



# Conscious Activation™

*Transform Your Thinking*



## MEDIA KIT

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**Conscious Activation™**  
*Transform Your Thinking*

## **BUILD YOUR RESILIENCE IN 2021™**

### **Eliminate Negativity and Your Anger, Sadness and Fear™**

#### **MESSAGE FROM OUR FOUNDER, DR. SUSANNE – “CHANGE IS DESPARATELY NEEDED”**

It breaks my heart to see how COVID, racism, addiction, and many other issues are negatively impacting so many lives. Stress, depression and anxiety are off the charts.

Social media, news segments and other television shows highlight the isolation, loneliness and loss due to COVID-19, the anger and outrage over systemic racism, and the hopelessness that results from drug and alcohol abuse. Most negative statistics are on the rise and people are demanding change. Yet a foundational solution to the negativity that is gripping our nation and our world today has been missing.

#### **WHAT DRIVES CHANGE?**

In order for people to change something negative in their lives, they must alter their behavior in some way. However, people are unable to change their behavior without first changing their thinking. A thought always comes before any emotion, action or reaction. In fact, the underlying cause of much of the negativity in our lives, including racism and its associated issues, is the way we think (each of us individually). In order to resolve negativity, people need to first change their thinking.

#### **CHANGING OUR THINKING CAN BE CHALLENGING**

Science has proven we have very little conscious control over our thinking. The fact is, about 95% of the time our thoughts are being driven by our subconscious, which we have virtually no control over. Our subconscious, which is automatic and reactive, is fully formed and functional by the age of six or seven. Therefore, to a great degree, we are thinking and behaving based upon belief systems (paradigms) that were fed into our subconscious by other people when we were very young. This is how negativity and negative belief systems, including racism, have become generational hand-me-downs.

#### **AFTER ALMOST FIVE YEARS OF RESEARCH, A FOUNDATIONAL SOLUTION DOES EXIST**

Our thinking is at the heart of our negativity. Yet Albert Einstein so wisely pointed out, “We cannot solve problems with the same thinking we used when we created them.” It begs the question, “How can we change our thinking when it has been scientifically proven that we have no control over our thoughts 95% of the time?” That is exactly what Dr. Susanne has designed her Conscious Activation Thinking Program™ to do. She has taken a very complex subject and created a simple to understand series of videos, workbooks and audios which provide people with the skills and tools, the specific step-by-step process, they need to shift their thinking more consciously. This will allow them to knock the heavy burdens of negativity off of their own shoulders. It shows them specifically how to eliminate and prevent the negativity and negative emotions that are plaguing their lives, including loneliness and isolation from COVID, systemic racism, drug and alcohol abuse and other traumatic events.

The Program takes you through a deep dive into (1) how and why we think the way we do, and specifically how our thinking drives the negativity and negative emotions that create our mental and emotional pain and suffering, and (2) a step-by-step process that will allow us to shift our thinking, consciously, so we regain the power and control over our own happiness, fulfillment and success in life.

The Program helps us protect our own mental health and wellbeing. When our thinking skills are weak, we become vulnerable to many negative outside forces and individuals. When we have strong thinking skills, we can create a shield of protection to help us weather any storm that comes our way.

I invite you to become part of the solution.

## **ENDORSEMENTS**

Our online, video-based, Conscious Activation Thinking Program has provided transformational benefits for people dealing with the challenging issues surrounding COVID, systemic racism and other traumatic events. It has been endorsed by a renowned complicated grief and trauma recovery specialist [Barbara Rubel, MA, BCETS, DAAETS, Speaker/Author, [www.griefworkcenter.com](http://www.griefworkcenter.com)], and a number of African Americans who believe the Thinking Program is the solution to systemic racism [e.g., Coach Elvin McFarlin, Executive Director, Honor 2 Our Heroes, [www.h2oh.us](http://www.h2oh.us); Life Choice Radio's Delonica McDonald; the following is a link to Delonica McDonald's video testimonial: [www.ConsciousActivation.com/DelonicaMcDonald](http://www.ConsciousActivation.com/DelonicaMcDonald)]

## **OUR FOUNDER**

Dr. Susanne Cohen is the founder and CEO of Conscious Activation International. She has an unwavering commitment to support people in living their best lives. Dr. Susanne shows people how to eliminate and prevent their anger, sadness and fear by shifting their negative, subconscious thinking to more powerful and productive, conscious thoughts. She leads people to greater happiness, fulfillment, productivity and success in life. 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 and its effect on negative emotions, resulted in the life-transforming Conscious Activation Thinking Program.

## **OUR NON-PROFIT – THE CHARLOTTE J. COHEN CONSCIOUS ACTIVATION FOUNDATION**

10% of the cost of all purchased Thinking Programs will be donated to our nonprofit organization, which is committed to donating this valuable program to those who have the greatest need.

## **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).

# 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 so we can eliminate and prevent the anger, sadness and fear in our lives. Let's knock the heavy burdens of negativity off of our own shoulders.



# 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. This has led many of us to experience a variety of negative emotions, including anger sadness and fear.

In fact, 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 eliminate and prevent anger, sadness and fear. This occurs when we have the ability to shift our 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.

# Is There a Foundational Solution to the Issue of Systemic Racism?

The issue of racism in our country is extensive and deep-rooted. The significant, negative impact of racism has been statistically proven in many areas, including our justice system, income inequality, education/enrollment and more.

To evaluate the question regarding a foundational solution, it is critical to separate (1) racist beliefs, and (2) racist actions which lead to damaging results. While it is an appropriate and important goal to end the actions and resulting damage caused by racism, the key to resolving the issue lies in the thought processes that precede any such damage. It begs the question, where do racist beliefs come from?

Children are born with a blank slate. As Nelson Mandela said, “No one is born hating another person because of the color of his skin, or his background, or his religion. People must learn to hate...” Science has proven that (1) many of our belief systems were implanted in our subconscious minds as young children, and (2) 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, emotions 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. Yet it can definitely help each individual to manage the negativity in their own life and the lives of those they love. Thus, a foundational solution will provide people with the skills and tools to understand (1) how and why they, themselves, think the way they do, and how their thinking creates much of the negativity and challenges in their lives, and (2) a step-by-step process that will allow them to shift their negative, subconscious thinking into more powerful and productive thoughts.

This foundational solution exists in Conscious Activation’s Thinking Program. It is an online, video-based program that guides people down the path to eliminate and prevent negativity and their own negative emotions, including anger, sadness and fear. It helps knock the burdens of negativity off of people’s shoulders so they can live their best life.

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.”

As Nelson Mandela also said, “...and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite.”

It is time for everyone to eliminate their negativity and negative emotions by gaining conscious control over their own thinking. This is how 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. It will help enable us to resolve the significant challenges 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 eliminate and prevent their own anger, sadness and fear. This allows them 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.



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## TESTIMONIALS

1. **Barbara Rubel**, Renowned Grief and Trauma Recovery Specialist
2. **Coach Elvin McFarlin**, Founder and Executive Director of Honor 2 Our Heroes Nonprofit (Committed to Ending Veteran Homelessness)
3. **Dr. Gene Clark**, Retired Dentist
4. **Delonica McDonald**, Life Choice Radio (Video Testimonial Link)  
[www.ConsciousActivation.com/DelonicaMcDonald](http://www.ConsciousActivation.com/DelonicaMcDonald)
5. **Additional Testimonials Available At:**  
[www.ConsciousActivation.com/test](http://www.ConsciousActivation.com/test)



## **BARBARA RUBEL (Renowned Grief Specialist)**

“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. It can help people who are mentally stuck or suffering from the negative burdens they carry around from past and present life challenges and traumatic events. Dr. Susanne’s 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 triggers, to increase their self-control. It can help people who are mentally stuck or suffering from the negative burdens they carry around from past and present life challenges and traumatic events.”

## **DR. GENE CLARK (Retired Dentist)**

“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.

This program helps you change your thinking and develop a much more positive attitude - about life and about yourself. Our country needs 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.

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 recommend this course to anyone and everyone.”





## COACH ELVIN MCFARLIN (Executive Director at Honor 2 Our Heroes)

“My name is Coach Elvin McFarlin. I am a Vietnam Veteran and Founder of the Nonprofit, Honor 2 Our Heroes Foundation. Our corporate mission is to end veteran homelessness in America. [www.h2oh.us](http://www.h2oh.us) and [www.vcp.org](http://www.vcp.org). In my recent pursuit for answers to COVID-19 and George Floyd, among the myriad of horrors I was struggling with, I discovered and completed an online course called “Conscious Activation Thinking Program.” While a thinking program may sound strange, it provided me with so many insights

and beneficial tools. The interesting part of my discovery is that I wasn’t even aware that I needed this information, nor that such tools existed. The program was different than I anticipated. It provided so much more than I could ever have imagined. Its benefits were so numerous, it is impossible to list them all here. If you ask me for one Word to summarize the program benefit, it is SELF-CONTROL. Although the program is universal in application, because each of us travel a different journey, its benefits are individual. The program is essential to our Need to understand how we Think. How we think is directly related to how we act and/or react in every situation in our lives. The most important component of the program for me, is understanding how I think, which is necessary to develop the tools I need to take control of how I act and react, most of the time. When we think of our lives, and what goes on in the world around us, it is easy to understand the importance of being in control of our emotions and our actions. You have probably heard the cliché, “to make the world a better place”; which should be the goal of us all. And I think for the majority of people, that is something we aspire to do. However, in reality, when real life happens, we lose our way. I discovered from the Thinking Program that 95% of the time most of us live in reaction mode. What if you could control your actions and/or reactions, most of the time? Well, after completing the Program, I am able to do just that, the majority of the time. I have read books, heard lectures and attended a lot of self-help seminars and courses, most providing me the WHAT I want to achieve. The Thinking Program provided me with the HOW; to take control of my life, my emotions, my interactions with the people around me, and how to command my responses. For the past 45 plus years I have taught in classrooms and coached youth athletics, with the goal of teaching children how to think, how to become positive and productive adults. Little did I know, how little I knew about Thinking, and the influence it has had on my life's decision and outcomes. After the Program, I am now certain I have the tools to control my thinking, and perhaps a greater understanding of what it takes to “make the world a better place”. I absolutely believe it will do the same for anyone willing to put in the work and take the course. If you want to take control of your life, your happiness, your destiny, you must understand how you think. Life is a day-by-day work in progress, and though we call it something different, we are all in search of Peace, the space, the place, the time, we feel our lives are in Control. In order to secure that Command, it is essential to understand how you Think. In order to Understand how you Think and the steps necessary to make a true change in your life, you must complete the Conscious Activation Thinking Program. It has been a Godsend to me, and I believe it is going to change the world. There is nothing else like it. Stay Safe! God bless!!”

Coach McFarlin

DELONICA MCDONALD  
(Life Choice Radio)

[www.ConsciousActivation.com/DelonicaMcDonald](http://www.ConsciousActivation.com/DelonicaMcDonald)



## 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 live their best life by eliminating and preventing their anger, sadness and fear. She guides people to shift and activate their conscious thinking.

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, and being well aware that, statistically, our society was in trouble – in families, in business and with our children, Dr. Susanne decided to create courses that would make a true difference in people's lives. She founded Conscious Activation International and, after almost 5 years of research, she launched the Thinking Program. It is an online, video-based series of courses 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.

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

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



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## **Company Contact Information**

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