



Learned Optimism



"Learned Optimism" your GPS program.

In the late sixties a brilliant scientist (psychologist) called Seligman wrote a book called *Learned Optimism* and started to discover that people could rise above depression and pessimism and replace it with a state of mind which preferred optimism and happiness. In 1998 Seligman became the president of the American Psychological Association (APA).

Seligman gave his readers a self-test which could provide them with a map. This map could provide the reader with directional advice (their optimism GPS) enabling them to move and alter their direction from pessimism to a more knowingly optimistic destination.

The International Sales Institute (ISI) highly commends a book called *"Coaching with the Brain in Mind"* by David Rock and Linda Page in which Seligman's work and many other significant motivational coaching issues are discussed and clarified. This book may be of particular help to TISI members who manage and direct people. Naturally all sales people whose job it is to motivate (incite) people into action need to understand this motivational challenge. Frequently TISI members need to better understand pessimistic people before they can incite them into action. We acknowledge that some cultural groups are naturally pessimistic while others on the other hand are habitually optimistic.

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The following extract is taken from the book *"Coaching with the Brain in Mind"* by David Rock and Linda Page and relates to the subject of "Positive Psychology".

"A pessimistic style explains setbacks or failures as: permanent, persuasive and personal. An optimistic style explains negative events as: temporary, local and external."

Learned optimism is a concept well-defined by Rock and Page. They describe *learned optimism* as a set of ideas, as relevant when they were first put forward as they are today.

Seligman's research started with animals. Some animals gave up very quickly when replicating an activity which had previously given them a positive result. Others kept at it for much longer no matter how many rejections they received. When Seligman moved his research to humans, he found the same to be true. Some people gave up very easily when they received rejections, while others persisted after numerous negative attempts.

Visit our library for more optimism: <https://www.theinternationalsalesinstitute.com/library/motivation-inspiration-humour-2/>

The International Sales Institute (ISI) wishes you endless optimistic outcomes in your life and your business.

TISI members, "check your optimism GPS".

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