



Maytiv Center for  
Positive Psychology

Reichman University

**The Maytiv Center engages in the research and application of positive psychology.**

The Center was founded by Dr. Tal Ben-Shahar and is the leading center in Israel and one of the largest in the world in the research, teaching, and implementation of positive psychology processes in teams within the fields of education and business. Maytiv for Organizations offers in-depth processes through which you can create long-term emotional, behavioral, and cognitive change. In our workshops and courses, we offer organizational practices based on positive psychology to increase mental resilience, organizational connectedness, and satisfaction.

All of our workshops are led by experienced psychologists and organizational consultants, and our content is based on **academic research and organizational case studies**. They are delivered in alignment with the content of Dr. Tal Ben-Shahar's course at Harvard University.

We know that by promoting a positive mindset across all levels of an organization, personal and organizational growth can be achieved, and we invite you to join the hundreds of organizations that have chosen to benefit from our processes in recent years!

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Maytiv in Organizations | Reichman University



# Maytiv Center

## Our Leadership Workshops



**Authentic Leadership**  
Connecting to Your  
Personal Leadership Style



**Positive Leadership  
Course**  
For Empowering and  
Meaningful Management



**Wolf Pack**  
Leadership with  
Feminine Quality



**A Slightly Different  
Feedback Workshop**  
Tools for a Meaningful  
Feedback Conversation



**A(I) Understand'  
You - Does it Really?**  
Positive Management  
in an AI Environment



**Managing in a Complex  
Reality**  
Tools for Managing  
Amid Uncertainty



# Positive Psychology Course

"If you have an organization full of thriving people — people who are the best version of themselves and help others become the best version of themselves - then you have a leadership organization ready to face the world of today."

— Dr. Tal Ben-Shahar

## Positive Leadership Course

The Positive Leadership course invites you on a journey of personal and professional development, based on the principles of positive psychology, with the goal of providing you with practical tools for leading a thriving, resilient, and sustainable team and organization.

The course is based on Dr. Tal Ben-Shahar's SHARP management model (Strengths, Health, Achievement/Development, Relationships, and Purpose), and enables personal reflection on who you are as a manager, alongside gaining tools for optimal management.

### What will we learn in the course?

- Shaping managerial identity: Identifying and leveraging your unique strengths and developing an authentic, inspiring leadership style.
- Resilience and well-being: Understanding the complex managerial reality and acquiring tools to strengthen personal and organizational resilience.
- Communication and employee motivation: Developing interpersonal communication skills that boost the team's motivation, commitment, and sense of connection.
- Leading positive change: Acquiring tools for leading change processes at the personal, team, and organizational levels, to create a healthy and meaningful work environment.



**Session 1**  
My Leadership and Me



**Session 2**  
Strengths-Based  
Management



**Session 3**  
On Relationships and  
People



**Session 4**  
Coping with Stress and  
Burnout



**Session 5**  
Leading with a Growth  
Mindset



**Session 6**  
Leading Positive Change

### The added value for managers:

By the end of the course, you will emerge with a connection to your personal managerial qualities, along with a toolbox for management that promotes personal and organizational growth.

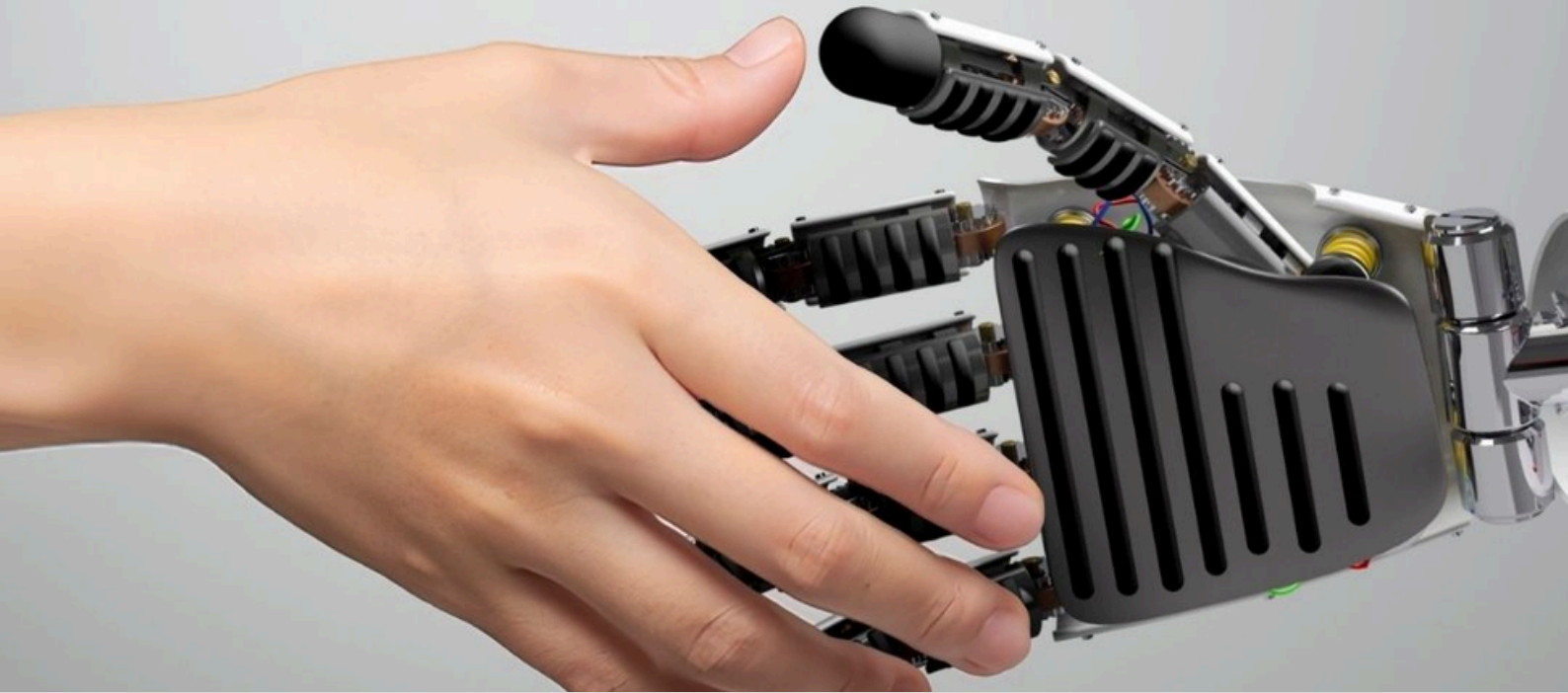
\*All lectures can be delivered in Hebrew, English, or Arabic.

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# A(I) Understand' You - Does it Really?

Leading Change & Human Connection in the Age of Artificial Intelligence



In a world where artificial intelligence offers advice, analyzes events, and provides emotional support, a complex question arises — can a genuine emotional experience be created without human presence?

In this lecture, we will present the most up-to-date research examining trends in the world of psychology in the age of AI.

We will explore what happens when coaching, counseling, or emotional support comes from a digital source, and how this affects our sense of being seen and belonging. We will also address the potential of AI in learning and development processes, alongside the threats that may emerge when we replace authentic human connection with a digital interface.

\*All lectures can be delivered in Hebrew, English, or Arabic.

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**Recommended for:**

Organizations leading change and AI implementation processes.





# The Wolf Pack: Rewriting the Rules Feminine leadership

In an inspiring lecture, we embark on a journey between two worlds — the world of positive psychology and the groundbreaking leadership book *Wolfpack* by Abby Wambach.

This unique combination creates a new leadership language for women: one that bridges self-awareness and a sense of worth with courageous heart-led leadership and mutual responsibility.

We will learn how to rewrite the rules of the game and play differently. To recognize the natural power within you and build your "pack" — a community of supportive women who empower and lead each other forward. We will explore the principles of positive psychology that enable flourishing, meaning, and a positive presence, and connect them to the *Wolfpack* spirit — which seeks to break old conventions of power and control, and build a new, courageous, impactful, and healing leadership culture.

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**Especially recommended for Women's Day and as a kick-off for  
feminine leadership development processes**



# Managing in a Complex Reality



In recent years, all of us have been required to deal with a reality unlike anything we have known before. The challenges we face, as individuals and as a society, are intense, unpredictable, and constantly changing. As managers, we are required more than ever to hold a broad and sophisticated set of capabilities that allow for flexibility and sensitivity alongside stability and productivity.

In this workshop, we will learn practical tools to help us manage optimally within a reality of ongoing crisis.

What will we cover in the workshop?

- Positive psychology strategies for management during crisis periods - through deep personal and group work, participants will learn to identify their managerial strengths and how they can cultivate personal and team resilience.
- Tools for managing during a crisis — managers will receive practical tools for "both/and" management: management that is both humane and sensitive to the challenges of the period, while also drives performance and productivity.
- Practical techniques for coping with stress and uncertainty - managers will receive practical tools for correctly managing personal tension and burnout, while maintaining professional functioning.

\*All lectures can be delivered in Hebrew, English, or Arabic.





# Authentic Leadership for Management Teams

Authentic leadership is based on reliability, transparency, and personal values. Authentic leaders act from their true values and maintain open and genuine communication with those around them. They lead by personal example, create a work environment that encourages trust and commitment, and give excellence a meaning beyond results alone.

Positive psychology focuses on personal strengths, meaning, potential development, and empowerment. It teaches us how to develop our unique strengths, create experiences of flourishing, and lead ourselves and others to greater heights. Combining authentic leadership with positive psychology creates a powerful leadership model that drives long-term growth.

In the workshop, we will explore the principles of authentic leadership, identify our personal leadership style, and develop practical tools for inspirational leadership. The workshop combines theory with hands-on practice, research-based scientific tools, and creates a safe space for personal and professional learning and development.

\*All lectures can be delivered in Hebrew, English, or Arabic.



# A Slightly Different Feedback Workshop



The anxiety around annual reviews can arise in both employees and managers. How can we conduct an annual feedback process that drives improvement, advancement, and development, without harming the employee, while preserving their motivation and engagement?

In this workshop, we will learn and practice practical tools for conducting a meaningful dialogue between manager and employee — a dialogue that allows mutual development and empowerment of both, alongside building an optimal relationship between them.

The goal of the workshop is to introduce new approaches based on positive psychology for conducting a meaningful conversation between a manager and an employee as part of the annual feedback process. Among the approaches we will learn: FeedForward, Growth Mindset, strengths-focused feedback, and the manager as coach.

Feedback based on these approaches enables a meaningful conversation that learns from the past while looking toward the future, boosts motivation and strengthens performance — and no less importantly, is done in a fun and connecting way.

\*All lectures can be delivered in Hebrew, English, or Arabic.