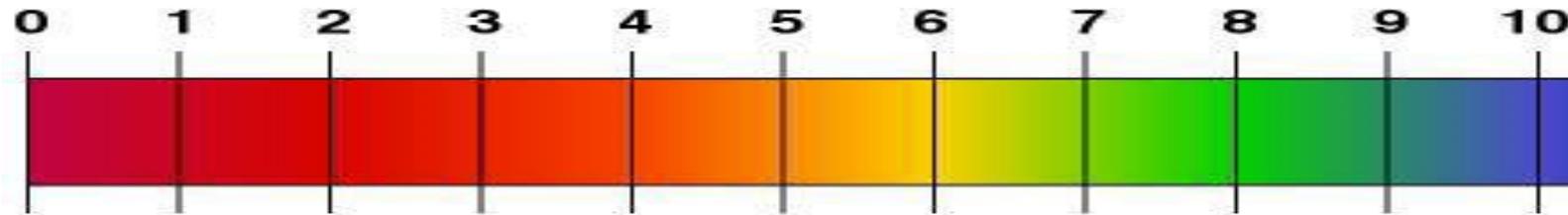


So, which is it?



Half full? or Half empty?

Optimism and Pessimism



Pessimist

Optimist

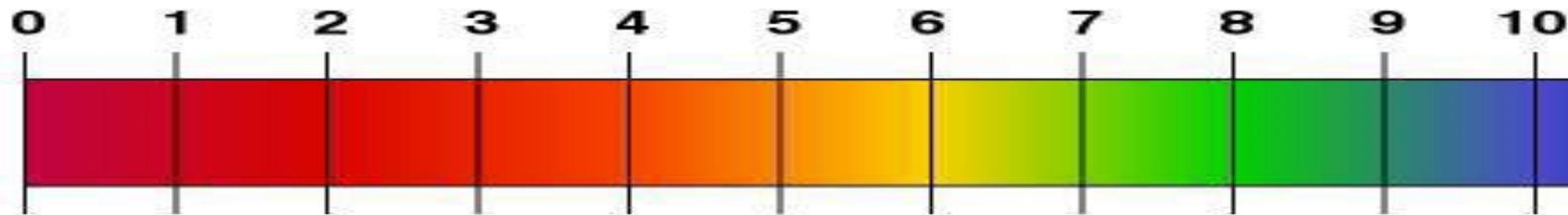
Traditionally, the way we have seen Pessimism and Optimism is as opposite ends of the one scale.

However.....

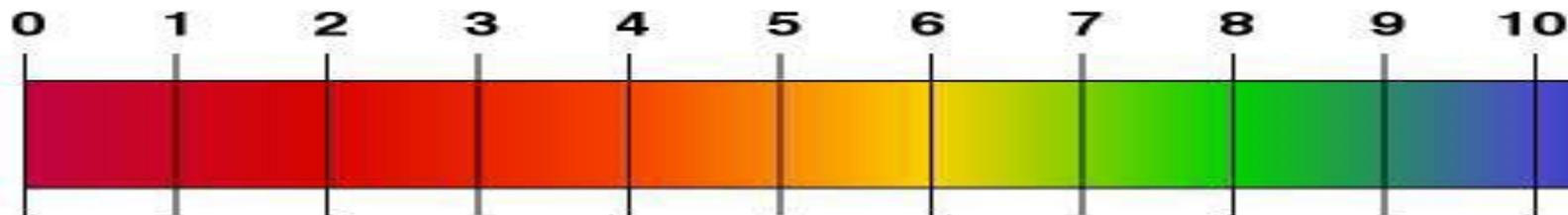


Neuroscience has discovered there are two separate scales
With two separate neural networks

One for Optimism



And one for Pessimism



So, how does the Pessimistic mindset see this glass?



And the Optimist?

Pessimist



The same
They see it as it is

Optimist



Larger

They see it as it could be – even if that is unrealistic

Should you see a glass as half empty or half full?



*If you want to live a better life,
and you care what research has to say,
there's a clear answer to this question: Half Full.*

Pessimism & Optimism

The optimist achieves more...

Pessimism: Realists but unfulfilled

- The realistic view
- Seeing things as they are

Generally the Pessimist's view leads to

- Getting less of what you want
- Achieving less
- Less happy and fulfilled
- Poorer health and wellbeing
- Often become depressed and stuck

Optimism: Happier and Healthier

- The unrealistic view – 'rose tinted'
- Seeing things as they could be
no matter how unrealistic

Generally the Optimist's view leads to

- Getting closer to what you want
- Achieving more
- Better careers and income
- Better relationships & social circles
- Better recovery from illness

The pessimist is more accurate...

Pessimism is not a healthy way of life.

It is maladaptive for most endeavours

But it is a healthy way to be – selectively, from time to time.

But it is a healthy way to be – selectively, from time to time.

Particularly, when the downside is big.

Pessimism is good for you if....



... if your Pilot is a pessimist who decides to check one more time that guy put enough fuel in.



... if your Lawyer is a pessimist who decides to check that contract one more time.



... if your Finance Director is a pessimist who decides to check those figures one more time.

However...

**Controlled
Flexible
Optimism**

**Is the healthiest way to be
Is the ideal for which to strive**

How do you get there?

**Controlled
Flexible
Optimism**

**Get in touch
We'll show you how**