



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!

Phone: 055-7245064 | Email: maytiv.org@runi.ac.il

Maytiv in Organizations | Reichman University

Positive Psychology Introductory Workshop for Organizations



The workshop is an introductory workshop that provides a taste of positive psychology tools, combining theoretical learning with practical experiences. Among the topics covered: managing emotions in the organization, cultivating relationships, positive focus and goal-setting, and coping with stress and burnout.

During the workshop, we will get acquainted with the foundations of positive psychology, and learn how its principles can help us not only feel better, but also achieve better results. We will explore the research-proven connection between mental wellbeing and performance, creativity, and productivity at work, and learn how leading organizations around the world implement these approaches to achieve organizational success.

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

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Maytiv for Organizations offers a variety of workshops for your organization, where you will learn and acquire management tools based on the positive psychology method, for the growth and development of the organization, its managers, and its employees.



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.

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

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.

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Building Resilience

The changing and complex reality of the new work world requires us to operate in uncertainty and in the face of frequent change. In order to cope optimally with these challenges and changes, we are required to develop personal and organizational resilience.

Resilience is defined as "the ability to cope with difficult situations and grow from them" - encompassing the ability to remain stable and steadfast in the face of challenges, while also being flexible and adapting to the situation.

In the session, we will learn what perceptual and behavioral changes need to be adopted in order to cope better with various challenges and even grow from them.

Among the tools we will learn: internal focus of control, examining our automatic behaviors, and identifying the sources of strength within each of us.

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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.



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**



Positive Change - Personal and Organizational

In this session, we will embark on a journey toward positive change through three reference points that can be called "the ABC of Psychology": **A**ffect (emotion), **B**ehavior (behavior), **C**ognition (thought).

We will begin by delving into the world of emotions (Affect) — giving them space and legitimacy, learning how to cope with painful emotions, and examining how 'emotional contagion' affects decision-making, collaboration, and conflict resolution. In parallel, we will address the importance of proactively cultivating positive emotions in light of their significant contribution to promoting growth — both personal and organizational.

In the axis of thought (Cognition), we will examine the topic of focus and interpretation in our lives. The session will address the roles of focus and interpretation in shaping our life reality, in order to strengthen psychological resilience.

The final part of the session will be dedicated to behavioral aspects (Behavior) through which long-term change can be realized, providing tools for cultivating feelings of gratitude and appreciation among participants.

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



The Power of Strengths

Excellent organizations do not focus on improving weaknesses — they focus on cultivating strengths! The tendency ingrained in us is to focus on what we want to improve in ourselves, but this tendency works against us. We need to manage our weaknesses, but true breakthroughs come when we strengthen what we are good at. When we do what we love and excel at, we are filled with energy and a sense of self-fulfillment, deepening our expertise and reaching new heights. From there, the road to success becomes much easier.

During the session, we will explore the value of working with strengths through organizational case studies and research.

Participants will discover the unique abilities of each team member and how to nurture strengths on a daily basis. This will allow participants to realize their personal and team potential, enhancing performance, collaboration, and job satisfaction. The workshop creates a deep and meaningful process for its participants and opens a gateway to managerial and organizational change.

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Energy Boost Workshop



School
of Psychology



Israel's geo-political situation creates ongoing burnout among many people and organizations. Especially in these times, it is important to pay attention to ourselves — to notice how we recharge our energy, create positive focus, and move ourselves forward.

The Energy Boost session is an experiential and enjoyable meeting in which participants recharge their energy and learn tools from the world of positive psychology to enhance everyday wellbeing.

What will we cover in the workshop?

- Emotional processing — How to identify and accept the full spectrum of emotions that arise within us.
- Shifting focus — Ways to preserve hope and motivation even during challenging times.
- Practical tools — How to manage personal energy and move from reactive to proactive.
- Strengthening relationships — The central role of meaningful connections in work and in life.

Who is this workshop for?

For organizations that want to strengthen the personal and collective resilience of their employees and provide them with practical tools to cope with the pressures of the current period.

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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.

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Appreciative Inquiry in Organizations

Our ability to identify small successes and replicate them is a significant component on the path to personal and organizational excellence. In the world of work, where we are often busy solving problems, closing gaps, and managing challenges, it's easy to miss those moments when things are working well. It is precisely these moments that hold great potential for learning, growth, and development.

Appreciative Inquiry is an approach that focuses attention on the strengths, successes, and existing resources within an organization and the people working in it. Through a structured protocol, we will explore experiences of success, extract actionable insights from them, and identify levers for growth and development.

In this session, we will engage in a personal and group process based on the principles of Appreciative Inquiry. Through a structured protocol, we will explore experiences of success, identify the conditions and resources that enabled them, and extract practical insights for professional practice.

At the end of the process, we will consolidate personal and group insights, sharpen the existing drivers of success within the organization, and create a vision of the future that will help participants continue to lead optimal performance going forward.

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לפרטים והרשמה:

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Positive Postcards

**A Series of Experiential Workshops for Organizations.
A unique collaboration with artist Zeev Engelmayer
and Yifat Yaari from the Maytiv Center**

Positive psychology research points to hope as a central psychological resource, one that strengthens wellbeing and resilience and helps in coping with a complex reality, based on the belief that tomorrow can be better and that we have the ability to influence the future.

For organizations, hope is a significant cultural and managerial resource, influencing employee engagement, team resilience, and the ability to drive processes even during periods of uncertainty and burnout.

Over the past two years, Zeev Engelmayer chose hope as both a stance and an act. Through his daily postcard — colorful postcards full of expression — he conveyed messages of hope, compassion, and connection for Israeli society, the country, and the hostages, turning positive psychology into a living practice.

The workshops combine the principles of positive psychology with the story of Engelmayer's work. The combination of research-based knowledge with living creativity allows participants to experience positive psychology not only as theory, but as an applied practice — both personal and organizational.

The workshops are experiential, and during them participants will engage themselves in artistic creation as an expression of hope, meaning, and light.

A Series of Experiential Workshops for Organizations. A unique collaboration with artist Zeev Engelmayer and Yifat Yaari from the Maytiv Center

Zeev Engelmayer is the creator of the Daily Postcard project, which focuses on optimism and hope,



Drawing Tomorrow

Workshop led by artist Zeev Engelmayer
& Yifat Yaari, Maytiv Center — Reichman
University

An opportunity to pause from the routine of doing and turn our gaze forward: to envision a desired future — personal or organizational — and to explore not only what allows us to dream it, but also what allows us to begin moving toward it.

The workshop combines principles of positive psychology with an artistic creation process — all through stories, drawing from artist Zeev Engelmayer's artistic and personal work.

In the experiential part of the workshop, participants will engage in a guided creation process, inspired by Zeev Engelmayer's artistic style. Engelmayer will weave in stories and insights from his artistic work, sharing how he chooses hope, adopts a stance, and feels translated into daily creative output.

Zeev Engelmayer is the creator of the Daily Postcards project, focused on optimism and hope.

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Little Moments of Happiness

Workshop led by artist Zeev Engelmayer & Yifat Yaari, Maytiv Center — Reichman University

An experiential workshop about the small things that sustain us. In the workshop, we will focus on the small, everyday things that shape meaning and identity — even in challenging times.

Drawing from the perspective of positive psychology, we will explore different components of mental identity, and examine how little moments of happiness, connection, and joy can become anchors for personal and collective resilience.

In the experiential part of the workshop, participants will engage in a guided creation process, inspired by Zeev Engelmayer's artistic style, which invites each participant to notice what brings him or her happiness on a daily basis.

Zeev Engelmayer will weave in stories and insights from his artistic and personal work, demonstrating how focusing on little moments — joy, pleasure, connection, and wonder — can help preserve a sense of humanity and hope, even in complex circumstances.

Zeev Engelmayer is the creator of the Daily Postcards project, focused on optimism and hope.

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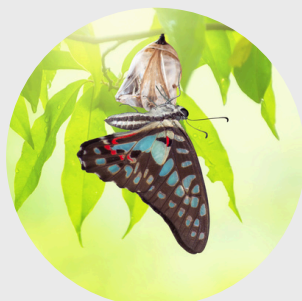


Our Workshops

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Positive Change
Personal and Organizational



Positive Psychology
Introductory Workshop



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On Relationships
and People



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The Wolf Pack: Rewriting the Rules
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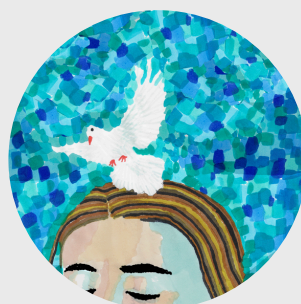
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