

51BLUE
Science for Living

**Are you a
well-being professional?**

Enhance and diversify your services
Master the art of emotional optimization
Transform your clients lives

**Join the 51BLUE
Introductory Webinars**

*“Happiness is an optimized emotional response.”
-- Gino Gross*

INTRODUCTION



51BLUE is a journey from stress to happiness, from surviving to living, and from emotional intensity to stillness and flow.

This transformative journey focuses on the **clarity** and **skill** to assess emotional responses and optimize them.

The clarity is offered through a new neurological language of three emotional energies and five states.

The skills are developed through a comprehensive step-by-step training program.

51BLUE combines neuroscience psychological methods, well-being practices, and the innovations of its founder Gino Gross.

The journey is accompanied by the 51BLUE App, which offers tools and resources for emotional optimization.

For more information visit www.51blue.com.

CLARITY: Distinguish between threat and loss, and integrate the losses of life within its greater gains.

OPTIMIZATION: Train yourself in the art of slowing down, to access wise and balanced emotional responses.

SKILL: Establish ventral parasympathetic self-governance (VPSG) to find stillness and wisdom, vitality and flow.

LIVING: Align your motivations and movements with growth, self-expression, and coexistence.

51BLUE WEBINARS

- 51BLUE offers two webinars (ASSESS and OPTIMIZE) designed for well-being professionals wishing to diversify and enhance their services.
- The two webinars introduce a neurological language of emotional responses, and a comprehensive training program to optimize them.
- Webinars are delivered by Gino Gross, founder of 51BLUE, and include theory, practice, personal development, and demonstrations.
- Each webinar involves 4 half-days of training (9am-12.30am). Price: 1200NIS per webinar.
- Previous experience in mindfulness and other somatic orientated practices is preferable.
- Upon completion of both webinars, further one-on-one training leads to a **51BLUE Professional Certification** or **51BLUE Trainer Accreditation**.
- For more information or to join a webinar please contact Gino Gross: 054-9034259, info@51blue.com.

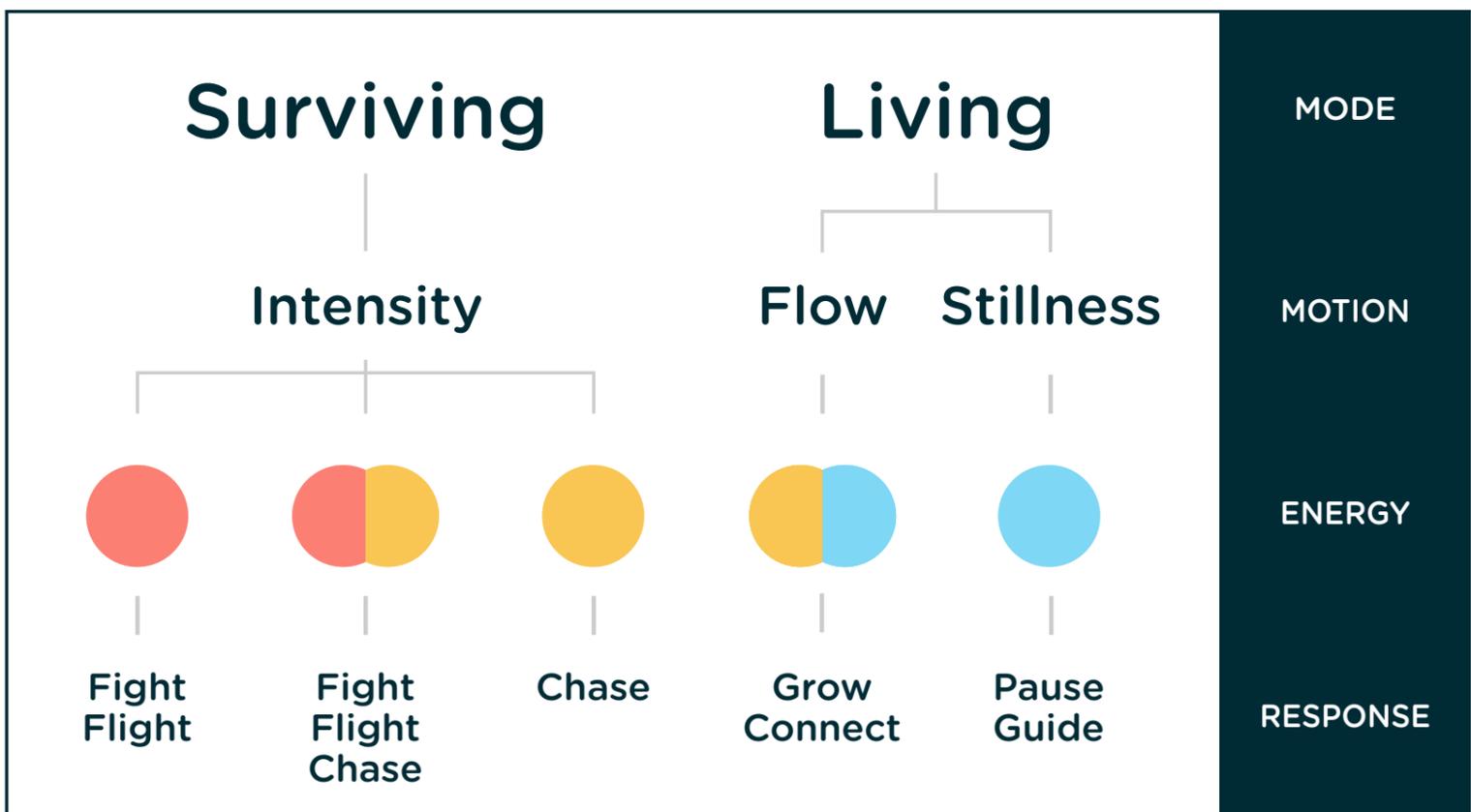


Gino Gross (MSc, MA) has been a psychotherapist, educator, and trainer for over 20 years. Originally from Vienna, he practiced in London for over a decade, and currently works and lives in Jerusalem with his wife and three children.

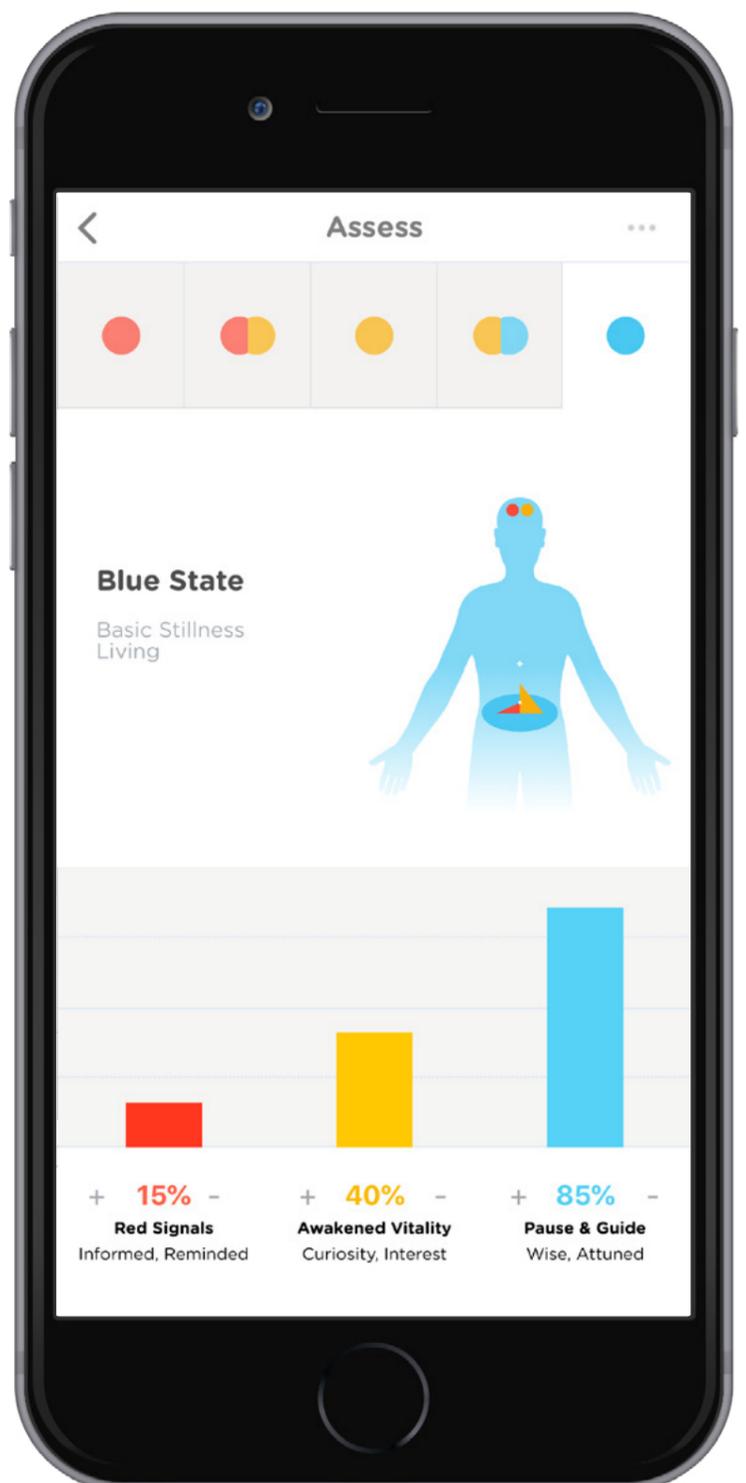
At the peak of his career over 12 years ago, he experienced professional burn-out and health concerns. His personal journey of self-rebuilding, grew into a passion for developing a comprehensive training program to assess and optimize emotional responses.

Today Gino supports well-being professionals wishing to transform the lives of their clients.

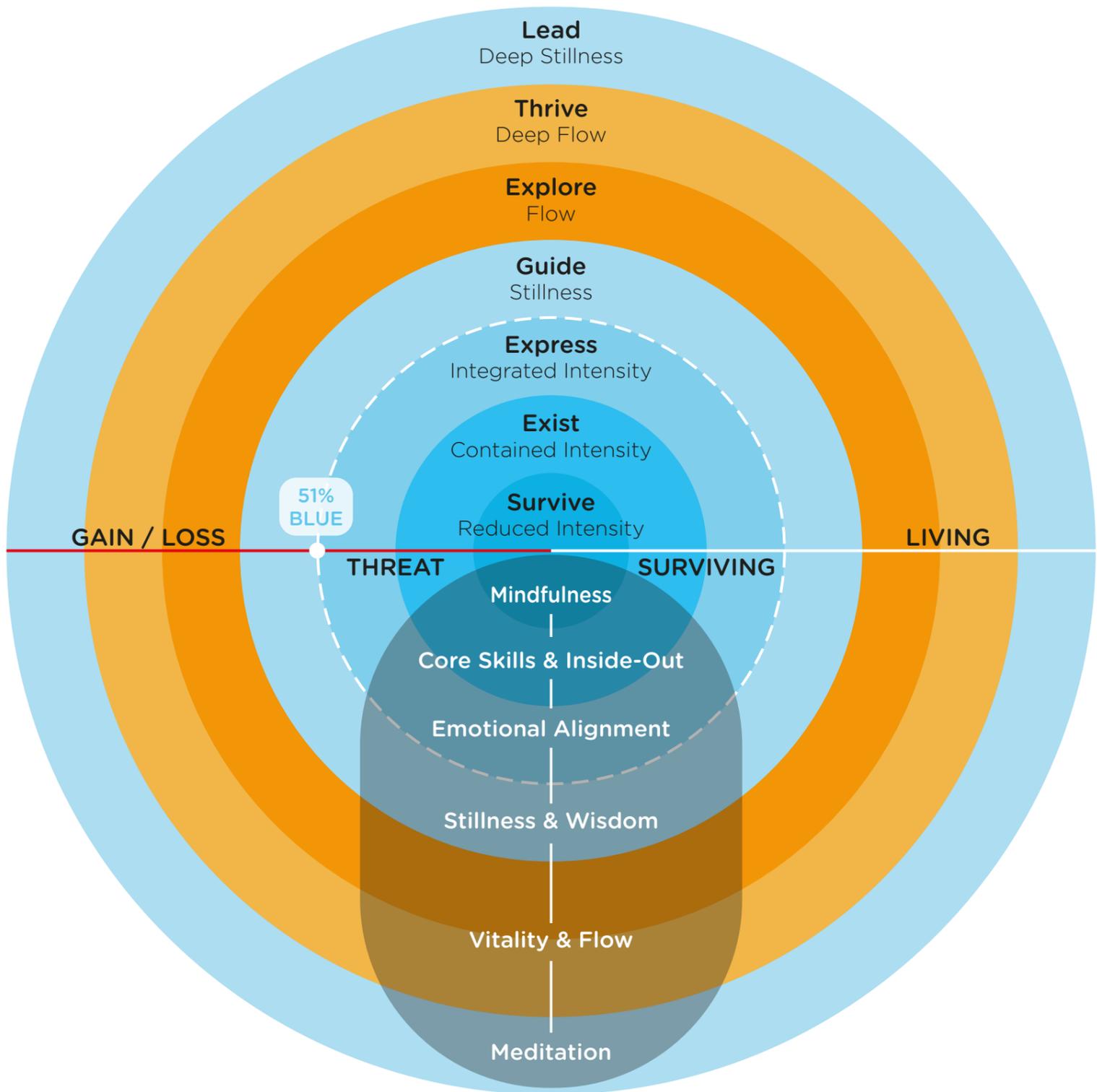
ASSESS WEBINAR



- Define the neurological language of three emotional energies and five states.
- Distinguish between reactive mobilization, non-mobilized, and proactive mobilization (intensity, stillness, and flow).
- Differentiate between survival and living based behavioral responses (fight, flight, freeze, and chase vs. pause, guide, grow, and connect).
- Learn to assess emotional energies and states, mobilizations, and behavioral responses.
- Become familiar with the 51BLUE App, specifically its interactive ASSESS tools.



OPTIMIZE WEBINAR



- Define the principles of emotional optimization, and transformative *deep-learning*.
- Discover the seven fundamental questions of our nervous system and the corresponding seven layers of our emotional core (survive, exist, express, guide, explore, thrive, and lead).
- Explore mindfulness-for-optimization (MFO), the five core skills, and the inside-out cognitive orientation.
- Practice slowing down and establishing a survival baseline - the first layer of our emotional core.
- Become familiar with the 51BLUE App, specifically its OPTIMIZE workouts.

