

INTRODUCTION

The approach to many business challenges and situations largely depends on our view of given situations. What result we will achieve and what outcome we will produce depends on our reaction to situations, which is determined by the responsibility we assume.

Our responsibility also includes working on our psyche, mental health and a deeper understanding of who we really are. When we talk about communication, if two interlocutors take 100% responsibility in the dialogue, the possibility of a positive outcome would increase drastically.

Therefore, the goal of modern manager or marketer is to expand his field of responsibility, by adopting useful beliefs, removing internal blockages, and constantly developing communication skills that will bring him greater empathy, flexibility and clarity through everyday challenges.

Application brings change and the content of this book, if applied experientially through the introduction of new habits, can be a great step forward in releasing the potential of the individual, team and company.

The science of *wellbeing* and numerous tools mentioned in this book lead us on the path from worries and stuckness to positive energy and creativity.

What if humanity's task nowadays is to obtain positive energy, love, and well-being, by accepting unusual success that combines creativity, happiness, and money?

This book gives us answers to these and similar questions and illuminates the way to the zone of genius.

Authors