

*unique  
opportunities  
for unique  
people*

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Welcome to the Happiness Institute - a company of accomplished professionals, united by the common desire to work with a credible, respectable, supportive and lifestyle focused organisation.

The Happiness Institute truly offers a unique business opportunity for unique people.

Our life coaches operate their own successful coaching businesses under the The Happiness Institute banner - enjoying all the support and strengths of a trusted industry voice as well as the autonomy, independence and flexibility that comes with running your own business.

Our life coaches are experienced, motivated professionals who value relationships and take pride in the outstanding levels of service they deliver. They are solutions focused people who recognise the benefits of working alongside other top performers in the industry.

We believe that true career fulfilment and happiness come from a well balanced approach to both work and play.

Just consider the wonderful possibilities!



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The Happiness Institute was established in 2003 by Dr. Timothy Sharp, one of Australia's leading clinical and coaching psychologists who previously built an award winning private practice ([www.makingchanges.com.au](http://www.makingchanges.com.au)) from which he and his team have helped thousands of people overcome problems such as depression, anxiety, stress and insomnia. More recently, at The Happiness Institute, Dr. Sharp, has developed a highly qualified and experienced team of caring professionals who have already helped thousands of individuals (and organisations) live better lives.

With a focus on positive psychology, we have developed a number of proven and effective programs and a range of powerful products and resources. We assist our clients to make positive lifestyle changes through the application of proven and extensively researched techniques, skills and strategies. By offering clients a variety of options, it enables them to engage in learning in a way that best suits their circumstances, goals and preferences.

All our programs have been developed around the teaching of a number of core strategies such as:

- [clarifying life purpose](#)
- [determining direction and goals](#)
- [living healthily](#)
- [optimistic thinking](#)
- [building positive relationships](#)
- [identifying and utilising core strengths](#)
- [enjoying and appreciating the present moment](#)

The Happiness Institute is also a highly regarded provider of corporate seminars and workshops covering topics such as how to be happy at work, resilience, time management, work/life balance, personal productivity, stress management and naturally, happiness.

Our website [www.thehappinessinstitute.com](http://www.thehappinessinstitute.com) is at the forefront of the industry where clients can contribute to our blog, subscribe to our free monthly eNewsletter (that contains happiness research, tips, book reviews and updates on our courses, coaching packages and activities), find a happiness coach, register for coaching and courses, purchase happiness books, workbooks and CDs, read what the press has said about us and much more.

The Happiness Institute is a member of The Franchising Council of Australia and Dr Sharp is a member of the Australian Psychological Society and of the International Coach Federation.



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***Our vision at The Happiness Institute is to become the pre-eminent life coaching organisation in Australia. We aim to achieve this by having an extensive network of qualified coaches who focus on positive psychology, taking clients from 0 to +10.***

The Happiness Institute is currently seeking individuals who wish to be a part of The Happiness Institute's vision, share its philosophy and who have a good understanding of the skills required to coach and support clients. Candidates have a great opportunity to become part of an established company and a recognised / respected brand.

The key features and benefits of the The Happiness Institute opportunity include:

## BRAND

- Being a part of a recognised and respected brand
- An association with Dr Tim Sharp, a recognised leader in the field of positive psychology in Australia

## SYSTEMS

- Ability to deliver the established courses, methods and programs in Positive Psychology developed by Dr Sharp
- Comprehensive Operations Manual detailing the systems and processes for the day to day management of the business
- Centralised Booking System
- Common Accounting System

## SUPPORT

- Dedicated support from experienced head office personnel in
  - Marketing
  - Business
  - Positive Psychology Coaching
- Each franchisee will have direct access to 2 support personnel



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## TRAINING

- Full training (initial and ongoing)
- A 5 day induction and training program in positive psychology coaching and running a business/franchise
- Continual updates and training including monthly franchisee meetings that provide an important avenue for group discussion
- Ongoing professional development (including coaching supervision, training and support)
- Annual conferences

## MARKETING, ADVERTISING AND PR

- A plethora of marketing material including business cards, personalised web page, stationary and brochures
- A local area marketing kit including pro forma press releases, lists of local journalists, pro forma advertisements etc
- Leads through head office advertising and marketing including internet, yellow pages, press and PR
- Proactive CRM (Client Retention Management) System including: client contact campaign, newsletters, thankyou letters, happy anniversary, happy birthday and Christmas cards

## CHARTER

Opportunity to operate under The Happiness Institute's Charter of Best Practice.

## CULTURE

- Freedom and flexibility - giving you the opportunity to choose your lifestyle as well as earn great income
- A relaxed, friendly company culture which encourages 'levity' and team building resulting in a trusting, professional, caring customer service focused work environment
- Respect for your personal attitude which is a key to achieving business objectives- positivity, preparation, determination and self belief are some of the personal building blocks needed for success
- Opportunity to grow your business and build a saleable asset as part of a greater network

The Happiness Institute is committed to ensuring you have everything you need to succeed and within our uniquely supportive and flexible culture, we hope you can reach your full potential.



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## ***Are you right for The Happiness Institute?***

We understand that the decision to become a The Happiness Institute franchisee is one that must be taken seriously and must consider the benefits to both parties. It is, after all, an ongoing partnership that will last for a minimum of 5 years and must be beneficial to both parties.

Similarly we are committed to only selecting the best people, individuals who can grow with the company while adhering to The Happiness Institute systems and philosophy. The Happiness Institute is looking for:-

### PEOPLE WHO ARE:-

- Tertiary qualified in psychology (or similar) with at least 2 years relevant experience
- Wanting to be part of the exciting positive psychology movement
- Professional
- Positive and friendly
- Ambitious
- Self - believers
- Able to understand that long term benefits outweigh short term pain
- Strong enough to trust themselves and take the leap of faith
- A “good fit culturally”
- Sales and relationship focused

### PEOPLE WHO ARE LOOKING FOR:-

- An attractive business model
- Uncapped earnings potential
- Support and mentoring
- Freedom and flexibility
- Industry reputation
- The ability to work alongside other top industry performers
- Work/life balance



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## *Where to from here?*

### *Step 1*

Please visit [www.thehappinessinstitute.com/franchising](http://www.thehappinessinstitute.com/franchising) or call 02 9221 3306 to register your initial interest. Following this we will contact you to discuss the opportunity in more detail. If following this discussion we are both comfortable to proceed, we will arrange a suitable time for an initial meeting.

### *Step 2*

The initial meeting is essentially a 'getting to know each other' meeting. During the process we will clarify the key elements of the The Happiness Institute business opportunity, and ascertain whether there is a good fit between the us both. You will also be provided with the necessary information to assess the business opportunity. At the end of the meeting you will be provided with an application form to take home and complete.

### *Step 3*

Following the initial meeting, we encourage you to conduct research and seek independent advice to evaluate the The Happiness Institute opportunity. If you intend to proceed further, you will be required to pay a fully refundable application fee of \$3,000 plus GST accompanied by a completed Franchisee Application Form prior to your second meeting.

### *Step 4*

During the second meeting more specific issues regarding the relationship, such as the code of conduct, disclosure document and agreement will be presented and discussed. You will then be required to take these documents and seek independent legal and accounting advice. At the second meeting we will also review your application form and ask you to obtain a police and credit check.

### *Step 5*

The third meeting will resolve any outstanding issues and questions and will introduce some of the other members of the The Happiness Institute team.

### *Step 6*

The key objective for the final meeting is to finalise the decision and sign the offer to join the The Happiness Institute network. At this point you will be expected to pay the sign-up fee and we will proceed to finalise the legal documentation.



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**Dr. Timothy Sharp** has completed three degrees in psychology including a B.Sc.(Hons), a Masters in Clinical Psychology and a Ph.D. He worked for about a decade in the public health and university systems while also being elected by his peers to the State and then National Presidency of the Australian Association for Cognitive and Behaviour Change.

Tim subsequently set up a clinical psychology practice (Dr. Timothy Sharp & Associates) that has grown to become one of the largest in Sydney. His success in building this business was recognised by his being nominated as a finalist in both the Telstra Business Awards and the Champion of Champion Awards.

In addition, Tim has published two books (including The Happiness Handbook) and several research publications. Since 2003 he has focused his efforts on developing The Happiness Institute and on promoting the wonderful benefits of positive psychology. He has extensive experience developing a range of behaviour change programs and training other professionals to deliver these in an effective way.

After a seven year career with Macquarie Bank in Corporate Banking and Securitisation, **Ann Folbigg** established Mortgage Force (a mortgage broking business) in NSW in 1996. Mortgage Force is now a national business with offices in every mainland state.

Ann was instrumental in changing the mortgage broking industry by introducing minimum education and experience standards via the Mortgage Industry Association of Australia (MIAA). Ann (having been elected by industry peers) served 7 years on the NSW council of the MIAA and is now a Fellow of the MIAA. Ann has extensive experience in marketing and people management and a proven track record in growing a business and building a loyal, professional, dynamic team of consultants.

***Together, Tim and Ann bring together an impressive array of complimentary strengths. With Tim's international reputation in the fields of clinical and coaching psychology, and Ann's proven track record building a highly successful national business based on integrity and quality, their combination has led to The Happiness Institute being an organisation that achieves great results for its franchisees and their clients.***