

**DEFINEUM PRESENTS ITS “SUMMER OF SUBSTANCE” SEMINAR SERIES
NOT JUST ANOTHER DAY AT THE BEACH!**

WHAT:

A trio of inspiring summer seminars presented by Defineum, a life strategy firm that helps people create and sustain a meaningful life. Leveraging the trend toward living more meaningfully, Defineum provides opportunities for people to access powerful life tools and learn useful concepts to help them flourish in what may be a challenging time.

“Time for Your Life:” Participants develop a greater appreciation for the fundamental importance of their relationship with time and how it shapes everything they do. Rather than constantly falling short in “time management,” participants learn new ways to think about time, harness life’s natural rhythms and create space and energy in everyday life in what is often a maddeningly frenetic world. Presented by Dr. Peter Fraenkel of the Ackerman Institute. Cost \$225. Light hors d’oeuvres and beverages included. Key takeaways include:

- Assess your life pace and personal rhythms and plan changes that will maximize joy and productivity while reducing stress and distraction
- Learn how to use small increments of time to dramatically increase connectedness with sources of joy and energy and with the people you care about
- Learn specific mindfulness and time-based methods of reducing stress during the day and decompressing at the end of the day
- Learn how to apply these techniques both in the workplace and in relationships – whether friendships, family, or intimate relationships

“The Art of Self-Expression:” Participants clarify what’s important to them, learn how to express themselves effortlessly, and access their inherent creativity and humor. By engaging in group and individual exercises and drawing on improvisational-acting-based techniques, participants experience a unique multi-dimensional learning experience. Presented by Defineum founders Carol Morley and Dana Galin and Game On Media founder Steve Shenbaum. Cost \$485. Light breakfast, gourmet lunch and premium wine tasting overlooking the vineyard included. Key takeaways include:

- Develop a clearer understanding and your innate passions and values
- Learn how to express qualities and experiences that make you unique
- Learn to present yourself in a way that makes you come alive
- Tap into your personal creativity
- Find new ways to express yourself more easily in any situation, personal or professional
- Develop a new level of comfort and confidence in public speaking settings

“Transformational Thinking:” A thought-provoking and highly interactive program that will positively impact participants’ sense of purpose, outlook on life, and well-being. Participants will take away concrete tools and concepts they can put into immediate action and leave feeling challenged, enlightened and recharged. Presented by Dr. Srikumar Rao of the Creativity and Personal Mastery Institute. Cost \$225. Light hors d’oeuvres and beverages included. Key takeaways include:

- Recognize how to use positive psychology to transform your day-to-day experiences
- Learn how the power of gratitude can have a profound impact on your well-being
- Develop a greater awareness of your “mental chatter” and how to harness it to your benefit



- Learn how to cultivate happiness without being attached to specific outcomes

NOTE, *participants who sign up for all three seminars receive a 10% package discount.*

**WHEN &
WHERE**

“Time for Your Life:” The exclusive Core Club in midtown Manhattan
July 15th, 2009 4:30 – 8:30 pm
66 E. 55th Street, New York, NY 10022. 212-486-6600

The Core Club is a private club that provides unique cultural programming to its members. The club is housed in five gorgeous stories and boasts a priceless artwork collection, lovely outside terrace, fitness club and more. The event will be held in the library on the fourth floor.

“The Art of Self-Expression:” Beautiful Wölffer Estate Vineyard in Bridgehampton, NY.
July 24th, 2009 from 9:00 am – 5:00 pm
139 Sagg Road, Sagaponack, NY 11962 . 631-537-5106

Wölffer Estate Vineyard is a gorgeous 55-acre award-winning winery with a decidedly European character, both in its spirit and its wines. The event will be held in the private dining room with access to the beautiful outdoor terrace overlooking the vineyard.

“Transformational Thinking:” The exclusive Core Club in midtown Manhattan
August 4th, 2009 4:30 – 8:30 pm
66 E. 55th Street, New York, NY 10022. 212-486-6600

WHO:

Dana Galin, Defineum founder: Dana brings 20 years of experience in the public relations industry developing and executing communications strategies. She is also a certified image consultant, a successful jewelry designer and creator of children’s entertainment. Motivated by a lifelong commitment to self-expression, Dana has an enormous talent for helping individuals discover who they are and express their uniqueness in natural and creative ways.

Carol Morley, CFA, Defineum founder: With nearly 20 years’ experience in the strategic consulting and financial services sector, Carol is a successful investment management executive and a proven entrepreneur who co-founded a leading executive recruiting firm. Having counseled thousands of senior investment professionals in career strategy, she extends that mastery to overall life design and brings her keen organizational skills and focus to Defineum’s clients in a way that helps them alter their lives forever.

Dr. Peter Fraenkel: A leading author and thought-leader in the field of work and family balance, Peter leads the Center for Work and Family at the Ackerman Institute. He is also a professor in the City College of New York’s doctoral psychology program. An internationally-acclaimed psychologist, Peter has helped myriad families and couples tackle the concept of life balance in new and creative ways.

Steve Shenbaum: A former Hollywood actor, Steve is founder and president of Game On Media, a leader in interpersonal and communication training for elite athletes. Steve has helped many high profile athletes tap into their unique creativity, humor and personal style to enable them to step



more comfortably into the media spotlight.

Dr. Srikumar Rao: International best-selling author and founder of the Creativity and Personal Mastery Institute, Srikumar is a guru in personal development. He is a pioneer in reshaping the MBA curriculum at some of the world's leading business schools to encompass the broader life skills and enhanced self awareness that are critical in equipping tomorrow's leaders to be more human and multidimensional.

**ABOUT
DEFINEUM**

Founded in August 2008, New-York based Defineum is a life strategy firm that helps people create and sustain a deeply fulfilling, purposeful, and connected life. The company provides a modern, structured and sustainable approach to the pursuit of a meaningful life, an approach to which busy, successful professionals can relate. Defineum offers an array of life strategy services for individuals and corporations, including a proprietary life design methodology, membership into a network of like-minded people, and access to best-in-class trainers and speakers who share transformational tools for living – all of which help to create, reinforce, and sustain a new way of life. Learn more at www.defineum.com.

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