



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.

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