

An In-Depth Look at The Pacific Institute®, Inc.



Success in not a concept. Success is the result of knowing where you want to go, and the changes you need to make to get there. The road to success becomes a lot smoother when you have the tools to develop the *attitude* of success.

Enabling individuals to empower themselves. To get a better picture of who they are, of what they want. To help them grow. To convert ability into accomplishment, frustration into fulfillment. This is what The Pacific Institute's approach to education is all about.

It's not intended to generate power over people, but, rather, show people how much untapped potential they already possess – the potential to take charge of their lives, manage their affairs, their situations, their circumstances, their opportunities – the potential to make decisions in a manner that is most beneficial to their well-being. It is the potential to choose growth, freedom and personal excellence.

Since 1971, Lou Tice, co-founder and Chairman of The Pacific Institute, has been considered an expert in translating the latest research from the cognitive sciences into practical, easy to understand and implement concepts and principles. The approach is well-conceived, well-regarded, and most importantly, well-executed by highly trained professionals who know the value of change – be it for individuals, groups, government bodies or business.

The Pacific Institute helps individuals shape a changing world by systematically providing information that helps them:

- Build self-efficacy
- Heighten creative and innovative thinking
- Improve resiliency and the ability to “bounce back” quickly
- Increase harmony, cooperation and teamwork
- Attain goals that were once thought out of reach
- Transform downward spirals into springboards for success
- Create accountability and responsibility for results
- Generate a passion for living and working

No, we are not just another “Rah! Rah!” motivational program. No walking on hot coals or hanging from ropes. We are, instead, a win-win program with over 30 years of proven results – in the United States and around the world.

The bottom line is simple. We help you, so you can help yourself.

“Remember, this program is about helping staff develop. If they do develop, then the company will benefit automatically, because it is not a pair of hands who turns up for work, it is a whole human being.”

— Iain Kennedy, former Chairman
Nortel - Ireland



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Solving People Issues at Their Root Cause

SEATTLE • LONDON • TOKYO • JOHANNESBURG • PERTH • SHANGHAI

Over 60% of the Fortune 500 companies have made our curriculum an integral part of their corporate culture. They know that empowered employees drive a company to excellence – and keep it there. Smaller businesses derive the same benefit. They employ our curriculum to grow, prosper, and meet individual and organizational needs.

After being exposed to our program, at-risk youth are motivated to change directions. The unemployed learn to become self-sufficient and remain that way. Correctional institutions report measurable changes in attitude and recidivism. Athletes and famous figures meet their goals easier and quicker.

The same applies to community groups, civic organizations, elected officials, you name it. No matter who you are, where you are, how old or how young – the principles of our programs will enable you to be more productive, more focused, more confident, more satisfied – personally and professionally.

Our programs have been translated into more than 15 different languages for an international audience with the desire for excellence. In over 60 countries around the world, individuals and organizations are on the move, taking it to the next level on a daily basis.

So, which is the right group for our curriculum? Who are the right participants? A better question might be, “Who isn’t?”

“As a leader inside the U. S. Government, being able to bring these concepts to others is the best thing I’ve ever been involved with. If I had the power, I would cause every new leader who comes into the government to have The Pacific Institute’s training.”

— General Patrick M. Hughes, USA (Ret.), former Director
Defense Intelligence Agency

Traditional thinking said that whatever we achieved in life, we did so strictly as a result of heredity and environment – and nothing else. Today, however, we know that traditional thinking was dead wrong. What it didn’t consider was our individual freedom to choose the impact that our heredity and environment have upon us.

This selection factor has been called “Human Agency.” It allows us to determine how much of our heredity we are going to access. The same is true of environments in which we place ourselves. It is an integral part of the learning process as well. In essence, it is the selection criteria that allows us to change our beliefs or make things happen, based on the information and tools provided.

At The Pacific Institute, we furnish the education and the tools. From that point, this Human Agency factor takes over, in terms of how the information is applied to personal wants, needs and goals – of how each individual determines self-image and regulates internal standards. And, while the particulars may vary from person to person, the final result is behavior that is elevated and regulated at a higher level of performance.

The curriculum of The Pacific Institute works because people believe in their ability to make things happen. We help organizations become aware of what they can become, and then help facilitate this potential into reality. It’s been that way since 1971, and we don’t plan on stopping now.

“As President of the Canadian Psychological Association, I can tell you there is no organization as effective in transferring knowledge from psychology to organizational settings, educational settings, public sector, or private sector than The Pacific Institute.”

— Dr. Gary Latham, President Canadian Psychological Association
University of Toronto School of Management

After over 30 years in the field, the Institute's programs have been effective in all types of organizations and all types of situations, from Northern Ireland to South Africa, China to Guatemala. The reasons are simple:

- It is easy to learn, easy to remember, easy to use.
- It is delivered by one of the industry's finest teachers.
- Everything is solidly grounded in the latest scientific research. It is documented and thoroughly tested before ever being presented to you.
- Experience. No one can match our longevity at effectively and efficiently directing desired personal growth.
- Facilitators trained and certified by The Pacific Institute use video, audio, on-line and print materials to ensure quick, effective, thorough communication.
- The material presented is a complete, very carefully thought-out process – as opposed to the piecemeal approach of mere books, tapes or a seminar.

One final point: The whole program is far more powerful than the sum of its parts. It is synergistic. It most definitely builds in value – as you learn it, as you assimilate it, as you apply it.

Our business is success – your success, to be exact. That is why we go the extra mile in delivering an effective educational process that is tailored to your specific wants, needs and desires. That is also why we are on the job long after most of our competitors are off and running somewhere else.

Our goal, plain and simple, is to coordinate our education and processes with your needs – to do everything humanly possible to ensure a successful implementation to everyone's satisfaction. Our multi-phase "hands on" program guarantees it.

This very instant, hundreds of thousands of individuals around the world are thinking more clearly, working smarter, and enjoying a more satisfying quality of life. They are more productive, self-enabling, more confident with less stress, have fewer conflicts and greater self-esteem. Causative thinking puts them in control, and they are doing it with us, The Pacific Institute.