



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



Growth Mindset for Organizations

'Mindsets' is a concept developed and researched by Prof. Carol Dweck of Stanford University. Her research demonstrated that the way we perceive our ability to learn and grow has a decisive impact on realizing our potential, skills, and abilities. An organizational culture based on a growth mindset encourages employee development and promotes knowledge-sharing and mutual learning — contributing to personal and professional advancement at both the individual and organizational levels.

During the session, we will learn experientially how to shift from a fixed mindset to a growth mindset, and how to instill this among the organization's employees and managers. We will recognize the value of failure and its contribution to our development and ability to face challenges.

We will also examine how to embed an organizational culture that promotes growth-oriented thinking and brings personal and organizational capabilities to their highest possible level!

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

On Relationships and People



Research shows how much meaningful relationships in the workplace improve organizational engagement and employee satisfaction. Similarly, employees with a strong organizational social network succeed in influencing and driving processes within the organization, and as a result their performance improves as well. Today, with the shift to hybrid work in most organizations, creating strong connections between members of an organization is becoming even more important and challenging.

In this session, we will first create closeness and familiarity among group members, and together we will learn about the importance of building meaningful relationships in the organization.

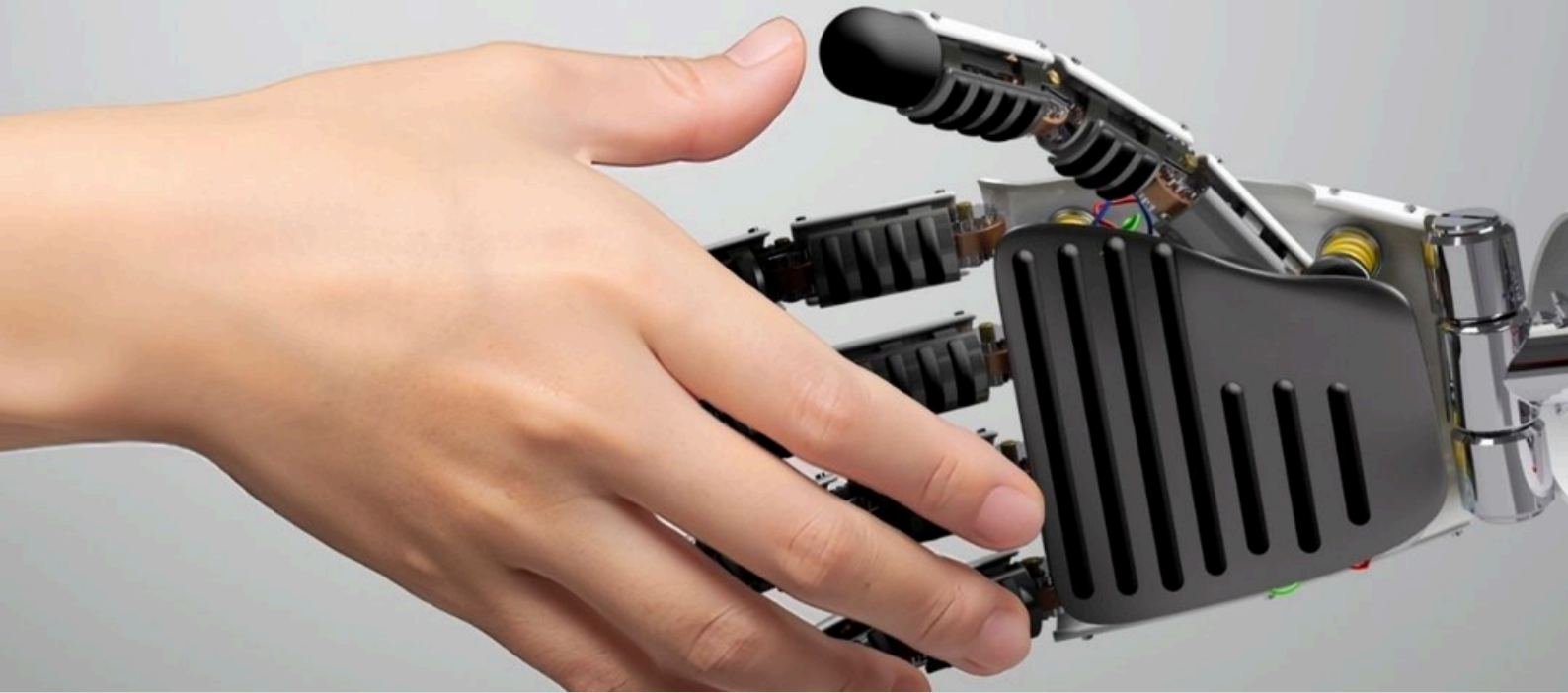
We will learn how to nurture psychological safety, build trust, and create positive communication among all members of the organization.

The session serves as a foundation for building connections and cultivating positive relationships in the organization — a process that promotes a supportive work environment, synergy among team members, and a high sense of belonging.

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

A(I) Understand' You — Does AI 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.



Happiness Despite It All

Positive psychology invites us to pause and ask not only how to cope with life, but how to live it with more interest, meaning, and vitality.

In the lecture, we will touch on common experiences of burnout, confusion, or a sense of disconnection, as they appear in the various spheres of our lives, both personal and professional, and we will examine the psychological conditions that enable a sense of vitality, engagement, and meaning in daily life. We will address the way our attention functions, how patterns of interpretation and mental habits shape our life experience, and how it is possible to create change that is not momentary but lasting.

The lecture will touch on questions of meaning, presence, and gratitude, will combine real-life examples with insights from the world of positive psychology research, and will invite each participant to examine what strengthens their sense of connection, interest, and meaning in daily life.

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Especially recommended for Purim and International Day of Happiness in March

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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**



Coping with Stress and Burnout in Life and at Work

The lives of most of us are characterized by chronic stress, at work and beyond. This is one of the central problems of the current era and one of the greatest threats to our health and happiness.

How can we cope better with the constant pressure in our lives? Research tells us that our interpretation of stressful events affects the degree of stress we actually experience, and that there are a variety of methods that allow us to regain control of our lives and "manage the stress."

In the session, we will learn what tools positive psychology offers for coping with stress and burnout, and how to develop mental resilience even in complex times. Among the tools: positive channeling of stress, incorporating mindfulness and recovery periods throughout the day, and shifting from time management to energy management.

Implementing these tools will serve as a significant source of momentum for reducing personal stress and creating a positive work environment that supports employee wellbeing.

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

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Especially recommended ahead of the summer months for coping with stress and burnout in life and at work.

Precisely Now – Positive Psychology



The complex reality in Israel over the past few years is generating ongoing burnout among all of us. Many of us are experiencing feelings of uncertainty, stress, and despair, alongside high volatility in both personal and national mood. At the same time, we feel that after a long period of holding ourselves together and coping with a difficult emergency routine, great fatigue and confusion are setting in, along with the honest question, "Where do we go from here?"

Precisely now, at this intersection between ongoing burnout and the exhaustion that follows, it is more important than ever to find the anchors that will help us maintain personal and organizational stability and resilience. The lecture offers practical tools from the world of positive psychology that will help you and your employees cope with reality in the best possible way, renew your strength, and generate renewed forward movement.

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

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Especially recommended for the current period, to help with emotional complexity and to create forward movement.