



A Third Voice: Who Is Your Teen Listening To?

"What you just said is the most legit thing I've heard any adult say to me ever. With all the speakers they bring in here to speak to us, finally someone said something that I can actually use. That just helped me solve a problem no one else had been able to help me solve..."

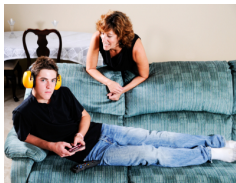
- Sophie, 14, Atlanta

"Thank you for being the only adult [our 17 year old son] takes seriously. The respect he has for you and what you've done for him and our family is beyond words. You have done what no other professional we sought help from had come even remotely close to doing..."

- Caroline, Parent, San Francisco

The First Voice children hear belongs to parents. In the early years, this voice shapes their beliefs, values, behaviours and everything they think about life.

Whether we like it or not, there is a 'second voice' that screams in our teenagers ears... A voice that influences them to adopt values, beliefs and behaviours that run counter to their best interests.



This 'second voice' is made up of the collective words, opinions and advice of popular culture, peer culture and the countless individuals with whom teenagers interact every day. It includes some of the messages and training they receive in schools - some of which is out of sync with the needs of today's world.

Too often, the Second Voice runs counter to the core values and messages parents try to teach and instil in their kids... and too often teens follow this Second Voice, rather than the First Voice of wisdom and reason parents offer.

HeroPath for Teens™ consistently help parents counter these negative forces in their teens lives, and we do so in a positive and lasting way.

HeroPath for Teens™ is a compelling & Invaluable Third Voice:

HeroPath's Third Voice overcomes the negativity of the screaming Second Voice, and reinforces the values and positivity parents want for their kids.

Our Voice is one that today's teenagers really listen to, remember and internalise... and that most importantly, trains and prepares them for serious success in a complex world.



And we have a track record that proves it. Our success in being the critically important Third Voice - the one that balances against all the negativity of society - doesn't just happen by luck. It happens by design. And it happens consistently.

We know what teenagers need to hear and how they need to hear it said.

Teenagers don't want clichéd advice that they can get anywhere... the kind that they've learned to ignore. They don't want motivational speeches that they can find on YouTube. They definitely don't want to be mollycoddled by psychotherapeutic chitchat and treated like a patient in a clinical setting.

They want to hear real world advice based on real world success from people, who have like them, overcome obstacles, persevered through challenges and who have risen above it to achieve real world results.

They want to hear it from people who have done it in similar circumstances that they themselves now face.

They want to learn skills that work in the real world, that work immediately and that they can continue to use long after they leave the comfort of the training room.

They need to be taught using a method that engages the right hemisphere of the brain where their creativity resides.

They need to be taught through narrative, as this is what facilitates the connections between what they learn in the workshop and the way they will realise results out in the world some time later.

So often the Third Voice we offer teenagers in this programme influences the major life decisions they make. It shows them how they can handle complex social issues and how they can organise their priorities to ensure they grow to be the kind of person they really want to be.

We empower teens with **TWO** Critical Tools:

1. **The most advanced and sophisticated Attention Training available in the world.**

Our Soma-Semantic® Training gives them the capacity to stay focused and composed regardless of temptations and distractions.

Thus, in a world where many people are so easily distracted, teenagers who study with us become the rare exception. Teenagers who study with us become resistant to peer pressure. They become immune to the disappointments and setbacks that cause most people to lose their composure or under-perform and/or make poor decisions. Instead, those who study with us rise above all this and advance towards their potential.

The confidence, clarity and certainty this gives them makes an immediate and lasting impact on their lives.

2. **A way of facing life's challenges that empowers and inspires them to overcome obstacles and accomplish serious results.**

Rather than succumbing to the victim-like, feel-sorry-for-yourself thinking that many people resort to when things don't go their way, the way of life we teach engages their sense of what scholar and author of *The Hero with a Thousand Faces*, Joseph Campbell called, one's Hero's Journey. This ramps up their courage and conviction when that is what is needed. It charges their sensibilities and capacity to "let go" when letting go and moving on is what is needed.

Empowered by this training, they become capable of:

- **Performing under immense pressure**
- **Bouncing back from major set-backs**
- **Being positive and focused, even when no-one around them is**
- **Saying "no" when they recognise something isn't right for them**
- **Building a growing capacity to delay gratification**
- **Standing apart from the crowd**
- **Making the difficult choices that all courageous heroes make**
- **Reaching academic potential**



The wisdom of the past helps us recognise that the wild and impressionable teenage mind is ripe for succumbing to temptation and distraction.

Societies of the past always ensured that the Third Voice possessed by the wise elder was brought to play in youth's lives.

Rather than let their youth become self-defeating, responsible adults stepped in and guided them through the journey to adulthood. This path grew them into the kind of responsible adults the world needed.

The responsibility to grow youth into responsible adults is now mostly left to parents to do alone. Parents receive scant help from largely dysfunctional institutions whose priorities have more to do with passing tests of intellect than they do with training teenagers to be truly intelligent, creative, real-world prepared, skilled citizens.

HeroPath for Teens™ is here to fill that role and we are here for your teenager right now

Our Mission... Is to help teenagers to grow fully into the best possible adults they can be ... adults who are armed and ready to face the challenges of the 21st Century... adults who will emerge triumphant, not just in their professional careers, but in their personal relationships too... The kind and calibre of adults our world desperately needs.

We know this is a lofty mission we've set for ourselves. Yet not only do we intend to achieve it, it is one we already are achieving.

If you are the kind of progressive minded parent who knows your teenager needs more than just your encouragement and guidance, and more than just academics in school.... then we are for you.

Once your teens train with us, they will come to possess soaring confidence, true discipline, excellent decision making skills and a deep sense of commitment with helping to make the world a better place.

There are only a few remaining spaces in the last UK workshop of 2011

There is still time to enroll your teen in the 28-30 October London workshop but you must do so now to take advantage of the Early Enrollment Discount!

To register visit:

www.HeroPath.co.uk

Or contact Des Barry at (44) **01923 267 107**

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