Attitude - A deeper approach to “being the best you can be”

An introduction to the course
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About this course

This is a top-quality education course about attitude. As we are highly practical and world-class in what we do, you’ll be learning from the best. We’re all about achievement, capability, and being the best you can be.

Modern technology has made huge improvements in distance learning or e-learning, now allowing an excellent product such as ours to be quickly sent worldwide. Therefore, we are pleased to share our deep expertise and the key to outstanding success - openly and genuinely free-of-charge. Our aim is to help make life better for all, enhancing everything that is worthy and meaningful.

Our approach is logical, evidence-based, and totally realistic. We aim high and think big. We’ve tested it again and again, over many years, in various demanding situations and it always delivers success. To us, awareness and talking-the-talk is not enough; we have always worked on the principle of “actions speak louder than words”.

As well as being experts in the psychology of attitude, we have applied our know-how to practical wildlife conservation projects internationally for over 30 years. For example, we manage our own nature reserves in Sussex, England and in South Africa. Previously, we worked hands-on in Ethiopia and Sudan for 25 years, running our own humanitarian aid projects including a medical clinic. We are pioneering and proud to be different.
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“Is this course for me?”

The answer is “yes” if you’re seriously interested in any of the following:

- personal or spiritual development
- learning how to achieve your dream
- helping to make the world a better place
- professional development
- greater effectiveness and efficiency within your business, department, or organisation
- improving or changing your career
- a healthier personal or intimate relationship
- enhancing whatever you’re presently studying
- psychology
- education (primary, secondary, or tertiary)
- improved parenting skills
- being the best you can be in sport or any other leisure pursuit.

“Being the best you can be” is equally applicable to numerous areas of life. Therefore, we make no apology for the broad spectrum of our target audience. We offer precise knowledge and a depth of expertise that is unrivalled. Decades of experience have shown that we’re ahead of the game.
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What is your dream?
Don't wait.
Tomorrow never comes.
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Our 16 key factors that combine to produce exceptional attitude act like a GPS system or map to help you navigate your way through life.
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Both beginner and advanced levels

We’re aiming to communicate a very high level of proficiency - via distance learning, to anyone, anywhere in the world. That said, please don’t worry if you are a beginner because the early modules explain the basics, step by step.

Precise foundations are essential and small details important; without these, misunderstandings can very easily happen. As the course progresses, we build understanding by going deeper and deeper into the subject.

The simplicity of our stripped-down approach can easily be misjudged and its impact greatly underestimated, especially in the early modules. True experts appreciate that simplicity and complexity are intrinsically linked.

Estimated effort and requirements

The course is modular in design. The amount of time required to complete each of the modules is minimal, typically less than half an hour. In addition to reading through the main material, an activity - usually an optional extra - is designed to enhance your engagement in the learning process.

The course is divided into six stages, each with nine modules. Yes, that’s a total of 54 modules, but what we’re offering isn’t pop-psychology or some iffy quick-fix solution. We suggest doing up to three modules per week, but no more than this because we would like you to properly absorb the material.

“Everything should be made as simple as possible, but not simpler.”

Albert Einstein
Attitude is the key to the search for that “something more”.

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Attitude is a “stand out” factor recognised by top employers.
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You contact us by email and we will send you the course material as PDFs - one module at a time. If you do not already know, PDF stands for Portable Document Format which is a widely used professional standard for electronic document exchange. To read PDFs, you need the Adobe Reader software which (if you haven’t already got it) can be easily downloaded free-of-charge from www.adobe.com.

You will need access to a personal computer, laptop, or tablet (such as an iPad). A smartphone will also do, if you haven’t got any other choice, although the smaller screen isn’t ideal. And you’ll need internet access, of course.

Finally, this course is recommended for adults (aged 16 and over). We are preparing a separate course on attitude for 11-16s, which will be available from April 2015.

Contact, certification, and follow-up

One of our team will be assigned to be your regular contact. We always aim to respond within 24 hours. Although this means more work for us, research shows that distance learning is enhanced by personal contact, rather than when automated.

On completion of the course, we will issue you with a certificate. This will be sent electronically and is free-of-charge. You may print it as a hard copy.
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Our nature reserves - both in Sussex, England and South Africa - provide brilliant opportunities for follow-up after you have completed the course, if you require further assistance. The infrastructure is purposely set-up to facilitate change.

Frequently Asked Questions

Who are we?

This course is produced and supported by two British registered charities: The Human Potential Trust and The Wildlife For All Trust. You can find out more about us and what we do at www.thehumanpotentialtrust.org and www.wildlifeforall.org - including who we are on the “Meet the team” page.

Is this course really free-of-charge?

Yes, it is genuinely free. Our organisations are not-for-profit. We believe in open and free education for anyone, anywhere.

The optional activities sometimes include watching a film or listening to music and you’d get these in the usual ways from your regular suppliers. If you decide to follow our suggestions - which are optional - this may involve some minimal cost, but would be well worth it.
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Are we accredited?

We are recognised British registered charities (registration numbers 1006174 and 1044200), with educational objectives. We decided not to link or associate ourselves with any university for extra accreditation status because we value our independence. We are highly ethical, pioneering, and proud to be different.

What do I do next?

First you need to register, which is quick and simple. We guarantee that your details will not be passed on to anyone else. Here is the link: https://docs.google.com/forms/d/1TuxgeJf4rb3mJFSf657j7zTKGvgqug3RRDLs4klZZUs/viewform

Please then email us at attitudecourse@gmail.com telling us that you have registered, so we can send you the first module of the course. We are excited about you starting!

What others are saying about the course

“Thoroughly enjoyable!”

“Of all the personal development training courses I’ve undertaken, this is the most refreshing.”
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“I am finding it very interesting reading and useful.”

“Really thought-provoking.”

“Great selection of inspirational songs.”

“I’m halfway through the course and it’s already making differences to my life.”

“Brilliant.”

“I’m really enjoying the modules.”

“I am intrigued by all of this.”

“Another great module.”

“Fantastic.”

Here is the link again to register (just click on it):

https://docs.google.com/forms/d/1TuxgeJf4rb3mJFSf657j7zTKGvgqug3RRDLS4klZZUs/viewform

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