

# Positive Psychology and Cognitive Behavioral Therapy

June 13-14, 2016 Philadelphia, USA

## Habits and happiness: Apply the research from positive psychology to become happier and improve your wellbeing

**Braco Pobric**

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This presentation is based on Pobric's bestselling book "*Habits and Happiness: How to Become Happier and Improve Your Wellbeing by Changing Your Habits*", his teaching of Positive Psychology in public and corporate settings - including individual presentation at the World Congress of Positive Psychology - coaching sessions, online classes (over 17,000 registered students in 155 countries) and many years of helping others change their life for the better while applying the research from Positive Psychology. In this interactive and engaging presentation, Mr. Pobric will help participants understand, apply and teach the scientifically based tools that will help them change their habits, introduce new habits and teach their respective students and other professionals do the same. By the end of this presentation, participants will have the basic tools necessary to start educating their audience on the topic of habits and therefore help them become even more successful in every area of their life. Mr. Pobric will provide the seven scientifically based tools to help participants change their habits and/or introduce new habits. The focus will be on applying specific research in a very simplified way that everyone in the audience can understand (from researchers to folks willing to learn about positive psychology). In addition, this session will help the coaches and positive psychology practitioners understand and apply the same tools with their own clients. Mr. Pobric will explain how to apply the research in the areas of will power, power of belief (placebo/nocebo effect), activation energy, dopamine, support group and accountability partner, creating "small wins", measuring your success, announcing your new habits, etc.

### Biography

Braco Pobric is the bestselling author of *Habits and Happiness: How to Become Happier and Improve Your Wellbeing by Changing Your Habits* and teaches Applied Positive Psychology in corporations, public programs and as a personal coach. He has over 16,000 registered online students in 155 countries. Formerly, he was a Globally Certified Trainer and Business Coach for Dale Carnegie Training. He is a Director at ICAP and was previously a Vice President at Merrill Lynch and a Manager at KPMG.

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### Notes: