



Conscious Activation™

Transform Your Thinking



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Conscious Activation™
Transform Your Thinking

SHIFT YOUR THINKING™ To Create Your Own Peace of Mind™

OUR COMPANY

Conscious Activation International provides online, video-based programs that help you Shift Your Thinking™ to Create Your Own Peace of Mind™. We help people strengthen their minds by shifting their thinking, from negative, subconscious thoughts to more powerful and productive, 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 heavy burdens we carry on our shoulders are greater than ever. The way we think and the lack of skills we have to shift our thoughts are responsible for much of the negativity and challenges in our lives. Science has proven that we have very little conscious control over our thinking. This leaves our negative, reactive, subconscious thinking, over which we have virtually no control, in charge of our emotions, communication and behavior most of the time (95%).

OUR PROGRAMS PROVIDE THE SOLUTION

Our 100% online Conscious Activation Thinking Program includes 3 Video Courses, 3 Workbooks and 2 Downloadable Self-Talk MP3 Audio Files. The Program helps you understand in detail:

1. How and why you think the way you do, and how your thinking creates much of the negativity and challenges in your life.
2. The specific steps that allow you to shift away your negative, subconscious thoughts to more powerful and productive conscious thinking.

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

EFFECTIVE AND AFFORDABLE

The Conscious Activation Thinking Program is now available at \$20.20 in 2020 to support those in need during this challenging time. You can complete the video and workbook portion of the Program in about 2-4 weeks, spending just 15 minutes a day. Once you have completed the Program, spend about 15 minutes a day listening to your two Self-Talk Audio Files which provide a summary of the Program to support you in your day-to-day implementation of the steps.

OUR FOUNDER

Dr. Susanne is the founder and CEO of Conscious Activation International. She has an unwavering commitment to support people in shifting their thinking, from negative to powerful and productive, which leads to greater happiness, fulfillment, productivity and success. Dr. Susanne's experience includes work as a health care professional, life coach and CEO of a successful pharmaceutical company. Combining her talents with the substantial research she completed in the area of thinking, 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.

Conscious Thinking Can Support People Through Their COVID-19 Challenges

COVID-19 has changed everyone's lives. Most people have experienced a loss of some kind, such as the loss of a loved one, a job, financial security and social interaction.

Stress, anxiety and depression are at an all-time high. While people may have no personal responsibility for the existence of the virus, how we respond to it is our responsibility.

Unfortunately, when we are in fear mode, it can be all consuming because of our negative, reactive, subconscious thinking, over which we have virtually no control. Yet our subconscious directs our thoughts about 95% of the time. The best way to shift the negativity that these challenges create, is to gain the skills and tools necessary to shift negative, subconscious thinking into more powerful and productive, conscious thoughts.

Conscious Activation's online, video based, Thinking Program is designed to provide those skills and tools. As people strengthen their thinking skills, negative feelings fade, and more powerful and productive thoughts and feelings take over. The Program guides people to have greater control over the happiness and joy they experience in life, especially when faced with adversity.

Barbara Rubel, a renowned complicated grief specialist, said, "As a keynote speaker and author on issues related to traumatic loss and building personal resilience, I highly recommend Conscious Activation's Thinking Program. Dr. Susanne's program can help people who are mentally stuck or suffering from the negative burdens that they carry around from past and present life challenges and traumatic events. Her program provides a step by step process that allows people to shift their unhealthy thinking habits to healthier ones through a science-based approach. She took a very complex, scientific subject and transformed it into an easy to understand and easy to watch video format. Dr. Susanne's commitment to contributing to people's lives in a significant and affordable way is inspiring."

It is time for people to get ahead of their fear by gaining conscious control over their thinking. Conscious Activation's Thinking Program will help them shift their focus away from the negative, so they can concentrate on the potential solutions that will help them move more powerfully through their COVID-19-related challenges.

Conscious Thinking is Key to Resolving the Issue of Racism

The issue of racism in our country is extensive and deep-rooted. Racism means different things to different people. For the purpose of this article, racism includes any form of negative beliefs that result in stereotyping or prejudice regarding a particular group of people based upon any difference in physical or other characteristics. The significant, negative effects and impact of racism are widespread, including physical, mental and emotional damage, abuse and loss.

It is critical to separate the concepts of racism as a belief structure, and the negative, inappropriate outcome from racism. While it is an appropriate and important goal to end the damage that racism causes, the key to resolving the issue lies in the thought processes that precede any such damage. We must begin to address the racist belief structures that have been embedded in our subconscious minds.

Children are born with a blank slate. Hatred and racism are learned belief structures which result in hateful and racist behavior. It begs the question, where did racist belief structures come from? Science has proven that many of our belief systems were implanted in our subconscious minds as young children and we have virtually no control over our subconscious, even as adults. In fact, our subconscious controls about 95% of our thoughts and resulting behavior. So who is really driving our beliefs? It is typically those people who influenced us when we were very young and helped feed information, experiences and belief systems into our subconscious. They are still influencing us today.

Without the skills or tools to consciously evaluate and shift those pre-conditioned beliefs, we are simply reacting automatically out of old, inherited thoughts and ideas.

Every person is responsible for their own thinking and behavior, and the level of negativity or happiness they allow into their lives. Conscious thinking allows someone to look at any issue from all sides, creating a greater sense of understanding and compassion. It also helps create some context for other people's chosen behavior. Having an understanding or context for someone else's behavior never excuses hateful or racist behavior. It can help each individual to manage the negativity in their own life and the lives of those they love.

The purpose of Conscious Activation's online, video based, Thinking Program is to guide people down the path to shift their negative, subconscious thinking to more powerful and productive, conscious thoughts. It helps knock the burdens of negativity off of people's shoulders.

Coach Elvin McFarlin, Executive Director at Honor 2 Our Heroes said, "I am a proud, 75-year-old black American man, disabled, Vietnam Veteran, United States Navy. After completing Dr. Susanne's Thinking Program, I feel in charge of my own peace of mind, providing me with new perspective and relief from my pain. The Conscious Activation Thinking Program really works and is so relevant to the needs of so many suffering through our current crises, including racism. The Thinking Program has been a Godsend to me, and I believe it is going to change the world we live in."

It is time for everyone to gain conscious control over their own thinking so we can begin to resolve the issue of racism, one person at a time.

To Resolve the Significant Issues We Face We Must Learn to Think More Consciously

Albert Einstein said, “We cannot solve problems with the same thinking we used when we created them.”

In order to change one’s thinking on purpose, it must be done consciously. According to the *Journal of Behavioral and Brain Sciences*, our subconscious minds direct our thinking 95% of the time. We have virtually no control over our subconscious which can lead to unrelenting negative self-talk.

Data from our government’s National Science Foundation shows that we have up to sixty thousand thoughts per day. Eighty percent of them are negative, 95% percent are repetitive, and we relive those negative, subconscious thoughts and experiences over and over every day.

Here’s the great news: According to neuroscientist, Dr. Michael Merzenich, we have the ability to rewire our brains and create new neural pathways when we gain a new ability. Learning how to activate our own conscious thinking is an important ability we must acquire will help enable us to resolve the significant problems we face as a society.

There are two important steps to activate our own conscious thinking:

1. Understand in detail how and why we think the way we do, and how our thinking creates much of the negativity and challenges in our lives.
2. Learn a step-by-step process that will allow us to shift our negative, subconscious thinking to more powerful and productive conscious thoughts.

That is exactly what the online, video-based, Conscious Activation Thinking Program is designed do. These two steps show people how to take back the power and control over their own happiness so they can also contribute to resolving societal challenges.

As we learn to think more consciously, person by person, we can break down existing barriers and create positive, global change as a society.

People Have Very Little Control Over Their Own Thinking

Our thoughts control virtually everything in our lives - how we feel, act, react and behave. Our thinking controls the choices we make, including the people we invite into our lives, the jobs we choose and the environments we live in. Our thoughts have a lot of power over our lives.

The challenge is, science has proven we have very little deliberate, conscious control over our own thinking. In fact, according to the *Journal of Behavioral and Brain Sciences*, it is our automatic, reactive, subconscious that direct our thoughts about 95% of the time. Science has also proven that many of our belief systems were implanted in our subconscious minds as young children and we have virtually no control over our subconscious, even as adults.

So who is really driving our choices? Typically, it is the people who influenced us when we were very young. They helped feed information, experiences, and belief systems into our subconscious, and they are still influencing us today.

This may be the reason negative statistics regarding our personal lives are so bad and continue to get worse. These include stats about anger, depression, fear, suicide, drugs, alcohol, child abuse, domestic violence, sexual assault, and stalking.

The solution is to develop the skills and tools to activate our deliberate, conscious thinking on a moment-by-moment basis. That is exactly what Conscious Activation's online, video-based Thinking Program is designed to do. The Program guides us to shift from negative, subconscious to more powerful and productive, conscious thoughts and choices.

We no longer need to accept the results of our negative, subconscious. We can learn how to consciously direct our own life's choices and maximize the benefits of our thinking.

After completing the Thinking Program, Dr. Gene Clark, a retired dentist who has devoted much of his life to his own personal and leadership growth and development said, "Our country needs this! In my opinion, it should be a required course for every high school and college student so they can get a better and stronger start in their adult life. It will actually be beneficial to all people, and even the people around you. I would recommend this course to anyone and everyone."

It is time for us to gain conscious control over our thinking. Let's knock the heavy burdens of negativity off of our own shoulders.



Conscious Activation™
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TESTIMONIALS

“As a keynote speaker and author on issues related to traumatic loss, complicated grief and building personal resilience, I highly recommend Conscious Activation’s Thinking Program. Dr. Susanne’s program can help people who are mentally stuck or suffering from the negative burdens that they carry around from past and present life challenges and traumatic events. Her program provides a step by step process that allows people to shift their unhealthy thinking habits to healthier ones through a science-based approach. She took a very complex, scientific subject and transformed it into an easy to understand and easy to watch video format. Viewers will feel very supported by Dr. Susanne’s program and the process she walks you through. I was impressed that the program is grounded in science and evidence-based research techniques. Clinicians, support group facilitators, and grief coaches ought to consider using Dr. Susanne’s Thinking Program in their work with bereaved clients struggling with intense feelings like self-blame, guilt, and avoidance of triggers, to increase their sense of control. I like the fact that the video and workbook portions of the Program can be completed in about 15 minutes a day over a 2 to 4 week period, and that it includes 2 short summary, self-talk audio files that help people in their day to day implementation of the steps. Dr. Susanne’s commitment to contributing to people’s lives in a significant and affordable way is inspiring. I would suggest to anyone who wants to improve their ability to create an extraordinary destiny, do not overthink this. Sign up for the Conscious Activation Thinking Program today.”

Barbara Rubel, MA, BCETS, DAAETS, Speaker and Author, “But I Didn’t Say Goodbye: Helping Families After a Suicide” www.griefworkcenter.com

“Dr. Susanne 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

“There is so much pain and suffering in the world today. I am a proud, 75-year-old black American man, disabled, Vietnam Veteran, United States Navy, currently working with homeless veterans. After suffering through the loss of a loved one to COVID-19, witnessed the senseless death of George Floyd, social unrest and rioting, brought me to a new and unimaginable level of fear, pain and suffering. Normally in control of my emotions, I began to have doubts about things, to experience emotional episodes, which became somewhat unsettling. In fear from my distress, I began to search for answers. I found a new sense of hope in a program I found online.

It’s called Conscious Activation Thinking Program by Dr. Susanne. It has given me a better understanding of how I was trained to think and taught me the skills to change my thinking (on purpose). I now feel I have more command of my thinking. I feel in charge of my own peace of mind, providing me with new perspective and respite in my pain, literally.

I truly believe this program can provide other people with relief from the negativity they are suffering – including racism. It works and is so relevant to the needs of so many suffering through our current crises. The Thinking Program has been a Godsend to me, and I believe it is going to change the world we live in.

Coach Elvin McFarlin

Executive Director at Honor 2 Our Heroes Foundation (commitment to end veterans’ homelessness) www.h2oh.us; US Track and Field – President, Head Coach, Events Coordinator, Ozark Regional and National Youth Development President, Event Announcer, Event Judge

“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 their adult 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 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 powerful and productive.



Dr. Susanne 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 a 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. Susanne 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 and created the Thinking Program. It is an online, video-based program designed to help people shift their thinking to create their own peace of mind. The 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 powerful and productive, conscious thoughts. 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. Susanne'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. Susanne is available for keynote presentations. If you are interested, we invite you to submit a request at info@consciousactivation.com or through our Contact Us Form at www.consciousactivation.com.

Dr. Susanne 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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