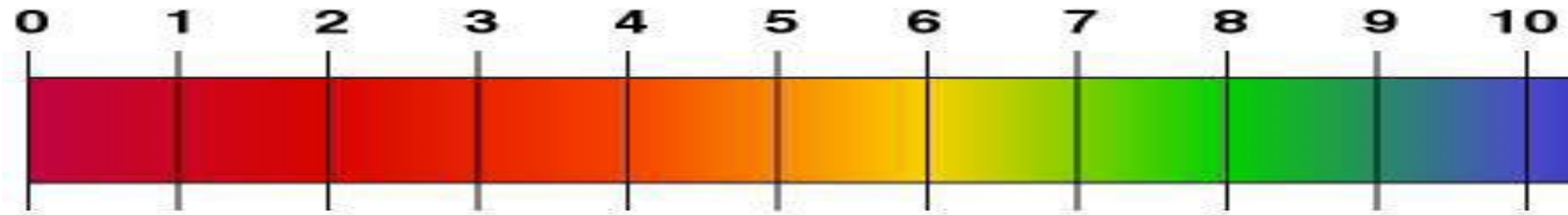


**So, which is it?**



**Half full?      or      Half empty?**

## Optimism and Pessimism



**Pessimist**

**Optimist**

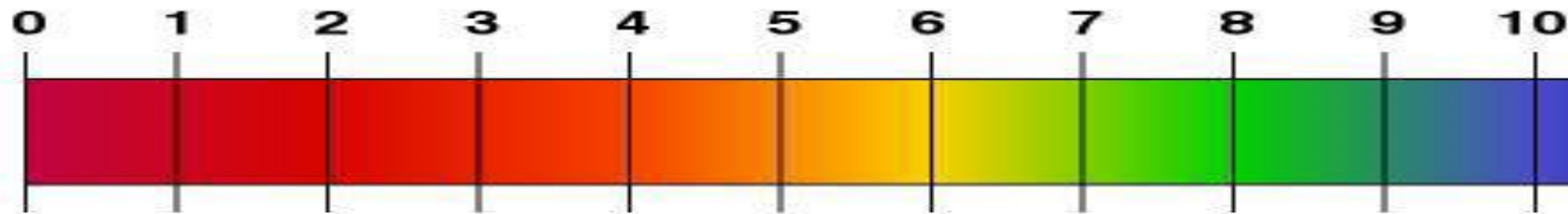
**Traditionally, the way we have seen Pessimism and Optimism is as opposite ends of the one scale.**

**However.....**

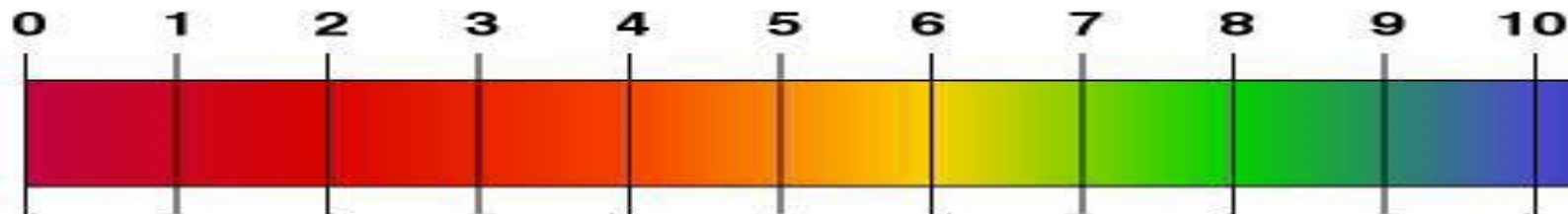


Neuroscience has discovered there are two separate scales  
**With two separate neural networks**

**One for Optimism**



**And one for Pessimism**



**So, how does the Pessimistic mindset see this glass?**



**And the Optimist?**

**Pessimist**



**The same**  
*They see it as it is*

# Optimist



**Larger**

*They see it as it could be – even if that is unrealistic*

*Should you see a glass as half empty or half full?*



*If you want to live a better life,  
and you care what research has to say,  
there's a clear answer to this question: Half Full.*

## Pessimism & Optimism

*The optimist achieves more...*

### Pessimism: *Realists but unfulfilled*

- The realistic view
- Seeing things as they are

Generally the Pessimist's view leads to

- Getting less of what you want
- Achieving less
- Less happy and fulfilled
- Poorer health and wellbeing
- Often become depressed and stuck

### Optimism: *Happier and Healthier*

- The unrealistic view – 'rose tinted'
- Seeing things as they could be  
no matter how unrealistic

Generally the Optimist's view leads to

- Getting closer to what you want
- Achieving more
- Better careers and income
- Better relationships & social circles
- Better recovery from illness

*The pessimist is more accurate...*



*Pessimism is not a healthy way of life.*

*It is maladaptive for most endeavours*

*But it is a healthy way to be – selectively, from time to time.*

***But it is a healthy way to be – selectively, from time to time.***

*Particularly, when the downside is big.*

***Pessimism is good for you if....***



***... if your Pilot is a pessimist who decides to check one more time that guy put enough fuel in.***



***... if your Lawyer is a pessimist who decides to check that contract one more time.***



*... if your Finance Director is a pessimist who decides to check those figures one more time.*

**However...**

# **Controlled Flexible Optimism**

**Is the healthiest way to be  
Is the ideal for which to strive**

**How do you get there?**

**Controlled  
Flexible  
Optimism**

**Get in touch  
We'll show you how**