



# Conscious Activation™

*Transform Your Thinking*



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**Conscious Activation™**  
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## **37 STEPS TO TRANSFORM YOUR LIFE** **By Transforming Your Thinking**

### **WHO IS CONSCIOUS ACTIVATION?**

Conscious Activation International provides online courses that present 37 Steps to Transform Your Life by Transforming Your Thinking. This helps people strengthen their minds by shifting their thinking, from negative, subconscious thoughts to more positive, conscious ones. When your thinking skills are weak, you become vulnerable to many negative outside forces and individuals. When you are strong on the inside, you create a shield of protection and can weather any storm that comes at you from the outside. This change in thinking puts you in control of the happiness, fulfillment, productivity and success in your life.

### **THE PROBLEM**

The root cause of the negative issues and challenges we face is the way we think and our lack of skills to shift our thoughts. Science has proven that we have very little conscious control over our thinking. This leaves our reactive, subconscious thinking, over which we have virtually no control, in charge of our emotions, communication and behavior most of the time.

### **OUR PROGRAMS**

Our 100% online Conscious Activation Thinking Program includes Video Courses, Workbooks and Downloadable Self-Talk MP3 Audio Files. The Program helps people understand in detail:

1. How and why we think the way we do, and how our automatic and reactive thinking prevents us from protecting ourselves against the negativity and challenges that may arise.
2. The specific steps we can all take to shift away from our negative, reactive, subconscious thoughts and activate our deliberate, conscious thinking which will create more positive and productive results.

This change in thinking puts people back in control of the happiness and peace of mind they deserve in life.

### **OUR OPPORTUNITY**

Our Conscious Activation Thinking Program is now available at a 75% discount for only \$24.99 to support those in need during this challenging time. We created a platform that will help drive global change by making Conscious Activation Programs - in video and audio – very affordable for most everyone. This will help level the playing field to ensure that the protection and prevention our Programs provide are available to virtually everyone in need.

## **OUR FOUNDER**

Dr. Susanne Cohen is the founder and CEO of Conscious Activation International. Dr. Cohen has an unwavering commitment to support people in shifting their thinking, from negative to positive, which leads to greater happiness, fulfillment, productivity and success. Her experience as a health substantial research she has completed in the area of thinking, has resulted in the life-transforming Conscious Activation Thinking Program.

## **CONSCIOUS ACTIVATION IS A PROUD SPONSOR OF RESCUE OUR KIDS INC.**

Conscious Activation donated all of the Prevention Programs for Kids and Adults to Rescue Our Kids™ Inc., a Missouri Nonprofit 501(c)3 Corporation. Rescue Our Kids provides 100% FREE Videos and MP3 Audio Files designed to prevent the mental and emotional pain and suffering from bullying.

For more information, please visit [www.RescueOurKids.org](http://www.RescueOurKids.org).



## 37 Steps to Protect Your Mental Health During This Pandemic

According to the American Psychiatric Association, 36% of Americans say this pandemic has had a serious impact on their mental health. The isolation, separation and financial uncertainty we now face daily are contributing to the significant stress, anxiety and depression many people are experiencing.

The good news is, there is something we can do. Something that will benefit us, our families and our society as a whole.

We must take control of our thinking.

Our thinking is the source of our emotions, communication and behavior. How we manage our way through this pandemic and all of the changes it has created is based upon how well we manage our thoughts.

Unfortunately, science has proven that we have little to no control over our thinking. Our automatic, subconscious minds, over which we have zero control, are in charge about 95% of the time. This means we are in Reaction Mode most of the time.

You do have the ability to activate your conscious thinking and take back control over your thoughts, emotions and behavior.

Once you know how to do this, it will help take away some of the uncertainty that exists today and put the power over your response to what is happening, back in your hands.

Conscious Activation's 100% Online Thinking Program guides you through 37 Steps, so you understand:

1. How and why you think the way you do, and how that causes much of the negativity and challenges in your life
2. The specific, step-by-step process that will allow you to activate your conscious thinking to support a more positive and productive result.

To support those in need during this time, the Conscious Activation Thinking Program is being made available at a **75% discount, for only \$24.99**.

Clearly no one is responsible for the pandemic that is occurring in our world. But how we respond to it is our responsibility. This is an opportunity for each of us to shift our thinking and come out of this situation stronger and kinder – as a family, a community and a society.

Please visit [www.ConsciousActivation.com](http://www.ConsciousActivation.com) to see how our Thinking Program can contribute to you and those you love.



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## TESTIMONIALS

“Conscious Activation is a must for anyone looking to change his or her life for the better. Dr. Susanne Cohen breaks down a variety of common life scenarios throughout the program, and provides tips on how to get through those experiences gracefully and with a positive attitude. After going through this program, I find it easier to change my thinking in the moment from the negative to the positive and because of that it’s much easier to just be happy! This has specifically been a big help to me during the current coronavirus pandemic, because life looks so different from what it did just a month ago. I am home more often than I thought possible with my children and my husband, and the dynamic has changed. Conscious Activation has helped me to see these changes in a more positive light. I have also found value in the Conscious Activation workbooks. One of the first activities, the assessment, has been especially helpful in assisting me to evaluate areas of my life I haven’t thought to evaluate before. I highly recommend this program to anyone, in any stage of life, who wants to feel happier and have a more positive outlook on life.”

Rachel Madison, Writer and Editor, Austin, TX

“This program is powerful. It’s a true solution that will change lives and help a lot of people. Most people go through life and don’t know what’s driving them. Conscious Activation helps you find out, and then shows you how to shift your thinking so you can change it. Something was missing before I took this program that was preventing me from moving forward in my life financially and with my relationships at work. I was being reactive and was sabotaging myself. This program helped me to shift my thinking. It has you ask real questions about yourself. It guided me through self-reflection. I wasn’t just watching a video. It was much more experiential to me. The information presented was very scientific and valid. It opened the door for me to understand how and why I react the way I do. I also understand that I need to use the tools presented every day, just like using a muscle, to make my skills stronger. At my job, I have been able to bring these techniques to the people I work with – helping them to change their thinking, and we work on it on an everyday basis. Financially, I shifted my thinking from a scarcity to an abundance mentality. There are so many benefits from Conscious Activation. You have to experience it. From a general perspective, everyone wants to increase their happiness, love, health, success and relationships in their lives. This is a way to experience that and understand it’s not outside of them, but inside of them – they just have to access it. Dr. Cohen has such positive energy, even when talking about negative information. She discusses many sensitive topics and uses real-life situations. She shows you how to get through an intense, negative situation and still experience joy in life. She also shares personal experiences and stories which is so powerful. I would recommend this to everyone.”

Michael Park, Business Owner, New York, NY

**“I love the Conscious Activation Thinking Program. I’ve always been committed to learning and growing throughout my life and have been exposed to many other programs. This one is different and the best I’ve ever experienced. It’s all about improvement, and how you can be better. It makes you think in a different, more positive way. Most of our society is negative. We need to overcome all of the negative thoughts that pop up all the time. This program helps you change your thinking and develop a much more positive attitude. About life and about yourself. People need to learn how to love themselves, especially with abuse, and this program helps you get there. Our country needs this! In my opinion, kids coming into the world need this. It should be a required course for every high school and college student so they can get a better and stronger start in life. It will actually be beneficial to all people, and even the people around you. I was able to complete the program on my own time and in the comfort of my own home. The information was simple and easy to understand. It was all online so if I missed something, I could rewind it and review it again. I love the two short audio tapes that I listen to on my phone which provide a summary of the information from the courses. I listen to them every day. We all need that kind of reinforcement daily – big time. I would recommend this course to anyone and everyone.”**

**Gene Clark, Dentist, Centralia, IL**

**“Dr. Susanne Cohen has been my career and life coach for many years. There have been many times that I have been frustrated with a situation at work or the direction of my career. She gave me encouraging words and helped me think through my problem. She always helps me see my issues from different angles so I can put the situations into perspective. The Conscious Activation Thinking Program has transformed my ability to interact with people and to be more empathetic towards their points of view. She has been an invaluable person in my life.”**

**Bryon Robidoux, Actuary, St. Louis, MO**

**For more information, please visit [www.consciousactivation.com](http://www.consciousactivation.com).**

## Dr. Susanne Cohen Biography

Dr. Susanne Cohen is the Founder and Chief Executive Officer of Conscious Activation International. She has an unwavering commitment to help people across America and the globe, including children, gain conscious control over their thinking and shift it from negative to positive and productive.



Dr. Cohen started her career as a healthcare professional. When a serious auto accident ended her dental career, she quickly moved down a business path and became a coach, teaching leadership and life skills to help people accomplish their goals. She then became founder and was CEO of successful pharmaceutical company for almost twenty years. As their seasoned company spokesperson, she appeared as a guest expert on the Today Show, The View, Fox News, The Apprentice and many other national, regional and local television shows and radio programs. She also appeared in numerous national print publications.

After leaving that position, Dr. Cohen continued to do research and found that, statistically, our society was in trouble – in families, in business and with our children. As a result, she founded Conscious Activation International which created a Program designed to provide the 37 Steps to Transform Your Life™ by Transforming Your Thinking™. The online Thinking Program shares, in detail, (1) how and why we think the way we do and how our thinking causes most of the negativity and challenges in our lives, and (2) a detailed step-by-step process to shift our negative, subconscious to more positive, conscious thinking. When we activate our conscious thinking, we are able to take back control of the happiness, fulfillment, productivity and success in our own lives.

Dr. Cohen's research also highlighted numerous issues with our children, including the bullying epidemic and the alarming numbers of child death by suicide. She then founded Rescue Our Kids, Inc., a Missouri Nonprofit 501(c)3 corporation that provides 100% free online courses to teach the 10 Steps to Eliminate the Mental and Emotional Pain and Suffering from Bullying. Conscious Activation donated the Rescue Our Kids Prevention Programs for Children and Adults to provide a comprehensive solution to help our kids shield themselves from the mental and emotional pain and suffering from bullying.

As a seasoned and passionate speaker, Dr. Cohen is available for keynote presentations. If you are interested, we invite you to submit a request through our [Contact Us Form](#).

Dr. Cohen remains committed to making a true difference in the lives of adults and children everywhere.

## Frank Babcock Biography

Frank Babcock serves as the Chief Marketing Officer of Conscious Activation International. He is an award-winning and highly accomplished leader with over 50 years of management experience in direct marketing, targeted sales and account management in the advertising and publishing industries. As the past, recent Senior National Sales Manager for the second largest cable company in the United States, Spectrum Reach, a division of Charter Communications, Mr. Babcock effected lucrative strategies, business development and marketing training management



resulting in significant and substantial gains throughout his 22-year Charter career. Create focused, innovative marketing materials targeted to attract new business and enhance sales. He identified issues and designed unique solutions to achieve resolution, guarantee superior service, and ensure efficient, productive operations. Mr. Babcock's previous experience also included the CBS Flagship radio station KMOX where he served as the National Sales Manager for 23 years. His ability to effectively analyze current market trends to adapt to a changing consumer market has supported his successful career.

Mr. Babcock's superior performance awards include:

- Peak Performers Outstanding Performance Award multiple years (2006-2016)
- Charter Communications Century Award (2005)
- Century Club National Team Award (2004)
- Charter Media Division Lifesaver Award (2002)
- Charter Media Employee of the Year (2002)
- Outstanding Results Wired World Recognition Award (1999)

Throughout his career, Mr. Babcock has contributed to the nonprofit world in numerous areas, including a profound commitment to the safety of children. He was the founder and past President of the United States Mixed Martial Arts Federation and Kick International, and a past member of the Board of Directors of the International Mixed Martial Arts Federation focused on developing the sport for Olympic recognition.

Mr. Babcock's other civic activities include Narcotics Service Council Media Representative, Fund Raiser for "KICK DRUGS OUT OF AMERICA," Member of the Board Michael Jones Youth Foundation, Founder of the St Louis Blues Society, Co-Founder of the St. Louis Blues Music Festival, Member of the board of KI Youth Development Foundation, National Blues Museum Board of Directors Member, United States Sports Council Vice President and Board Member and National Poly Trauma Institute member of the Board of Directors.

Mr. Babcock is continuing his commitment to making a significant difference in our society through Conscious Activation International.





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