

ADVOCACY

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Activities Since 2013

Initiated conversations with a few members of the community, who apply the IFS model in their coaching practice, to catalyze the development of IFS-based team-building and executive coaching programs and curricula.

Hosted a pre-screening of the Disney/Pixar *Inside Out* movie and moderated a discussion about how the film depicted human emotions.

Engaged with the marketing team at the Pixar Studios to explore ways to use the *Inside Out* characters in animated public-service announcements about emotional awareness and understanding.

Formed with Education 4 Peace, a Swiss foundation, a joint venture to promote emotional health and wellbeing through self-awareness.

Moving Forward – Broad Dissemination

Launch the Inner Team Campaign, featuring Disney/Pixar *Inside Out* characters and celebrity athletes, to share with youth, parents, and sports coaches the importance of self-awareness—and notions of emotions as parts to be noticed and embraced and self-responsibility—as key to emotional maturity and wellbeing on the sport field and in life.

What: Eight 30-60-second animated video clips, with athlete celebrities sharing their own lessons about emotions in their own voice.

How: Clips will broadcast broadly on social media and on TV stations during major sports events in the U.S., Europe, and elsewhere in the world. Clips and longer interviews will be incorporated as supporting resources into emotional education curricula.

Longer Term: Strategic partners will be invited to join a more Global Initiative, through which resources and tools about self-awareness and emotional learning will be assembled and shared.



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SELF LEADERSHIP
Supporting IFS Research, Education & Advocacy