

Guiding your Organizational Culture

Self-Directed Crisis Intervention
and Emotional Intelligence Training

When you're happy in relationships, within yourself and with others whom you feel close to, you tend to be more productive, creative and fulfilled at work. Creating a ripple effect, individual happiness compounds to build an elevated organizational culture.

Ask Yourself:

How do I feel about the cultures I'm part of, at work, home, within myself?

Are these warm, cold, neutral, toxic?

How does my inner world of feelings impact my performance with others?

Our Mission

Counseling and art are both tools to transform the human experience, often painful and confusing, into something beautiful. Love Sex Trust Productions, owned by Chris Boissevain and Jennifer Jones, LMFT, merges these methods, art and counseling, so you can dive deeper into a personal conversation with your oldest friend, yourself.

We've elevated training tools by increasing the aesthetic experience and decreasing barriers of cost, class and access. Our tools are useful and beautiful, trauma informed, and inexpensive reflecting psychodynamic, interpersonal neurobiological and systems theory perspectives.



A Curated Ecosystem of Training

The Collection and Advanced Training Set of workbooks are affordable, private, self-directed and apply to a diversity of situations.

Books are divided into seven developmental categories, including Advanced Training, which focuses on professional development for those who help, train, and lead others.

This simple format without extra bells or whistles is ideal for training delivery.

Workbooks, paperback or digital, prompt readers to ask themselves questions. Having to write out a response to yourself, increases clarity and confidence. Concrete strategies, diagrams and scripts are also provided.

The Positive Psychology Series focuses on general skills building:

Communication, Listening, Self-Assessment, Professional Strategy, Goal Setting

The other Developmental Series focus on deeper, trickier, subconscious emotional issues.

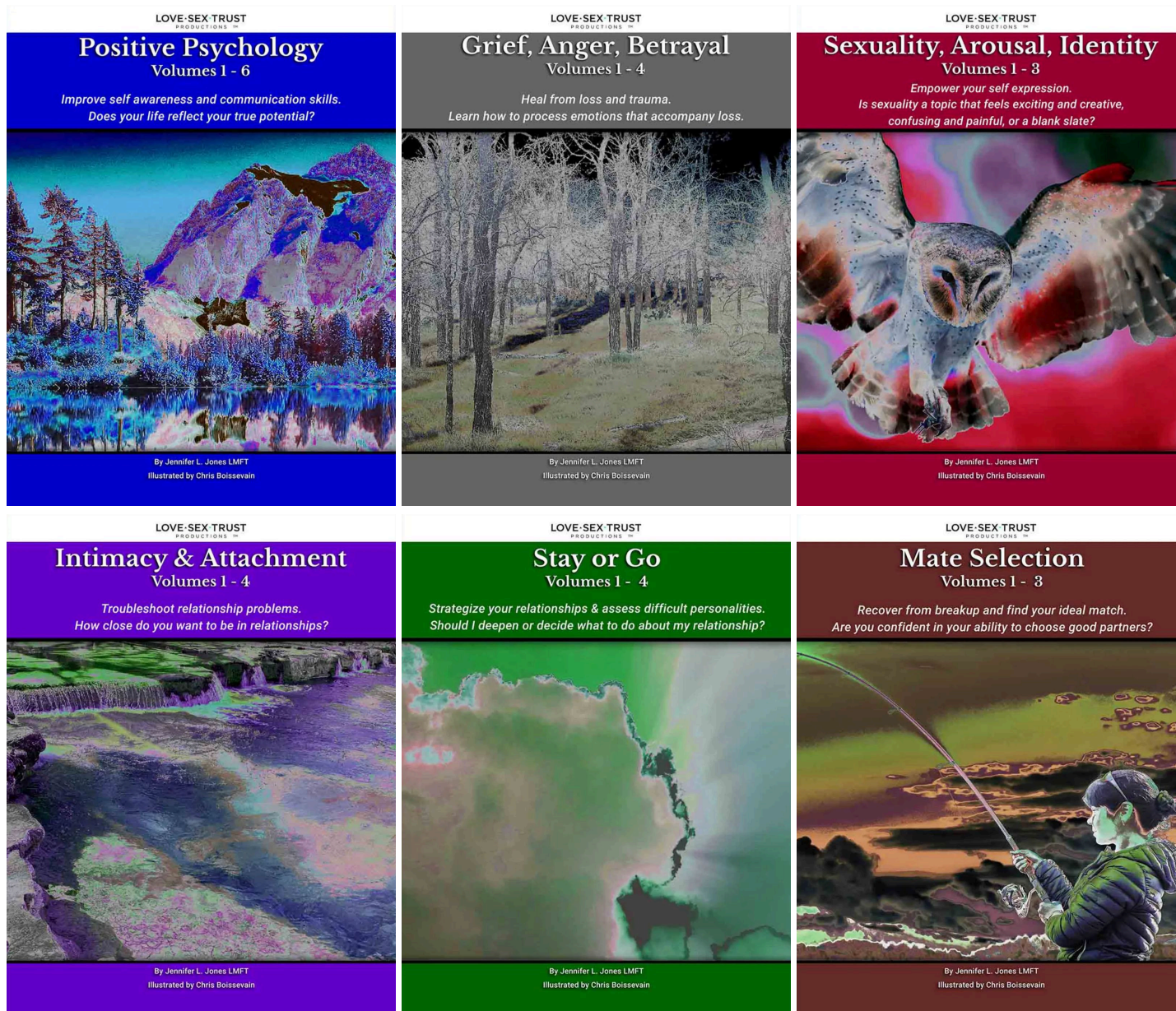
When left unresolved, these issues of loss, anger, and confusion sabotage a person's positive psychology, setting the stage for inconsistency and burnout.

Addressing issues, in an effective, safe, confidential way, that won't threaten one's job, increases one's likelihood of success at home and work.

The Collection

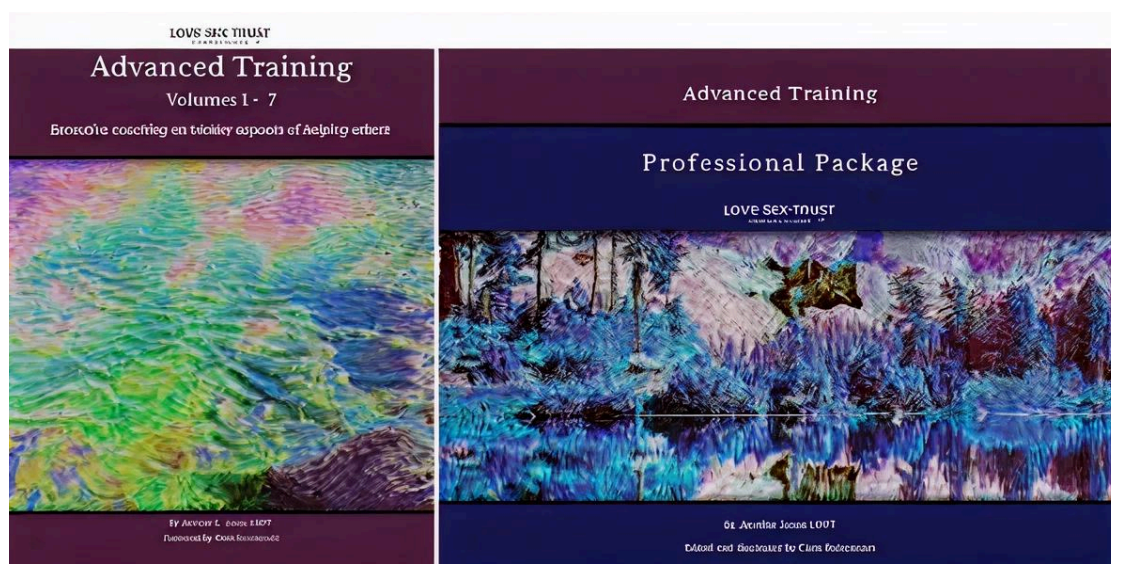
24 individual eBook titles or combined into Developmental Series paperbacks

Growth requires an ability to feel pain, frustration and hope, as well as an interest to deepen an understanding of yourself and others. A growth process is not typically linear, rather influenced by crises and desires, defined by stops and restarts, until one day, your investment in self-growth leads you to a more evolved stage of development.



Advanced Training Set

Six digital books, or one paperback of all titles combined, featuring executive coaching on trickier aspects of helping others. Additionally, a PDF eBook of conceptual diagrams.



How to Use

Individual

Crisis: Prevent and Respond

Provides easy access to strategic, confidential, affordable self-directed emotional support with zero direct involvement.

A jumpstart for people facing tough issues that are private, but impact mood and performance.

Conflict • Affairs • Separation • Divorce • Grief
Difficult Personalities • Dating • Decision Making

Professional Development

Gift or Recommend as a self-purchase. By osmosis, your collective elevates as individuals invest in their self-development.

Group

Select a Developmental Category or single title best suited for your team.

Gift or Recommend as a self-purchase.

Intensives

Products were designed to mirror clients' typical one to three year developmental arc in private practice. Purchase all for a discount. Meet weekly, bi-weekly or monthly. Participants discuss insights gained through Self-Directed learning regarding a pre-selected Developmental Category.

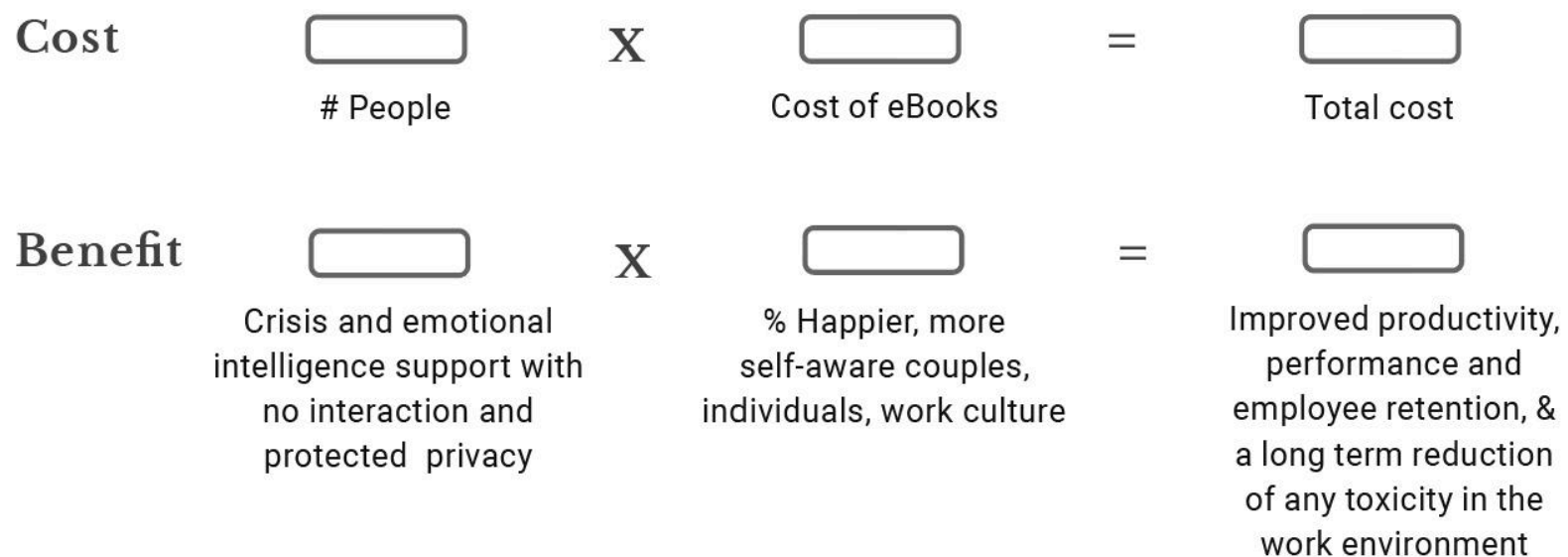
Intensives Calculator

1 Year = 2 books per month

6 months = 4 books per month

3 months = 8 books per month

The Cost/Benefit Analysis of Emotional Intelligence Training



Value Proposition

How Your Culture Benefits

Corporate-Organizational

Chris's Experience: "While working as an industrial designer in a large company I ran my own 'office hours' from my corporate inhouse industrial design office. People from various departments would often knock politely, make small talk and get right to their problems.

I was completely unqualified and going through my own personal difficulties. I got to know the pockets of toxicity and dysfunction in the company which was useful to me for my own projects, but I also felt that lending an ear was as useful as any other work I was doing for the benefit of the company and employees.

The salient thing to me about corporate work was how guarded we all felt we had to be. Later, a person I admired and used to work with told me about serious family issues he had been dealing with during the same time as my own. Neither of us gave any clue of that in real time. In corporations, you can't talk about problems because it's not 'professional' and can and will be used against you in corporate politics, as is well known. One of the reasons I have worked for four years with Jen to create this content together is because I have seen first hand how silent, uncomplaining, and unaided even the best people can be in their emotional, career and relationship struggles."

Helping Professionals

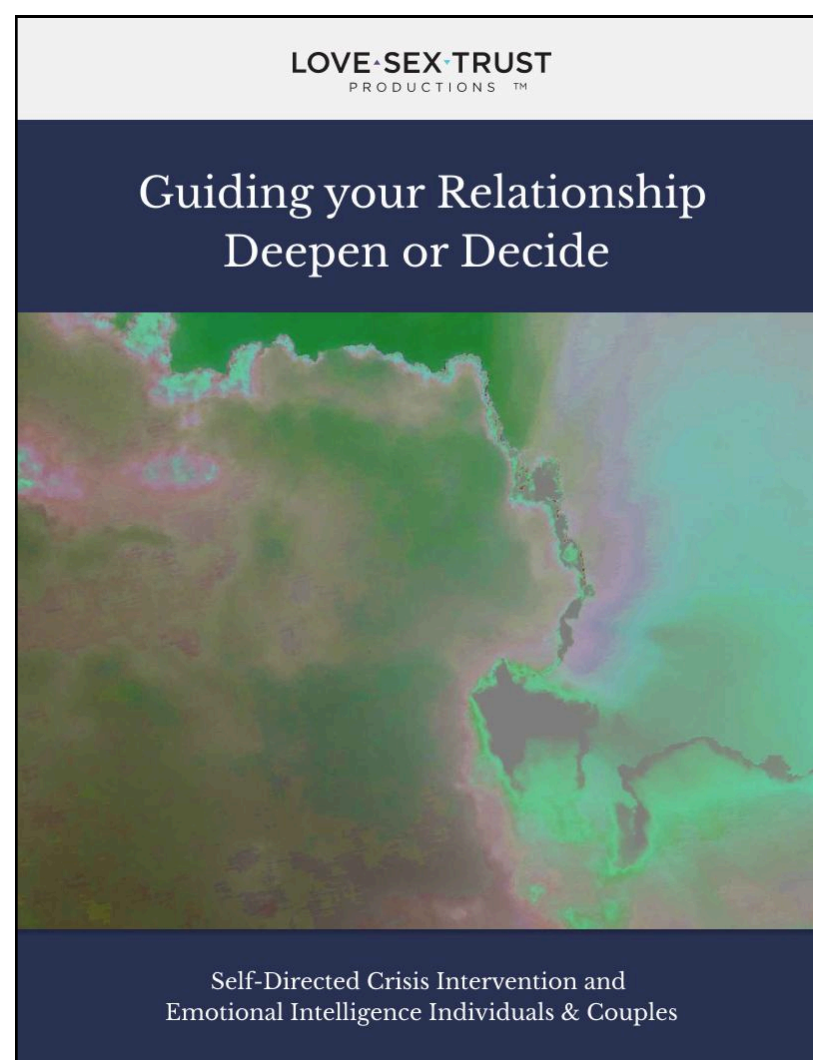
Jennifer's Experience: “As a psychotherapist myself, when I was going through challenges with separation, divorce, death, family estrangement and conflict, my profession was both a help and hindrance. It was helpful because I had the right vocabulary words and coping mechanisms, but a hindrance because my role of being steadfast, mature and pulled together could also allow me to hide.

I also wanted to be a good therapist, so I knew I had to be deeply honest with myself to sort through edgier material, like my own anger and immaturity, other's manipulation and unresolved developmental issues, so it wouldn't bleed into my work with clients. These workbooks evolved from my own journey of self discovery.”

Couples and Individuals

“Self help works even more on a subconscious level as it does consciously. When you truly focus on a specific area of growth and development, with the right tools, momentum inevitably occurs. Change often doesn't occur because people have low expectations in the first place, spend too little time or use superficial tools.

When two people, friends, couples, partners, both focus on similar material, their subconscious minds interplay. In our process of writing, Chris and I both separately immersed in this material. Even without discussing specifics, we noticed how we felt super connected, even dreaming from each other's perspectives.”



See Guidebook:
Guiding My Relationship: Deepen and Decide

Product Differentiator

Designed from working close up with the psychological elements influencing how people start and stick with or sabotage self-improvement strategies.

A major differentiator of this self-help product is that the person with the clinical expertise has been integral to every step of the design process.

Typically, a standard scaling approach for mental health professionals is to productize a service, partnering with a separate business expert and marketing agency. Creating a polished product, it tends to stand apart.

The standard messaging for selling self-improvement strategies is geared to overachievers.

- These products are almost exclusively marketed towards users with a **“Type A” personality**, someone continually striving towards self-improvement.
- This personality represents a large slice of the mental health market sector. Both as a recipient and provider of therapy.
- Accordingly, these self help products, typically marketed by experts who aren't clinicians, rely on straightforward, earnest, supportive messaging.

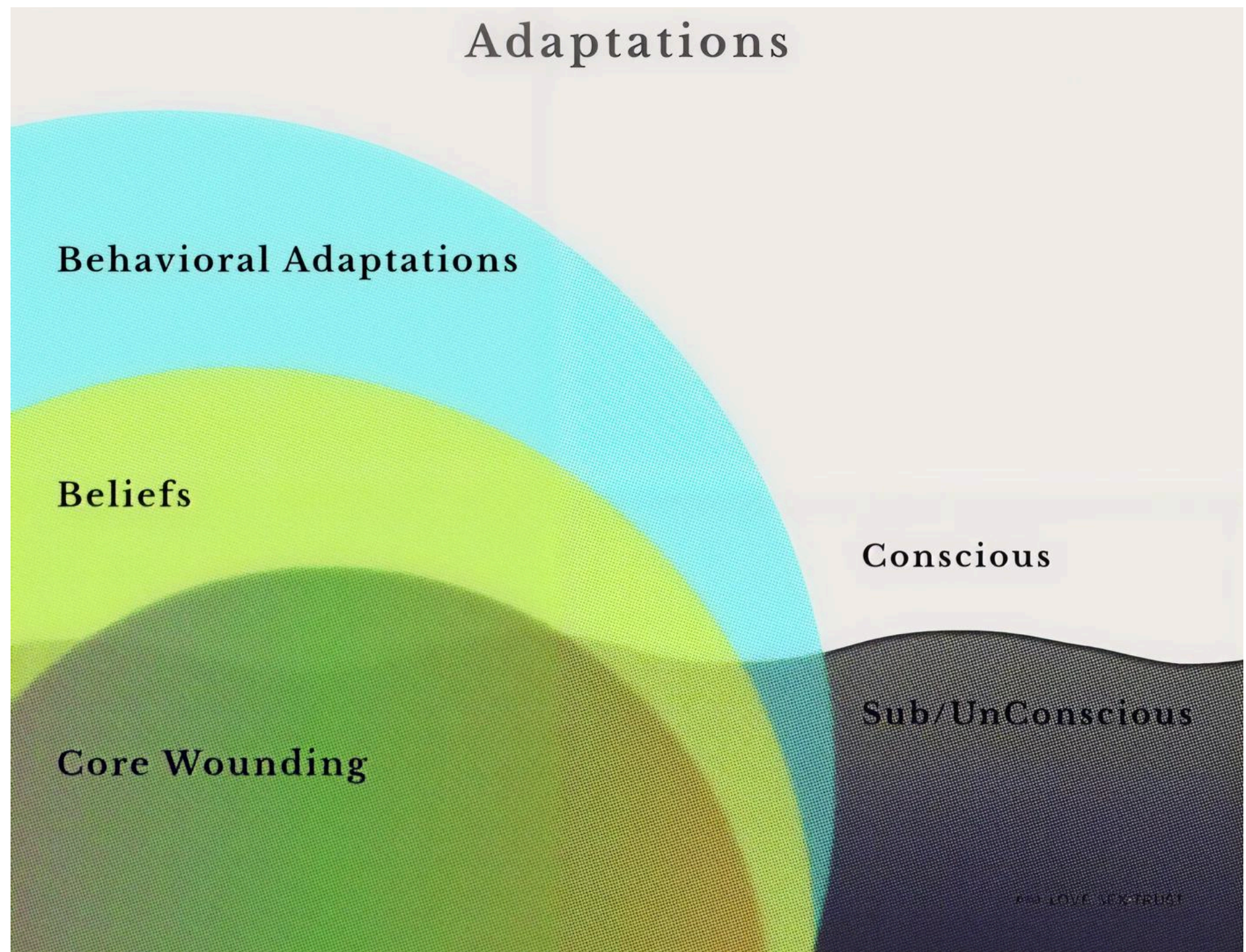
There isn't a focus on how this messaging and style of delivery negatively turns off other types of **“Type B”** users, who are still interested in self-improvement, but less earnest.

These two personality types, who in reality are much more complex, but for simplicity, we'll use “Type A” and “Type B”, an overachiever and underachiever, are often a couple and influence each other.

I've been working with this pairing for a long time as a couples counselor and have a wealth of information about their psychology and dynamics.

Both Type A and Type B are influenced by adaptations to their early experiences.

The psychology regarding a user's motivation to seek mental health help is influenced by early life experiences with their caregivers.



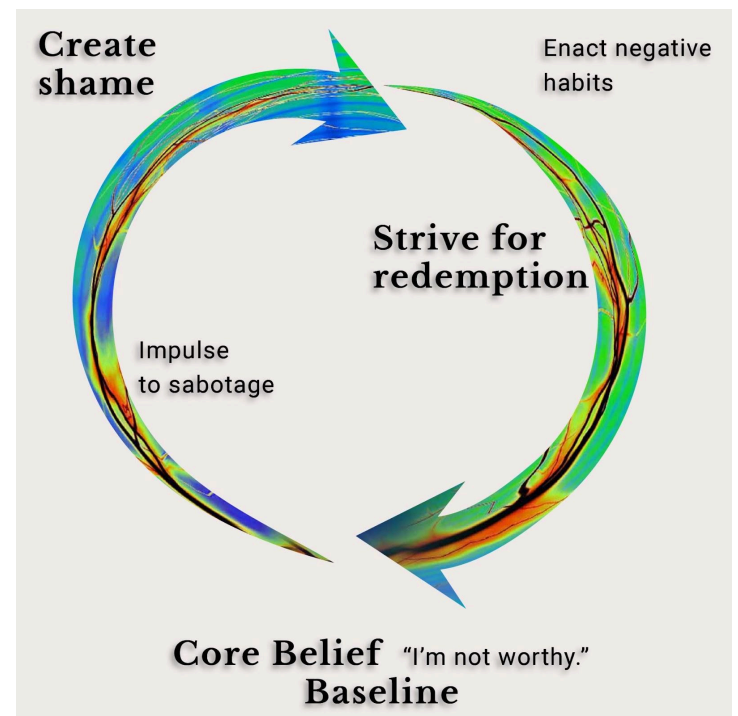
How were you influenced?

- How someone **experienced** love and trust in childhood impacts one's adult beliefs and expectations about love, others and themselves.
- How someone subconsciously responds to perceived **authority** has a profound impact on how they start a process of self-improvement and either stick to it or self sabotage.

The Personality Cocktail

I think of personality like a mixed drink created by a) inborn traits, character and talent, b) coping and defense mechanisms wired into your belief system and nervous system, c) environmental reinforcements that reward behaviors.

- **Type A** personalities (overachievers) are ambitious and intelligent by nature and strive for perfection in their performance as a means to compensate for early emotional confusion or neglect.
- If emotionally fulfilled early on, they would still be ambitious, but likely more relaxed, enjoying their accomplishments more easily.
- Their striving behaviors are reinforced by how their environment rewards performance. For example, a teacher sees accomplishments as praise worthy, not as a signal to check on emotional well being.
- While achievement is a great coping mechanism, helping you succeed in life, it comes with a vulnerability when it's been a dominant strategy to cope with a core wound of rejection, abandonment, and confusion.



Achievement and striving becomes associated with trying to avoid shame.

If this isn't addressed, a person isn't sure deep down they are allowed to just exist and be happy. So, when they succeed, there's anxiety. This produces cognitive dissonance, a belief, *"I'm successful, but I'm not sure I'm supposed to be,"* which creates self-sabotage. This is **imposter syndrome**. This shame, sabotage and redemption cycle repeats continuously.

- **Type A** personalities often seek out counseling and self help because they are ambitious, but also because they are searching for validation from a professional, a proxy authority figure, that there is something down deep not okay about them. Something driving their need to work hard to overcome, activating their shame and redemption cycle.

- **Type B** personalities (underachievers) are also very intelligent by nature, but learned to cope more by shutting down, not striving. See Window of Tolerance for more about these two emotional defensive positions, (hypo and hyper arousal). In their early environment they responded to neglect, direct or passive criticism, derision and comparison to others, by shutting down. Others responded by assuming their reaction was an indicator of their innate level of intelligence, desire or ability.

For instance, a teacher assumes falling asleep in class indicates lack of ambition, not a signal of needing attention, to be challenged to excel.

- Just like the shame and redemption cycle Type A re-enacts, Type B does as well. Other's expectations become internalized as one's own identity. Often expecting disappointment ahead of starting something, they sabotage, emotionally withdraw, then have to recover.
- Type B and Type A often are suffering from similar core wounding, but respond to it with action or inaction. They often find each other romantically because they often unknowingly share a grief profile.

Establishing Credibility and Curiosity

As a career, couples and system psychotherapist, I work with the misattributions that Type A and Type B make about each other, themselves, love, success, and competency.

I have to address this shame and redemption cycle, correct misperceptions both types have about me, as the authority figure, and establish credibility long enough to move their attention from being self-critical, to being self-curious.

A Unique Self-Interested Design Delivery System

- As a creative entrepreneur wanting to productivize my services, this is the design challenge as well.
- Having an encyclopedia of in-depth knowledge about how people adapted to their early experiences and how that impacts their adult life is the secret sauce of this product.

My guiding research questions about mental health delivery systems for over 20 years have been:

What motivates someone to focus on their internal world?

For how long does someone stay interested?

What depth does someone want to explore within, and why?

This product's content and brand messaging has been created from this user psychology data.

Our goal was to build something, similar to my practice, that isn't just helpful, but provides a potential for users to have an authentic, aesthetic experience of deep self-learning and potential transformation.

Emotional intelligence training is traditionally geared around skill development—tips and tricks—directly needed by one's industry.

Self interest is a stronger motivator than tips and tricks, particularly for personalities who didn't grow up with trustworthy, wise authority figures.

Self interest also keeps users more motivated over time to continue to use a product.

Instead of users developing trust in an outside guru, our product focuses on supporting individuals to explore their own relationships, within themselves and their romantic partners and family.

Our emotional intelligence training tools help users troubleshoot personal problems.

- First, to understand why an unhappy dynamic evolved.
- Second, to develop competence in relationship skills.

This process results in a deeper sense of self love, peace and security.

More about Consumer Psychology & Mental Health Support

- Therapy, which used to be more dominated by the economically privileged elite, has become normalized and readily available at low or high price points and varying quality levels.
- People are dependent on technology for all aspects of life, including emotional support, **and are saturated by it**, experiencing burnout symptoms: anxiety, depression, ennui, isolation, rootlessness.
- People are emotionally immature, over-helped by modern technology advances, able to be easily distracted from deeper issues within themselves.
- People do crave feeling deeply, often steered to exotic psychedelic strategies as the method to get to truth.
- Therapy can also be performative, becoming fodder as content to share online. Personal insights and gains become diluted as experiences become content.
- People ages 16-45 hold much less stigma around seeking mental health help.
- People ages 45-80 are less stigmatized around self help if it's confidential and perceived as identity affirming and non-judgemental. If it's geared towards performance, it's also seen as a positive.

Our business responds to all of these paradoxical variables for users, ages 24-80.

- We deliver affordable, higher quality psychoeducation via digital access requiring handwritten interaction.
- There is no subscription, community, or other add on to foster dependency on our products.

Best Practices For Group Training (Intensives)

Be authentic

It's not sales, but also not group therapy. Bring snacks, have an icebreaker.

Structure

Face to face, 8-10 people maximum, meeting 1-2x monthly, 1.5-2 hours.

Closed Group

Starts with participants and doesn't allow newcomers, versus an open group that does. I recommend closing your group to encourage trust to develop, allowing for a deeper dive.

Peer Led

Select one person to function as group facilitator or decide to take turns each session. Decide on a topic via developmental category or individual book.

Facilitation

Agree upon group ground rules to ensure emotional safety. Bring curiosity and vulnerability, not judgmentalness. Choose a relaxed meeting space.

Self Appraisal

It's helpful to create a simple pre/post self appraisal, helping people collect their thoughts and apply concepts. Here's an example.

Time Commitment

To decide upon after the initial meeting, ideal commitment is for 3 months. Plan a final session reflecting back on personal and group gains.

Reflect or Recommit

Prior to the last session, decide if and who has interest to recommit to another 3-6 months, diving deeper into subject topics.

What about your emotional support?

Caregiver burnout is not just experienced by mental health professionals. Counselors, Teachers, Coaches, Leaders, Department Heads, Supervisors, Founders, and other decision leaders are often experiencing it with inadequate support.

Don't be misled by your own Type A personality to imagine that your mood, health or stress challenges are due to you not working hard enough. Or, telling yourself, "Once everything gets settled, I can relax."

Consider organizing your own Advanced Trainer's Salon

Salon

defined as a gathering of people held by a host to please or to educate.

Leaders need support.

Support is even better when it's effective, fun and free.

Meet intentionally with fellow helping professionals to create momentum and prevent burnout.

Challenge yourself, be inspired, and receive support—so you can lead others with renewed energy and heart.

Great minds discuss ideas; average minds discuss events; small minds discuss people." - Eleanor Roosevelt