

## Even the top speakers, those being paid a hundred thousand dollars or more per appearance, only have a temporary effect, and only on a small segment of the audience. Why?

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Are your key notes a good draw and make your conference seem impressive and worth the price of admission? Possibly. Are people at your conference there to learn or be entertained? Probably an even split. Is your mission to have your conference make a difference in attendees' lives? That is the real question, isn't it? How is success at your conference measured? By the number of attendees or by the permanent transformation the talk planted the seeds for? How about achieving both?

That is THDC's mission.

You see the corporate problems exist primarily because employees lack the 'Positive Internal Relationship with Self' essential for optimum functioning. For people to get the most out of trainings, workshops, speakers et al their inner relationship, especially their inner resistance to change and growth, has to be addressed. Without that door being cracked open, because that is all that will and can happen initially, everything that is heard is being filtered through "I am not likeable enough – I am not a winner enough", an unconscious conversation we call 'negative self-talk', and will be discarded as a threat to that context and concept of Self.

The source of the problem when it comes to motivation, emotional intelligence, leadership, and HR? Never addressed simply because the theory that succeeded in supplanting our limited understanding of human development used heretofore has not yet been incorporated into mainstream knowledge. Would you rather have someone address the symptom or the cause of your problem or your illness? No different when it comes to a company's and its employees' wellness in any of these areas.

The symptom might be disengagement, absenteeism, lack of motivation, poor collaboration, lack of loyalty, poor leadership, no grit or resilience, underperformance, and so forth. The cause of every one of these symptoms is the lack of a 'Positive Relationship With Self.'

Only by addressing this fundamental problem can a corporation or an individual move the needle. You want productivity, loyalty, wellness, engagement, creativity, collaboration, motivation, start with a Speaker who can intelligently and sensitively help people open the door to their self-esteem, self-worth, self-care window and show them, not only the pain that may be secreted away, but the freedom when it is finally revealed and released.

We don't use phrases like; accelerate the performance engine; 'micro decisions of leadership'; difficult to manage relationships sabotage business; world's most recognized experts; pioneering the latest trends; recognizing and remedying dysfunction; today's volatile and competitive global marketplace.

We use phrases like; being comfortable in our own skin, liking ourself; deserving of respect; self-care; nourishing ourself; malnourished; oxytocin vs. adrenaline; dopamine vs. vasopressin; pheromones vs. endorphins; telomeres; longevity; Blue Zones; to teach people that it is not only OK to take good care of themselves, without worrying about being selfish, but essential to being a good parent, employee, spouse, colleague, and someone who is collaborative, a leader, creative, loyal, healthy and wise. (We left wealthy – that is a corporate decision)

Ultimately, we believe that only a program or talk with the possibility of producing permanent lifestyle change in individuals, the clarion call for all THDC programs, is worth investing in.

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