
CHANGE STARTS WITH YOU PRACTICUM

WHAT IS IT?



*"the privilege of a lifetime is to become who you really are."
- Carl Jung*

This is a unique opportunity to experience a program whose key features were recognized as invaluable in a New York Times editorial, now for a limited run in Sao Paulo.

Through an environment ripe for sustainable behavior change and improved self awareness, we strive to make you better equipped to make decisions and drive transformation in your life.

Ideal for those who are interested in unveiling the power of personal change mastery.

**4 online learning sessions +
1 weekend (2 full days)
- Sao Paulo, BR February 9 and 10**

"This program helped me pause and redirected my life - it had a profound impact on my career and how I manage my life now. It is an awaking program."

E.A. - Entrepreneur and Artist , 47 yo, NYC 2018 cohort

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WHAT CAN YOU EXPECT?



Ready to become the driving force of change in your life?

We apply the latest and most relevant neuroscience research to deepen self-awareness and ability to change. From the science of human performance to cognitive psychology, from behavior design to rapid habit formation, from execution to reflection in action: our comprehensive methods are designed to bring out the best in you. It is an integrated approach to build your capacity to transform yourself and your life.

We will help you identify hidden obstacles and leverage enablers to achieve self-realization (personal and professional).

WHAT YOU WILL GAIN:

- Clarity of Purpose, Goal-Setting and Vision
- Ease, Confidence to Face Risk & Failure
- Meaningful Connections & Support Network
- Opportunities to Continue Your Growth

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WHO IS IT FOR?

The Change Starts With You Practicum is tailored to those looking to enact changes in their lives and ready to invest in support to disturb the status quo.

- **Aspiring change-makers** - you realized something that matters to you is not working or you have a sense that there is something more out there for you
- **Trailblazers** - others are looking to you for guidance and leadership. You may have been playing it safe, but now you are ready to step up for your next role
- **Learners** - you are looking for new ways of challenging and developing yourself, through means that are proven to have great impact but are often not included in standard learning programs
- **21st-Century Leaders** - you may be a student, working professional, entrepreneur, artist or retiree. You are choosing to live your best self and express your gifts by leading by example.

" Participating on the CSWY program opened a new door towards self-awareness and personal leadership. The experience was rich and profound and today I use the tools and frameworks from the program in many different areas of my life (focusing in the present and bringing more meaning to every choice I make). The facilitators are incredible and are able to create a safe environment for us to share our experiences, vulnerabilities and work in a group setting. Change is a process and I am particularly excited with the opportunity of participating in other programs as a lifetime member!" - G.R. lawyer, 27 y.o"

MORE THAN A PROGRAM: A PRACTICUM



Our *Change Starts with you Practicum (CSWY)* leverages tested and cutting-edge research, as well as our 30+ years of experience from other self-awareness, leadership and change programs to deliver an active learning program. The *CSWY Practicum* includes multi-pronged approaches (reflection, bias for action and wise-brain activation) to promote self awareness and immediate change in your life.

CLARITY

GET CLEAR:

We will help you increase self-awareness and get clarity on what truly needs to change, as well as reassess choices and expand opportunities available to you, find choice fullness. You will learn what being an agent of change really means for you. Discover new ways to deal with ambiguity and uncertainty, so they don't get in the way of your success. Get the tools to pinpoint your purpose and commit to it.

Key takeaway: More clarity of purpose, greater confidence in self and others

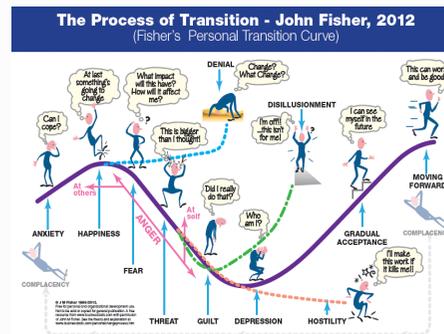


BIAS FOR ACTION

MAKE IT HAPPEN:

We will help you improve your bias for action. Throughout the 30 days, we will support you in active experimentation. You will develop the capacity to bring about the changes you dream of making. You will figure out what's getting in your way, go beyond to-do listing and bookmarking, and take real steps towards actualizing change. You will learn skills and tools to keep improving. Upgrade your version of yourself.

Key takeaway: Greater resilience and change effectiveness

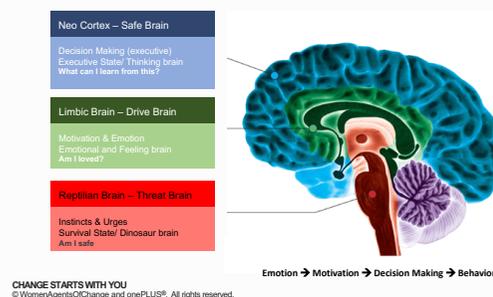


WISE BRAIN

DO IT WITH EASE

We will help you activate wise brain function, build confidence to make decisions, develop greater resilience and center-ness. We will examine how to build more leadership resilience through the practice of self-compassion, incorporating concepts of mindfulness, inner mentor, self-regard and clear boundaries.

Key takeaway: emotional intelligence development



Practicum Structure and Logistics

Format: Two 2-hour Zoom video learning calls + one in-person weekend in Sao Paulo + two 2-hour follow-up Zoom video learning calls

Call 1 (online): Jan 28th, 6-8 pm BRT time

Call 2 (online) : Feb 4th, 6-8 pm BRT time

In person: Feb 9th & 10th; 9am to 5pm

Call 3 (online): Feb 18th, 6-8 pm BRT time

Call 4 (online): Mar 11th, 6-8 pm, BRT time

TUITION COST :

From Nov 20th to Dec 20th : R\$ 4,850

From Dec 20th to Jan 20th : R\$ 5,400

Registration is non-refundable, but if you need to cancel your participation the tuition can be applied to a next program or you can gift it to another person

The program will be delivered in Portuguese and English

The tuition entitles to participate in this practicum and any other CSWY around the world (lifetime membership).

Registration [link](#) info on how to do it

WHO WE ARE? DORIAN BARONI

dorianbaroni.com



Dorian Baroni is world-renowned leadership faculty, organizational advisor, squeaker and executive coach. Her capacity for eclectic discernment was tested through a corporate business experience that has spanned a variety of industries - investment banking, global energy, consumer goods and art retail - and a number of countries - UK, US, Venezuela, Italy, and Belgium. In her consulting and coaching these days, she is working with a range of clients - from Corporate Senior Executives to Millennial Social Entrepreneurs/Activists in the US and Europe; from Yale E-MBA candidates to Humanitarian Relief Organization staff in Washington and the Middle East.

One of her core beliefs is that a change agent's individual journey towards wholeness is critical to addressing today's global challenges - be that change agent an organization's leader, a social activist for change, or a parent wanting to raise a child for a better future.

And as a business woman, she is particularly passionate about the role and power of women to support the evolution of global mindsets, social systems and models of economic impact.

Dorian is the Founder of an online social impact venture: Women Agents of Change, focused on providing programs and resources for women who are ready to learn about and create change in their personal, interpersonal and organizational life. www.womenagentsofchange.org

In 2019, she will be publishing *the big book of changes*, a manual, go-to-guide, and resource on change and transformation frameworks practices, case studies, learnings, etc. as well as offering free access to change and transformation resources and information to anyone who is interested in bringing about positive change in themselves, with others, in the systems and organizations they are part of.

Other Certifications include:

MBA - Anderson School of Management at UCLA

Coaching Faculty Yale Executive MBA

Business Coaching Certification Foundations: Dialogos and Columbia University Coursework

Psychometric assessments certifications: MBTI, TKI, Harthill LDF, Business Model You,

Fascination Advantage, Hofstede and TMC cross-cultural



WHO WE ARE? LILIA ABREU MAWSON



Lilia is a seasoned coach and behavior designer who specializes in leadership development, organizational effectiveness, career transition and conflict resolution. She brings a unique approach to her engagements and interventions, applying 20 years of experience in various multinational companies, such as Unilever, Pernod Ricard, Cadbury and Rohm and Haas.

She facilitates self-directed learning using techniques grounded in research in areas including the science of human performance, experiential learning, human interaction, intentional change models and whole-brain approach.

Before becoming a coach, Lilia enjoyed an accomplished career in B2B & B2C marketing and strategy. She held several global leadership roles, including Head of Consumer Insight & Strategy and Marketing Director. Lilia was recognized for her ability to drive innovation and cross-departmental strategies, as well as to foster transformational change and talent development. She has extensive international experience working in Latin America, North America, Europe and Asia.

Currently, she is working with startups to optimize learning cycles, improve collaborative leadership skills and enhance team effectiveness as well as with senior executives in transition and leadership development. She is also working for Yale School of Management, proving leadership coaching to MBA students.



Columbia University Coach
Certification Program - NY, USA

Other Certifications include:

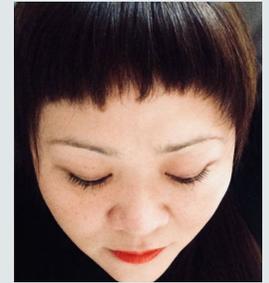
Systemic Team Coaching Certificate, Peter Hawkins, NY, USA

Gestalt Coaching, Cleveland, USA

Team Diagnostics (Hackman and Wageman), USA

Character Strengths, USA MBA - Anderson School of Management at

WHO WE ARE? ERIKA MASSAE



Erika began her journey into mindfulness more than 10 years ago to help with her own stress and anxiety. She has since become a passionate advocate for mindfulness as an effective means of improving health and well-being.

A longtime yoga (Iyengar) and meditation (transcendental) practitioner, Erika began incorporating mindfulness into her routine even while she co-founded Clinica MHA. She enjoys merging the practices of mindfulness and yoga in order to live energetically and remain open to both the joys and challenges of life.

Her personal path to deepening mindfulness- and presence-based practices has led her to inspire others to discover the power of intentional pause and 'embodied' practices.

The knowledge she has gained through several trainings in the subject, week-long silent retreats and mindfulness mentoring has created a strong foundation from which she engages her clients.

In addition to these mindfulness practices, Erika also invests in the arts. Erika has successfully transitioned from a corporate career to become an entrepreneur in the health industry, at the same time she has embraced a career as an artist.

For more information about the practicum

[www.](http://www.cswy@gmail.com)

cswy@gmail.com

<https://www.dorianbaroni.com/aboutdorian/>