

“W(h)oop” a nuAttitude

Welcome!! Let me tell you more about “WOOP.”

The “WOOP” process is a proven, practical, accessible activity. It helps individuals find and fulfill their wishes. In character development terms, “WOOP” builds self-control.

Developed by **Gabriele Oettingen** and **Peter M. Gollwitzer**, professors at New York University, “WOOP” is evidence-based and backed by extensive research of more than 20 years. “WOOP” improves effort, responsibility, and plan success.

WHO Can Use “WOOP”?

Everyone! It’s especially helpful for taking the **first** step—and the **next** step— toward a wish, desire, or intention (**addresses procrastination, anxiety, and fear**). In the pursuit of goals that often feel imposed by others, “WOOP” aids an individual to taps into their intrinsic interests.

WHAT Makes It Effective?

Often, obstacles to a wish or desire are overlooked with a fixation on how great it would feel to achieve this personal wish. “WOOP” works as a guide through those ...

in-between and oft-forgotten steps.

“WOOP” stands for each step in the process:

• Identify personal <i>Wish</i> (desire, aspiration, intention)
• Imagine the <i>Outcome</i>
• Anticipate the <i>Obstacle</i>

- Develop a Specific *Plan*

The science behind the success of “**WOOP**” has to do with an exact formula...

the sequence, language, imagery and state of mind created are all critical to the method's success.

Sooooo, grab a notebook, diary, dream book, a sticky note and just follow the above process.

Get ya “W(h)oop” On! Improve your effort, responsibility, and plan success in growth and well-being. It is suggested, “WOOP” is most helpful when it becomes a habit. As a tool, the system offers an opportunity to practice the process in every area of your life.

With Much Love, Stay Golden

Inspire Encourage Motivate

 *afm/Ndr B*