 12 lines, every line beginning with "I will..." This exercise is called writing your code and is the ultimate map for your life tomorrow. It is the way for a warrior.

ZEKE'S CODE

- I will do anything it takes to be successful.
- I will put 100% into everything I do.
- I will be dedicated to perfecting my craft.
- I will represent Hawaii the best that I possibly can.
- I will be confident
- I will be humble
- I will learn
- I will take the good with the bad
- I will enjoy all experiences along the way
- I will dominate in my back yard (Hawaii)
- I will qualify for WSL tour
- I will be successful



FROM STUDENTS TO ATHLETES
From 25th to 3rd in one event & qualification for WSL Pro Tour

SHAUN TOMSON

Keynote speaker
Critical Thinker
Entrepreneur
Author
World Champion Athlete

COMMIT TO THE NEXT WAVE
Keynote & Workshop

"Innovative leadership" - Capital Bikeway
"Ambitious pursuit" - Price Waterhouse Coopers
"An impressive, highly professional" - CEOOD
"Exceptional thought-provoking presentation" - Google
"My name and future are" - Terry B. Ho
"Incredible" - Honey



**FROM
SCHOOLS
TO
ORGANIZATIONS**



INSIDE OUT CODE

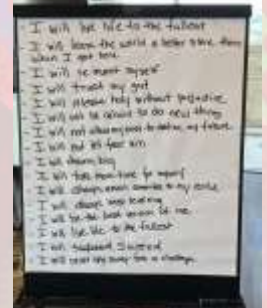
"The 60 most important lines of code our company has ever written"

"Having Shaun Tomson facilitate our company-wide retreat was one of the best business decisions I've ever made. It was an absolutely transformative experience for all of us as individuals, and equally powerful in bringing our team closer together. I've been to many retreats throughout my career and I'd describe most of them as quick sugar-highs - in other words, briefly inspired and quickly forgotten. However, the day we spent with Shaun is unlike any other I've ever experienced. The process he walked us through was unbelievably pure and honest and important. We all left the day not only inspired and entertained, but more importantly we all left with our own personal codes. Those 12 lines of code serve as my North Star and will be with me forever. Craig Harris, CEO, HG Data, YPO Santa Barbara

GO BIG

Stay True to Your Code

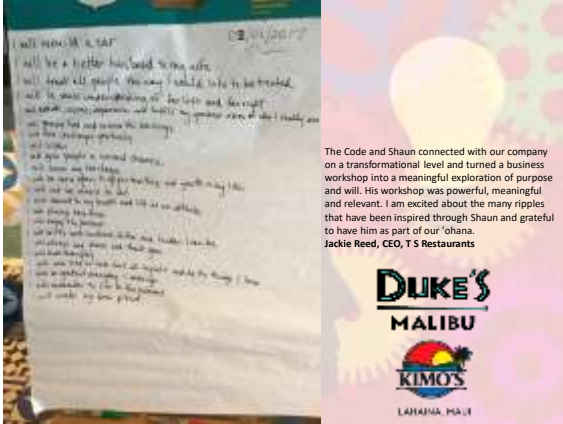
Let's Give 'em Something to Talk About
What's a Good, Fun, and Inspiring Way to Talk About Technology?

You were a smashing success! You really helped set the tone for 2017 and inspired the individuals to collective achievement. The cocktail chatter was full of "I Will" statements.

You provided the rare balance of meaningful practical advice and inspirational messages that carry beyond the day to day grind.

Clint Camell, CEO, Edge for Life



The Code and Shaun connected with our company on a transformational level and turned a business workshop into a meaningful exploration of purpose and will. His workshop was powerful, meaningful and relevant. I am excited about the many ripples that have been inspired through Shaun and grateful to have him as part of our 'ohana.
Jackie Reed, CEO, T S Restaurants



Qualitative Findings: Exemplar Quotes

- "It blew my mind"*
- "I was choked up and I still remember this one persons "I will" to this day"*
- "It was freaking incredible"*
- "I was inspired"*
- "It is like the north star"*
- "I lost 50 pounds after the Code Workshop and Keynote"*
- "I was real inspired, buzzed all day!"*
- "He hits the nail on the head due to authenticity"*
- "The Code can make you pull yourself out of the mud"*
- "It's like a map"*
- "I developed a code with my 8-year-old son, we have his code on the refrigerator. It is working!"*



STORIES FROM SURFER'S CODE
 ATTITUDE
 COURAGE
 RESILIENCE
 CONNECTIVITY
 SPIRITUALITY
 SELF AWARENESS
 NEXT WAVE

5 DOMAINS OF POST TRAUMATIC GROWTH
 PERSONAL STRENGTHS
 CLOSER RELATIONSHIPS
 SPIRITUALITY
 GREATER APPRECIATION FOR LIFE
 NEW POSSIBILITIES

I WILL = POWER

THE CODE
“WHAT YOU *WILL*,
YOU *WILL* BECOME”

