

ADVOCACY

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Activities Since 2013 - Highlights

Engaged in conversations with a few members of the community around broad applications of IFS, within the business setting, medical education, and conflict resolution.

Formed with Education 4 Peace, a Swiss foundation, a joint venture to promote emotional health and wellbeing through self-awareness.

Hosted a pre-screening of the Disney/Pixar *Inside Out* movie and moderated a discussion about how the film depicted human emotions.

Signed a significant licensing agreement with Disney/Pixar, after working closely with a marketing and creative team at the Disney/Pixar Studios to collaborate and gain free access to the *Inside Out* characters for a global, animated medial campaign about emotional fitness and the importance of being attentive to our emotions before reacting.

Moving Forward – Broad Dissemination

Launch the Inner Team Campaign, featuring Disney/Pixar *Inside Out* characters and celebrity athletes, to share with youth, parents, and sports coaches the importance of self-awareness—and notions of emotions as parts to be noticed and embraced and self-responsibility—as key to emotional maturity and wellbeing on the sport field and in life.

What: Eight 30-60-second animated video clips, with athlete celebrities sharing their own lessons about emotions in their own voice.

How: Clips will broadcast broadly on social media and on TV stations during major sports events in the U.S., Europe, and elsewhere in the world. Clips and longer interviews will be incorporated as supporting resources into emotional education curricula.

We are working hard to secure athletes and funding. The community's help is needed and welcome.



FOUNDATION for
SELF LEADERSHIP
Supporting IFS Research, Education & Advocacy