



THE CODE TO BUILD A WAVE
OF PURPOSE

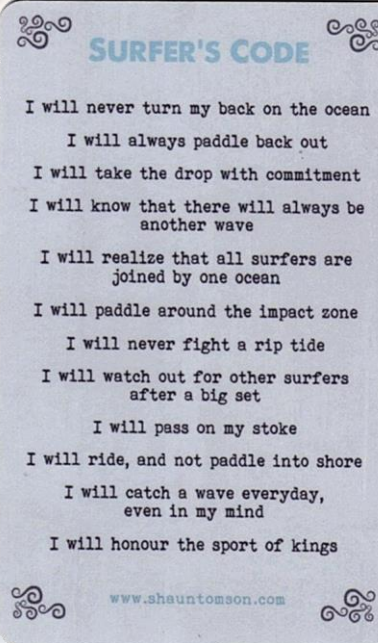
An aerial photograph of the Rincon coastline in Santa Barbara, California. The image shows a series of waves breaking onto a sandy beach. To the right of the beach is a residential area with houses and trees. A road runs along the edge of the property. The ocean is a deep blue, and the sky is clear.

RINCON, SANTA BARBARA

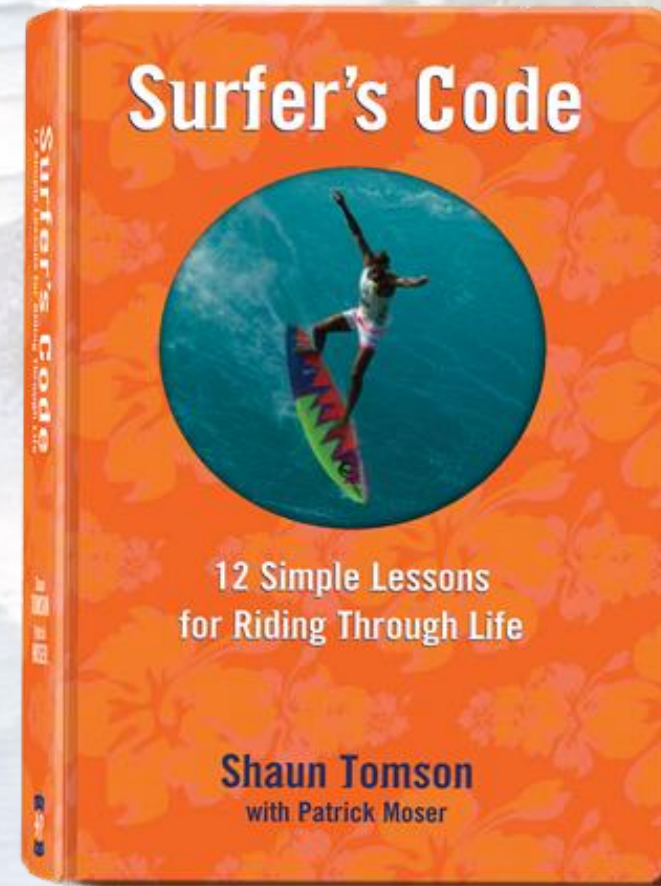
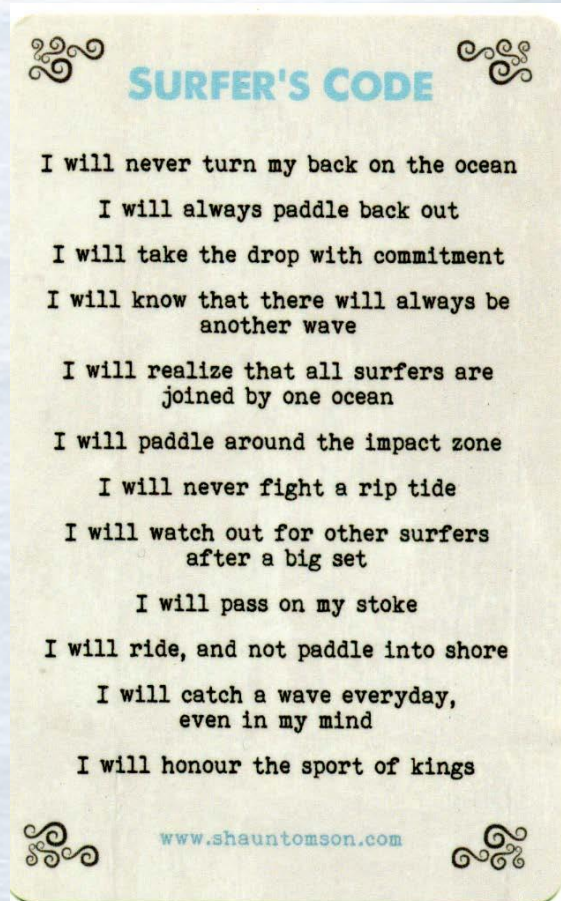
Surfer's Code

I will never turn my back on the ocean
I will always paddle back out
I will take the drop with commitment
I will know that there will always be another wave
I will realize that all surfers are joined by one ocean
I will paddle around the impact zone
I will never Fight a rip tide
I will watch out for other surfers after a big set
I will pass on my stoke
I will ride and not paddle into shore
I will catch a wave everyday, even in my mind
I will honour the sport of kings

Shaun Tomson



“I WILL”



Surfer-entrepreneur speaks to students



NIK BLASKOVICH / NEWS-PRESS

Anacapa School on Thursday welcomed champion surfer Shaun Tomson as guest speaker for its monthly Open Breakfast Club. The First Thursday events are intended to honor a guest lecturer from the community. Mr. Tomson, best-selling author of "Surfer's Code: 12 Simple Lessons for Riding through Life" and award-winning documentary filmmaker of "Bustin' Down the Door," lost his son Mathew, 15, to what he and his wife, Carla, called a tragic ending to a schoolboy prank on April 24, 2006. In "Surfer's Code" Mr. Tomson states "every moment holds the possibility of failure and tragedy, every

ANACAPA
SCHOOL
SANTA BARBARA, CA.

CODE.

1. I WILL _____

2. I WILL _____

3. I WILL _____

4. I WILL _____

5. I WILL _____

6. I WILL _____

7. I WILL _____

8. I WILL _____

9. I WILL _____

10. I WILL _____

11. I WILL _____

12. I WILL _____

SIGNATURE _____

NAME _____

DATE _____



Elena Alcerro

**I will always be myself.
I will always try my
hardest.
I will try to be nice to
others.
I will have fun.
I will persevere.**

Alex Carlson

**I will try new things when the opportunity
presents itself.
I will think before I will, act, or do
something.
I will do what I say I will do.
will not compromise on my
morals to fit in with others**

Patrick Alcerro

**I will find something
enjoyable in every day.
I will do what I enjoy.
I will exercise every day.
I will not do what other
people want me to do
simply to please others.**

Grayson Baggiolini

**I will spend more energy
toward working out and
strengthening my body.
I will strive to improve my
grades.
I will respect my elders.
I will remain positive**

Auguste Bourely Hinrichs

**I will always evolve and
learn.
I will try to maintain a
healthy mind, body, and
spirit.
I will not try to better
someone else.
I will do things for others,
not only myself.**

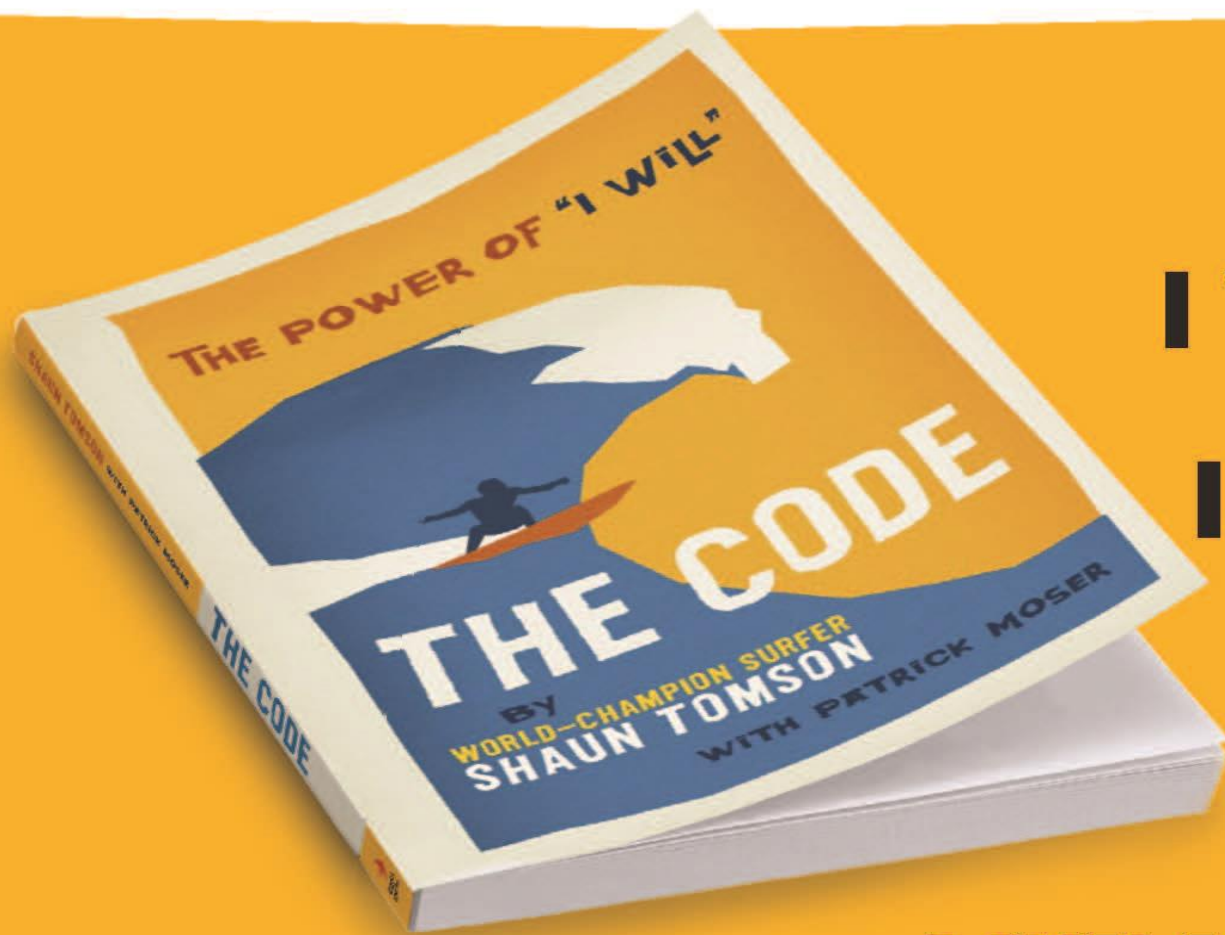
Francis Brand

**I will work harder both at
school and at my house.
I will put more effort into
what I am doing.
I will finish everything I
start.
I will focus more**

**WHAT IS A
CODE?**

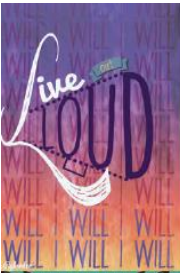
ANACAPA SCHOOL, SANTA BARBARA, CALIFORNIA



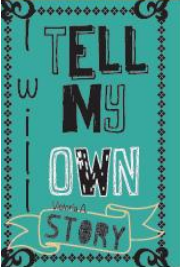
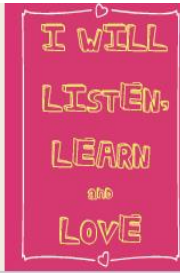


"These stories will inspire you to believe in the power that each and every one of us has to shape our lives through the power of - I WILL."

I WILL BE MYSELF
I WILL DREAM
I WILL FACE MY FEARS
I WILL BE MYSELF
I WILL NEVER GIVE UP
I WILL CREATE
I WILL HEAL
I WILL PRAY
I WILL GIVE
I WILL MAKE A DIFFERENCE
I WILL IMAGINE
I WILL HAVE FAITH
I WILL SHARE STORIES



Early this year, Shaun Tomson, world championship surfer and motivational speaker, paid a visit to Holy Trinity. His visit inspired the art provided Mrs. Aileen Carlson's graphics students and our senior's "I Will" statements.



I will make an impact.

REMY RUDD



I will be great.

SKYLER HOGAN



I will become a lawyer to fight for people who can't fight for themselves.

KATHERINE MERLIN



I will work as hard as I can.

CHUANPU (JASON) GONG



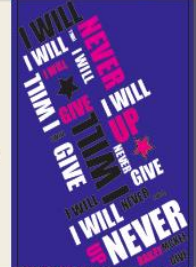
I will be successful.

ELAINA VALENCIA



I will make everyone I meet smile.

JULIAN GARDNER



I will create a safe haven for those who suffer from chronic anxiety disorder.

CHASS CHARROUX



I will help people.

ALICE HAYES



I will never take anything for granted.

DANIEL WELCH



I will always pursue my dreams no matter what the obstacle.

MILAN LANIER



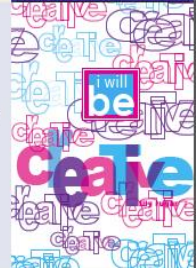
I will strive to help others in everything that I do.

BILL KARIKA



I will make a difference in people's lives.

LINDSEY WEBB



I will live out loud.

EMMA RYLANDER



I will change the world for the better.

ZACH RAHNER



I will always love life.

FAITH VALENTI



I will live my life to my full potential with no regrets.

NICK OLINDE



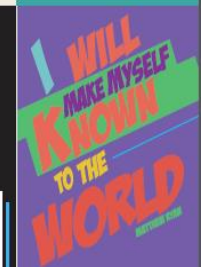
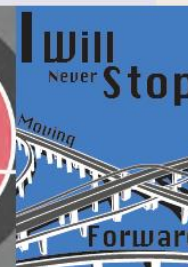
I will always be a Tiger.

MCKENNA VILLE



I will be awesome.

MATTHEW SCOTT





I Will Do The Best I Can

John Allen

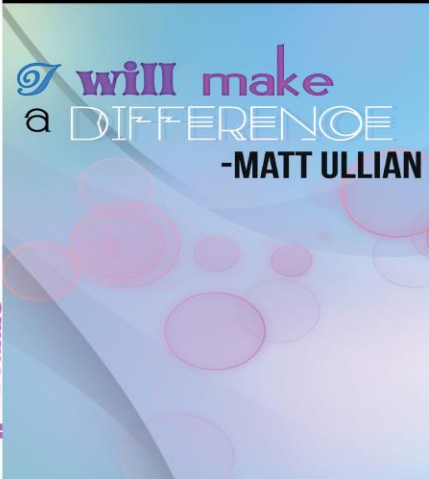
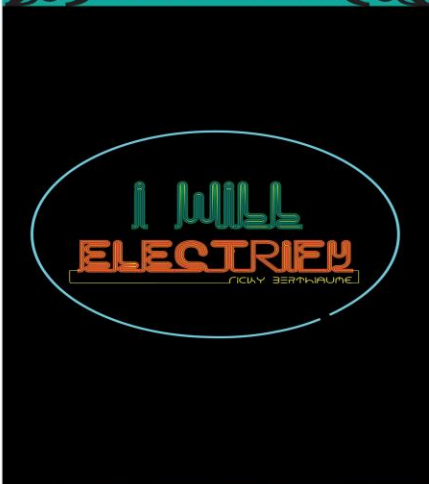
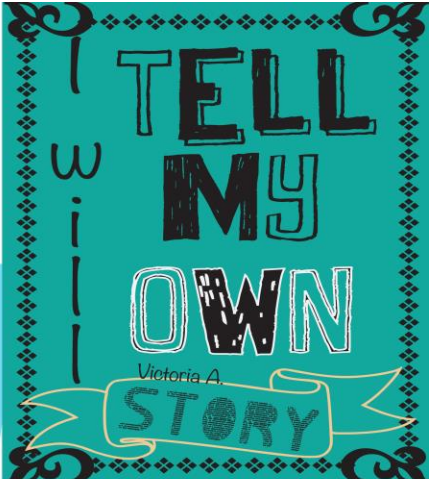
I Will
Never Give Up
My Dreams

I will
be
simple
minded

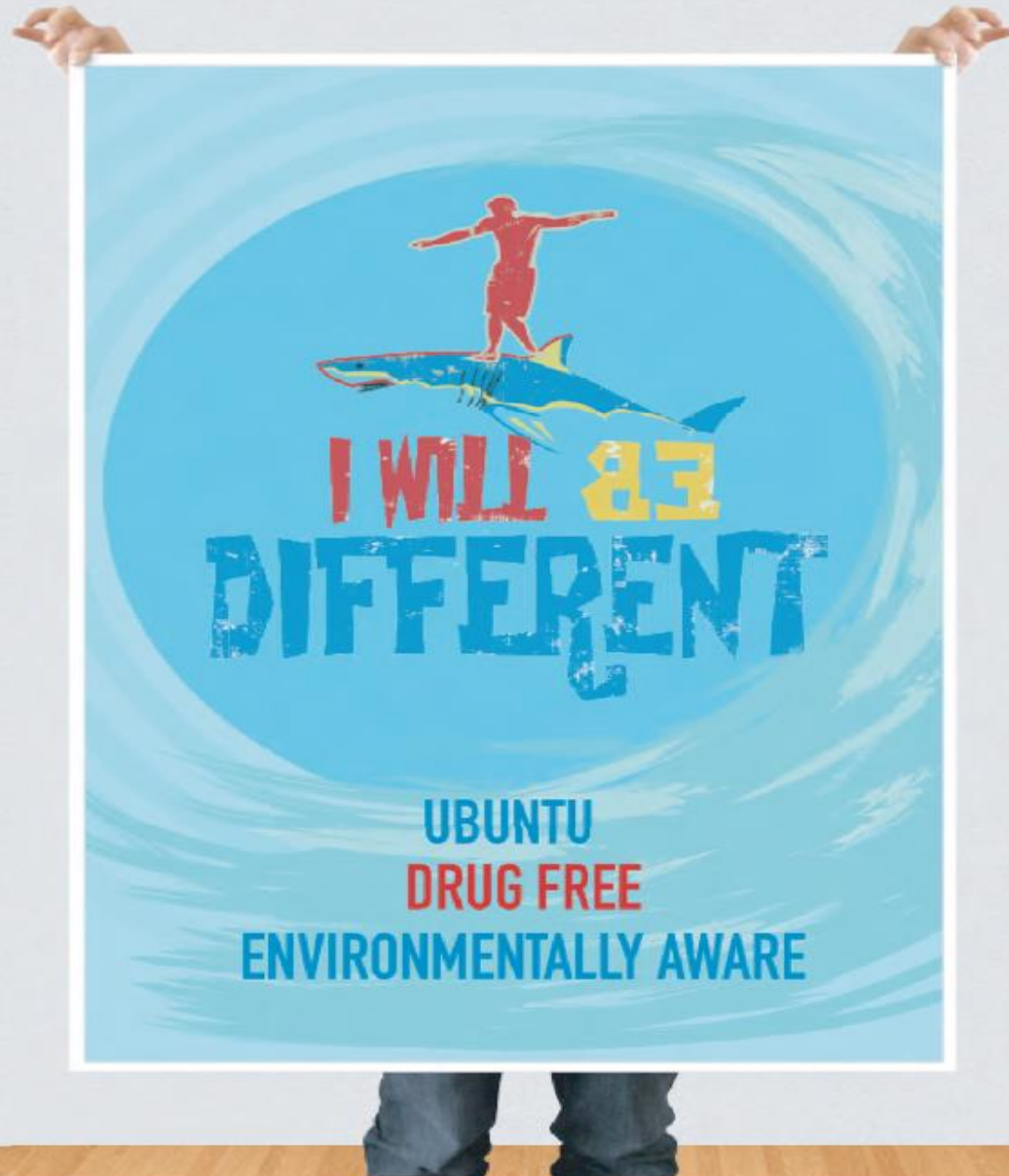
I will
be
simple
minded

Rozzy Hicks

I Will Let
My
DREAMS
OUT *
* SHINE
My FEARS
~Emily Tobkes



emma walker



For my poster I decided to create movement around my art work, so I decided to create a wave on the one side of the poster to almost border my art work and write Ubuntu, Drug free and environmentally aware Underneath to add more value and meaning.

For my shirts I decided to keep it simple and clean, keeping the 80's colour and brightness.

Reason for my design and font was because I wanted to go back and use the surf heritage and keep that typical surf style



The Brief:

The Brief required me to come up with 12 life codes that will help spread a positive message in order to encourage a peaceful outlook to life and world.

Solution:

For my second option, my life code is "i will focus on my future". My concept for this t-shirt is an eye test chart with the play of the letters to help you focus. For my third t-shirt, I kept it clean with a vintage font saying "i will be a positive vibe".

OR FORUM

Personal Decisions Are the Leading Cause of Death

Ralph L. Keeney

The Fuqua School of Business, Duke University, Durham, North Carolina 27708,
keeney@duke.edu

This paper analyzes the relationships between personal decisions and premature deaths in the United States. The analysis indicates that over one million of the 2.4 million deaths in 2000 can be attributed to personal decisions and could have been avoided if readily available alternative choices were made. Separate analyses indicate 46% of deaths due to heart disease and 66% of cancer deaths are attributable to personal decisions, about 55% of all deaths for ages 15–64 are attributable to personal decisions, and over 94% of the deaths attributable to personal decisions result in the death of the individual making the decisions. Relative to the current 45%, retrospective appraisal suggests that roughly 5% of deaths in 1900 and 20%–25% of deaths in 1950 could be attributed to personal decisions. These results suggest that more effort directed toward improving personal choices regarding life risks may be an effective and economical way to save lives.

Subject classifications: risk; decision making; decision analysis; applications; health care; information systems; management; statistics; data analysis.

Area of review: Special Issue on Operations Research in Health Care. OR Forum.

History: Received July 2006; revisions received March 2007, September 2007, February 2008; accepted April 2008.

Participate in the OR Forum discussion at <http://orforum.blog.informs.org>.

The analysis indicates that over **one million** of the 2.4 million deaths can be attributed to personal decisions and could have been avoided if readily available alternative choices were made.

the ripple effect

Emotional contagion, through its direct and indirect influence on employees' and work teams' emotions, judgments, and behaviors, can lead to subtle but important ripple effects in groups and organizations.

Sigal Barsade – Yale University

The Ripple Effect:
Emotional Contagion
and Its Influence on
Group Behavior

Sigal G. Barsade
Yale University

Group emotional contagion, the transfer of moods among people in a group, and its influence on work group dynamics was examined in a laboratory study of managerial decision making using multiple, convergent measures of mood, individual attitudes, behavior, and group-level dynamics. Using a 2 x 2 experimental design, with a trained confederate enacting mood conditions, the predicted effect of emotional contagion was found among group members, using both outside coders' ratings of participants' mood and participants' self-reported mood. No hypothesized differences in contagion effects due to the degree of pleasantness of the mood expressed and the energy level with which it was conveyed were found. There was a significant influence of emotional contagion on individual-level attitudes and group processes. As predicted, the positive emotional contagion group members experienced improved cooperation, decreased conflict, and increased perceived task performance. Theoretical implications and practical ramifications of emotional contagion in groups and organizations are discussed. •

Understanding shared social processes in groups is becoming increasingly important as firms move toward a greater team orientation. These shared social processes can serve as a conduit for a variety of group interactions and dynamics important to getting work done. Interestingly, research on the influence of shared social processes has focused almost exclusively on its cognitive aspects—how ideas and cognition are shared among group members. This can be seen in the social-information processing literature, which focuses on how people are influenced by the cognitions and attitudes of others in their social environment (e.g., Salancik and Pfeffer, 1978; Bateman, Griffin, and Rubinstein, 1987; Shetzer, 1993), as well as in research examining shared social cognitions, which also focuses exclusively on the process through which people construct and share thoughts, ideas, and memories (e.g., Moreland, Argote, and Krishnan, 1996; Cannon-Bowers and Salas, 2001).

While understanding how people share ideas adds to the knowledge of group dynamics, it does not give a complete picture. One also needs to take into account the sharing of emotions, or emotional contagion, that occurs in groups. The importance of emotions in organizational behavior, particularly at the individual level, has been solidly established (see Brief and Weiss, 2002, for a review), and researchers have begun to turn their attention toward understanding the processes and outcomes of collective emotion (see Barsade and Gibson, 1998; Kelly and Barsade, 2001; George, 2002, for reviews). Some theorists have gone so far as to say that "feelings may be the way group entities are known" (Sandelands and St. Clair, 1993: 445) and that the development of group emotion is what defines a group and distinguishes it from merely a collection of individuals.

Implicit attention has been paid to collective emotion in the organizational behavior literature, with many organizational processes grounded in such affective relations of group members as morale, cohesion, and rapport (Tickle-Degnen and Rosenthal, 1987). The advancement of the emotions lit-

© 2002 by Johnson Graduate School,
Cornell University.
0001-8392/02/4704-644/\$3.00.

•

I would like to thank Barry Staw, Charles O'Reilly, JB, Ken Craik, Jennifer Chatman, J. Turners, Batia Wiesenfeld, John Nedeck, Linda Johanson, Joe Porac, Keith Murnighan, Sara Manning, and three anonymous ASQ reviewers for their help and the positive emotional contagion they have induced.


EMOTIONAL CONTAGION

FACEBOOK & NATIONAL ACADEMY OF SCIENCES

Proceedings of the National Academy of Sciences of the United States of America


[CURRENT ISSUE](#) // [ARCHIVE](#) // [NEWS & MULTIMEDIA](#) // [AUTHORS](#) // [ABOUT](#) // [COLLECTED ARTICLES](#) // [BROWSE BY TOPIC](#)

[↑](#) > [Current Issue](#) > vol. 111 no. 24 > Adam D. I. Kramer, 8788–8790, doi: 10.1073/pnas.1320040111

 **CrossMark**
click for updates

Experimental evidence of massive-scale emotional contagion through social networks

Adam D. I. Kramer^{a,1}, Jamie E. Guillory^{b,2}, and Jeffrey T. Hancock^{b,c}

[Author Affiliations](#) 

Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved March 25, 2014 (received for review October 23, 2013)

$N = 689,003$

DROP A STONE...

START A RIPPLE

BUILD A WAVE



**GOAL:
TO CREATE A
POSITIVE WAVE
ACROSS THE
NATION**



CODE.

WORDS TO LIVE BY

HOW?
BY INSPIRING
STUDENTS TO
INSPIRE EACH
OTHER
WITH WORDS
OF PURPOSE



I WILL
=
POWER



PROPOSAL

SHAUN TOMSON POSITIVE WAVE SCHOOL TOUR & *THE CODE* BOOK LAUNCH

Inspiring students to commit to positive decisions



BALLITO
PRO 2018
50TH EDITION



LIVE THE LEGACY

You are invited to join us for a
cocktail evening to celebrate:
50 years of Pro Surfing

Hosted by:
Shaun Tomson

Date: Wednesday, 27th June 2018

Time: 18h00pm

Venue: Fiamma Grill,
Coco De Mer Boutique Hotel,
63 Compensation Beach Road, Ballito

RSVP: Collette Bundy by 25th of June 2018

Email: collettebundy0@gmail.com

Cell: 072 287 9839

Light Meal will be served with a cash bar.

Tickets: R300,00 pp, proceeds in support of
Social & Surfing Sport Development.
Auction of memorabilia.

See booking form for details.

EDITION

50th

Photo Credit: Steve Wilkings



HOW TO CREATE A POSITIVE WAVE?

**CHANGE ATTITUDE
TO CHANGE BEHAVIOR**

- 1. TALK STORY**
- 2. READ BOOK**
- 3. CREATE A CODE**
- 4. SHARE THE CODE
WITH THE SOCIAL UNIVERSE**



35 SCHOOLS

60,000

STUDENTS

COMMITTING TO THE CODE





CGTN

MATCHPOINT

SOUTH AFRICA SURFING

Legend Tomson aiming to inspire youth to take up surfing

 CGTN Africa

 @cgtnafrica

 CGTN Africa

 CGTN Africa

OHLANGE HIGH SCHOOL

"I have come to report, Mr. President, that South Africa is now free."

Nelson Mandela 27th April 1994



QHILIKA SCHOOL UMLAZI, KZN





A photograph of two men standing on a green lawn in front of a school building. The man on the left is wearing a white shirt and a dark tie, while the man on the right is wearing a patterned shirt. In the background, there is a brick clock tower with a cross on top, surrounded by trees and a paved area. The sky is blue with some clouds.

MICHAELHOUSE KZN

A magnificent presentation to the boys by Shaun Tomson. We got the prefects and school council together to use Shaun's approach to draw up a prototype code of conduct which the boys could use. It is a very powerful document.

Greg Theron, Rector, Michaelhouse High School

ETHOS: CHARACTER

This came about as the result of the magnificent presentation to the boys by Shaun Tomson last Wednesday on Character Education. As a result we used this as an opportunity to use Shaun's approach to draw up a prototype code of conduct which the boys could use. It is a very powerful document:

MEN OF THOUGHT, UNDERSTANDING AND CULTURE

1. COMPASSION

- 1.1 We will seek to put the wellbeing of others before our own
- 1.2 We will do everything in our power to integrate everyone into our community.
- 1.3 We will look at things from other people's perspectives.

2

2. COURAGE

- 2.1 We will not be afraid to go against the status quo.
- 2.2 We will have the strength to make our voices heard.

3. HUMILITY

- 3.1 We will pursue the empowerment of our school over the empowerment of ourselves.
- 3.2 We will be grateful for the privilege we have been afforded.
- 3.3 We will understand and respect that our role is no greater than those who have gone before us.

4. INTEGRITY

- 4.1 We will do what is expected of us when no-one is looking.
- 4.2 We will not compromise our values.
- 4.3 We will earn trust through our transparency.

5. SERVICE

- 5.1 We will give to others and not expect anything in return.
- 5.2 We will encourage and assist all around us to reach their full potential.
- 5.3 We will do for others what was done for us.



MICHAELHOUSE

EST. 1896

ST STITHIANS GIRLS

Your presentation to our girls had a profound effect and is still being felt and referred to often. Just recently in our interaction with a grade group around friendship issues they reflected on the mantra “Think Twice” before acting or responding towards someone. We are very grateful to you for sharing your passion, experience and lessons with our girls. **Loredana Borello, Deputy Head, St Stithians Girls College**



The Cambourne Code:

- ✿ We will accept
- ✿ We will not judge
- ✿ We will laugh
- ✿ We will love
- ✿ We will forgive
- ✿ We will triumph
- ✿ We will think twice
- ✿ We will be kind
- ✿ We will learn
- ✿ We will see the beauty in everyone
- ✿ We Will be ourselves
- ✿ We will dream

8A



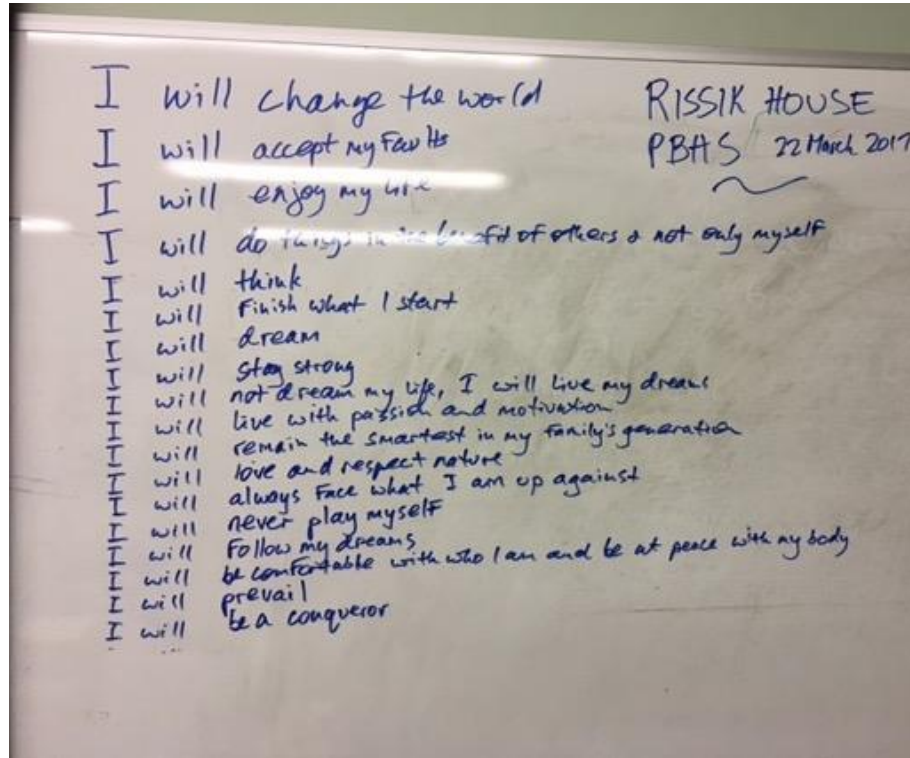
Crawford College
La Lucia

2017



We will ...

- ... live intentionally*
- ... be resilient*
- ... be creative, innovative and forward-thinking*
- ... push past our boundaries and face our fears*
- ... learn from our mistakes*
- ... live by the HEART ethos*
- ... be faithful and faith-filled*
- ... love unconditionally, forgive freely and spread joy*
- ... keep fit and protect our bodies*
- ... spend more quality time with our families*
- ... go green and be eco-friendly.*



“WRITING CODE”

PRETORIA BOYS HIGH RISSIK HOUSE
– BOARDERS





ABOVE: Uniting the power to create a positive wave in KwaDukuza. RIGHT: Bongani Zulu and Shaun Tomson enjoying the pupils' mini concert.



Zhangilele Primary School pupils Bulehla Mhongo, Sello Moko and Minentle Ngubane with Shaun Tomson and Principal Mrs S.P. Shabalala. Photo: Tim Lubbe

"I will" equals power

Elana Wegman

A positive wave is gaining momentum in KwaDukuza with Shaun Tomson riding on its crest in the build up to the Ballito Pro presented by Billalito.

The Positive Wave tour kicked off on a powerful note as the surfing legend visited the first of ten schools during the tour last Friday.

Zhangilele Primary School pupils packed into their hall and were mesmerised by the tall surfer and author of The Code: The Power of 'I Will'.

"The Code is a magic tool. It helps you activate what you have inside you," said Tomson, who is the 1977 World Surfing Champion and six times winner of the Gunter 500 in Durban.

"I wrote down 12 lines in 30 minutes, each line starting with 'I will'. This is my code. Each of you can create your code and through this write your path and your purpose."

He said your attitude is a fundamental choice.

"You need to find the power within yourself to create faith, courage, confidence and determination which will turn hope into action."

Like most schools, Zhangilele Primary, which has almost 700 pupils, is facing a battle with drugs.

"Think twice! Drugs are about choice;

making a choice or not making a choice. Drugs make your life worse, and can kill you. Every one of you has the power to help other people by making a difference to their lives.

As Tomson tours the world and passes on his stoke through his motivational talks, so he hopes to create a global positive wave with The Code.

"The sacredness of the land lies in the hands of its people. The world is not just about you, it is about connecting with each other and building that positive wave."

Principal Mrs S.P. Shabalala said the pupils need The Code to make a better life. "We feel our learners are already committed to The Code, and we promise to support them to live their codes," said Shabalala.

KwaDukuza deputy mayor Dolly Govender said there was no end to education.

"Knowledge equals power. You have the power to be great leaders of this country. You can empower each other by sharing your knowledge and the message you learnt from Shaun Tomson," said Govender.

The Positive Wave Tour is driven by SMG Rocks and hosted by Coco De Mer as part of the 50th edition of the world's longest running professional surfing event, The Ballito Pro.



The North Coast Courier, June 22, 2018 13

Does your business need that extra little boost?
Call us today for our advertising rates

courier
North Coast Courier

BUSINESS MENTORS WANTED

THE ENTREPRENEUR 2018 PROGRAMME CAN DO WITH YOUR KNOWLEDGE AND EXPERIENCE

IF YOU ARE INTERESTED IN MENTORING EMERGING BUSINESSES

GO TO WWW.ENTREPRENEUR.CO.ZA FOR MORE INFORMATION

ENTREPRENEUR 2018 PROGRAMME

GO TO WWW.ENTREPRENEUR.CO.ZA FOR MORE INFORMATION

BALLITO PRO
WORLD'S LONGEST RACING EVENT

Ballito Junction
WORLD'S LONGEST RACING EVENT

FOOD & DRINK RETRO JUBILEE

PRESENTED BY BALLITO JUNCTION RESERVE WALL

MONDAY, JUNE 24
TUESDAY, JUNE 25
2PM - 5PM

COOKING COMPETITIONS
SHAUN TOMSON'S COOKING CHALLENGE
BUNDS OF SUCCESS COOKING CHALLENGE
TALENT SHOW
FASHION SHOW
LIVE MUSIC & ENTERTAINMENT
GOLF, HUNT, SHOOT, DRIFT, BURN
FOR THE RESTAURANTS

NIGHT 1:
MUSIC, DRINK & DANCE
ENTERTAINMENT
17:00: KIDS TALENT SHOW
17:00: MUSIC SHOW
17:00: MEET & GREET
17:00: MUSIC SHOW
17:00: MUSIC SHOW
17:00: MUSIC SHOW
17:00: MUSIC SHOW

NIGHT 2:
MUSIC, DRINK & DANCE
ENTERTAINMENT
17:00: KIDS TALENT SHOW
17:00: MUSIC SHOW
17:00: MEET & GREET
17:00: MUSIC SHOW
17:00: MUSIC SHOW
17:00: MUSIC SHOW
17:00: MUSIC SHOW

GOVERNMENT
KwaDukuza Municipality
KwaDukuza Municipality
KwaDukuza Municipality
KwaDukuza Municipality
KwaDukuza Municipality
KwaDukuza Municipality
KwaDukuza Municipality

SPONSORS
Ballito Pro
Ballito Pro
Ballito Pro
Ballito Pro
Ballito Pro
Ballito Pro
Ballito Pro

Hi Zeke,
Write 12 lines, every line beginning with "I will..." This exercise is called writing your code and is the ultimate map for your life tomorrow. It is the way for a warrior.

ZEKE'S CODE

I will do anything it takes to be successful.
I will put 100% into everything I do.
I will be dedicated to perfecting my craft.
I will represent Hawaii the best that I possibly can.
I will be confident
I will be humble
I will learn
I will take the good with the bad
I will enjoy all experiences along the way
I will dominate in my back yard (Hawaii)
I will qualify for WSL tour
I will be successful

FROM STUDENTS TO ATHLETES

From 25th to 3rd in one event & qualification for Pro Tour



News EDP Billabong Pro Cascais Frederico Morais

Zeke Lau Wins EDP Billabong Pro Cascais

Paul Evans
Thursday, October 5, 2017

[Ezekiel Lau](#) won the [EDP Billabong Pro Cascais](#) at Guincho, Portugal, this morning, defeating Italo Ferreira in glassy, 3-foot surf.



SHAUN TOMSON

Keynote speaker
Critical Thinker
Entrepreneur
Author
World Champion Athlete

COMMIT TO THE NEXT WAVE Keynote & Workshop

"Extremely motivating" - **General Motors**

"Fantastic, perfect" - **Price Waterhouse Coopers**

"An inspiration. Highly Recommend." - **CISCO**

"Eloquent, thought provoking, entertaining" - **Google**

"My team was blown away" - **Toys R Us**

"Fantastic" - **Disney**



FROM
SCHOOLS
TO
ORGANIZATIONS

PURPOSELESS PEOPLE

"Numerous studies show that close to two-thirds of employees in the United States are bored, detached or jaded and ready to sabotage plans, projects and other people".

Harvard Business Review October 2017

Harvard Business Review

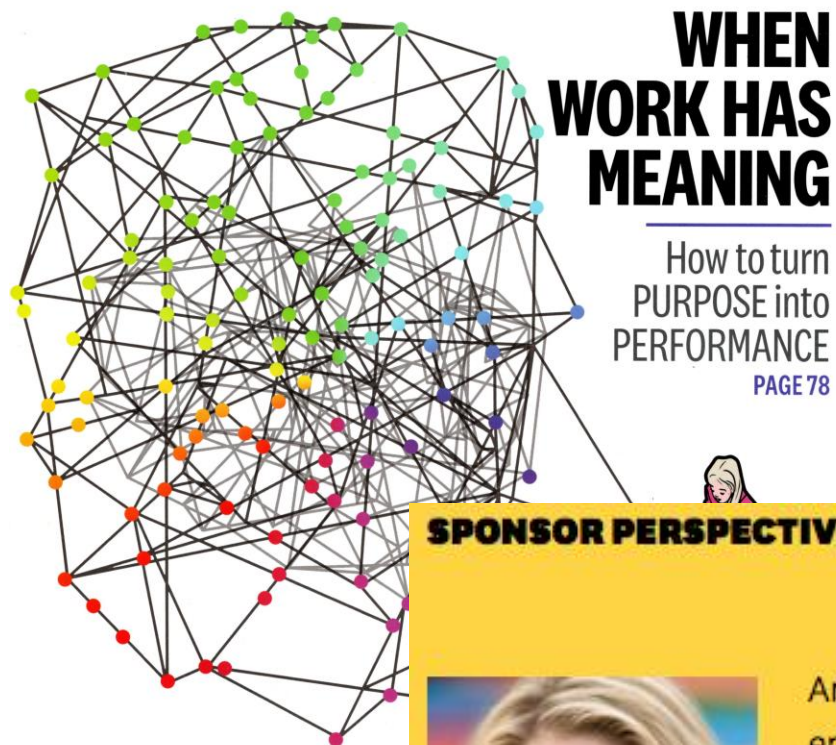
HOW CEOs MANAGE TIME
Michael E. Porter and Nitin Nohria PAGE 42

JAMIE DIMON ON RUNNING
AMERICA'S BIGGEST BANK
THE HBR INTERVIEW by Adi Ignatius PAGE 124

ARE YOU TOO COLLABORATIVE?
Rob Cross, Scott Taylor, and Deb Zehner PAGE 134



HBR.ORG
JULY-AUGUST
2018



WHEN WORK HAS MEANING

How to turn
PURPOSE into
PERFORMANCE
PAGE 78

SPONSOR PERSPECTIVE



Around the world, the business environment is in a permanent state of disruption. Today more than ever, companies are searching for a new genetic code that will help them continuously evolve—to survive and to thrive.

A HARVARD BUSINESS REVIEW ANALYTIC SERVICES REPORT



Harvard
Business
Review

THE BUSINESS CASE FOR PURPOSE

© Business School Publishing

sponsored by **EY** Building a better
working world



THE CODE

HOW TO ACTIVATE THE POWER
OF PURPOSE

CODE Method

THE PROCESS

1. WRITE THE CODE
2. READ THE CODE ALOUD
3. PICK ONE LINE
4. WRITE THE LINE



The Collective ITI Code

2018

- I will be authentic.
- I will love deeply and not shy away from showing it.
- I will not apologise for the space I take up.
- I will rejoice in the Lord.
- I will live with conviction.
- I will love life and live it robustly.
- I will always be passionate.
- I will break convention.
- I will stand out.
- I will collect happy memories.
- I will be a great father.
- I will learn the lesson in failure.
- I will live a courageous life.
- I will trust there is something out there bigger than me.
- I will choose to laugh first.
- I will make a better future for my children.
- I will grow through hardship.
- I will be a good role model for younger women and girls.
- I will practise reckless optimism.
- I will be brave.
- I will appreciate this moment.
- I will have an opinion without being opinionated.
- I will keep things simple.

Sometimes all you need to turn hope into action is to write your promises down and say them out loud. "The Code" by Shaun Tomson will inspire you to believe in yourself and the power you have to shape your life through 'I Will'.





INSIDE OUT CODE

“The 60 most important lines of code our company has ever written”

GO BIG

ANNUAL SALES MEETING

JANUARY 07, 2017



Shawn Tomson Takeaway

A reflection on the keynote speaker's message.



Word of Mouth

Unsolicited testimonials from first time customers.



Kickoff Party Performance

Learn more about the band bringing soul to The Blue Room.

Stay True to Your Code



PHOTO: Shawn Tomson shares his story with Edge Systems

How 12 Personal Promises Can Shape Your Future

Before picking up this paper and starting to read, you likely have already made a dozen decisions that will shape your day. The value of the code is remembering each choice stays true to you and how it can form your future. With the simple opening

"Trust your instincts, trust your experience, focus on the moment, and the fear miraculously disappears." - Keynote Speaker Shawn Tomson

mantra "I Will" you've created 12 custom promises to guide you through life's challenges and triumphs. Embrace your code, create your code, and if you're willing, share your code with the world to create a wave of positivity.

This year will undoubtedly be filled with challenges to overcome and victories to celebrate but you're not alone on this adventure. Your new code is here to inspire you and your Edge Systems family is here to empower you. •

Let's Give 'em Something to Talk About What Consumers are Saying About our Technology

"YOU FEEL PERKED UP IN ALMOST AN INSTANT." - MARRA DENIG ★★★★★

"The visual improvement in my skin texture was immediate and obvious."

-Kristen Marsh

"All of the products were tingling and it felt really clean."

-Jenna Dunkley

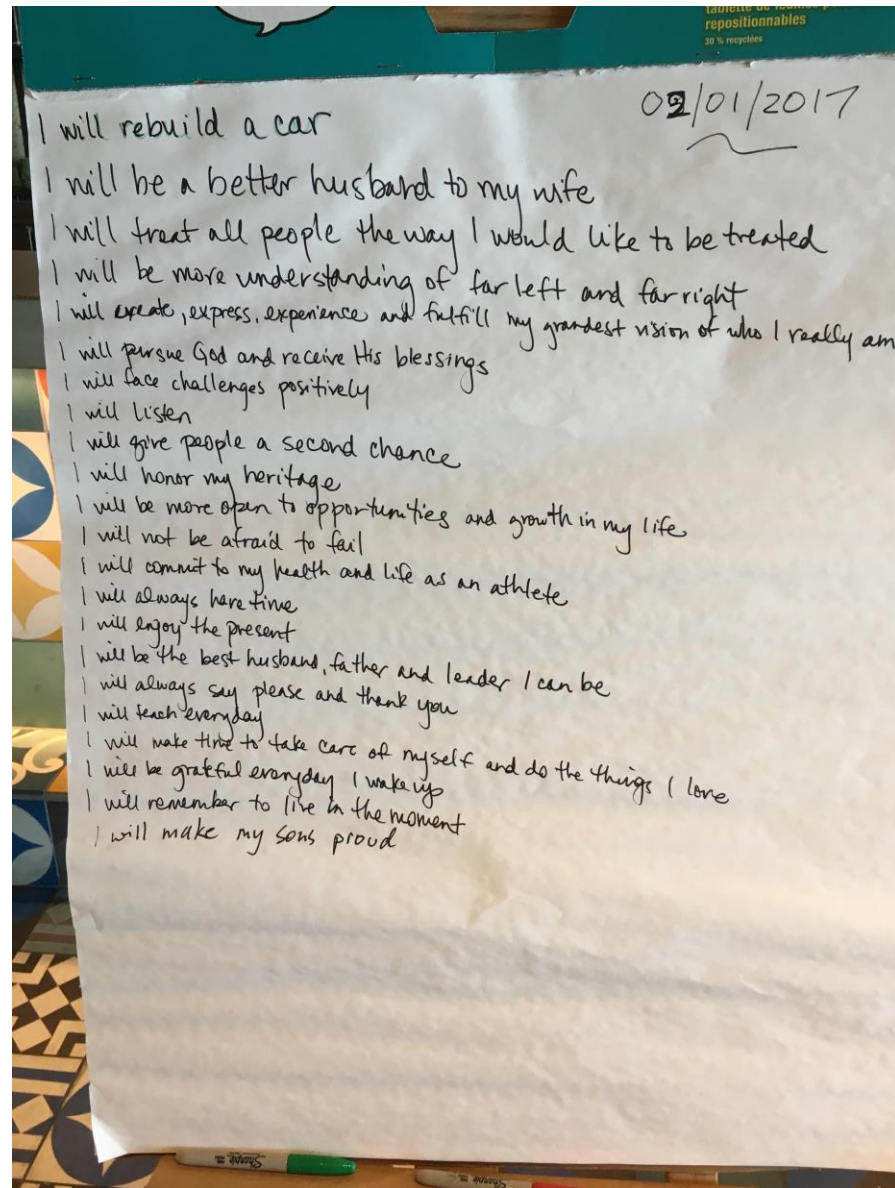
★★★★★ "AFTER THE FIRST TREATMENT MY SKIN FELT HYDRATED AND CLEAN."

-BIO SYR

"Get it, you won't regret it!" -Jennifer Leath

★★★★★ "IT FEELS SO GOOD I WANT TO DO IT ALL OVER AGAIN." -DIANE LOVER

- I will live life to the fullest
- I will leave the world a better place than when I got here
- I will reinvent myself
- I will trust my gut
- I will release holy without prejudice
- I will not be afraid to do new things
- I will not allow my past to define my future
- I will not let fear win
- I will dream big
- I will take more time for myself
- I will always remain committed to my code
- I will always keep learning
- I will be the best version of me
- I will live life to the fullest
- I will succeed Succeed
- I will never shy away from a challenge



The Code and Shaun connected with our company on a transformational level and turned a business workshop into a meaningful exploration of purpose and will. His workshop was powerful, meaningful and relevant. I am excited about the many ripples that have been inspired through Shaun and grateful to have him as part of our 'ohana.

Jackie Reed, CEO, T S Restaurants



CEC Positive Organizational
Development Lab Presents
SHAUN TOMSON

Commit to a Positive Wave: Writing a Code to Live by

Poor decision-making is one of the pressing social problems of our time. Of the 35,000 young people (15-24 years old) who die each year in the U.S., 20,000 (57%) deaths are due to personal decisions that could have been prevented if alternative choices had been available.

Why do people make poor choices?

Join us for a very special session with champion surfer Shaun Tomson, whose Code Method is an actionable program to help young people commit to positive decisions through activating and sharing willpower and hope, individually and in group settings, to build a positive attitude.

Tomson is a former World Surfing Champion, and has been listed as one of the 25 most influential surfers of the century and one of the 10 greatest surfers of all time. He is a business finance graduate from the University of Natal in his homeland of South Africa, and has a Master of Science in Leadership from Northeastern University. He is the author of *Surfer's Code* (2006) and *The Code—The Power of "I Will"* (2012). He produced and co-wrote the documentary film *Bustin' Down the Door* (2006), and is a past board member of Surfrider Foundation and the Santa Barbara Boys & Girls Club. Tomson lectures widely on the importance of creating a personal code to activate willpower to make positive decisions.

For more information, contact linda.pillow@cgu.edu.

SCHOOL OF **SOCIAL SCIENCE,
POLICY & EVALUATION**
 Claremont Graduate University



Shaun Tomson
*Keynote Speaker, Critical Thinker,
Entrepreneur, Author, World
Champion Athlete*

**Thursday, April 13
4:00 pm – 5:15 pm**

Burkle 16
Ron W. Burkle Family Building
Claremont Graduate University
1021 N. Dartmouth Avenue
Claremont, CA 91711

The Code

I will create; transforming what I already have
into what can be

I will remember what I am worth

I will fuel my passions

I will look for the light even in the darkest times

I will believe in myself

I will live by the beach

I will always strive to improve myself

I will enjoy the now

I will be unstoppable

I will have a positive impact on others

I will leave a legacy of love

I will have faith

Claremont Graduate University
4/13/2017

CODE Method

5 ELEMENTS OF PURPOSE

“AIM AT”

1. ASPIRATIONAL
2. INSPIRATIONAL
3. MORAL
4. AUTHENTIC
5. TIMELESS



CODE Method

A SIMPLE TOOL TO ACTIVATE
PURPOSE

“WHAT YOU *WILL*,
YOU *WILL* BECOME”

The background features a collage of colorful gears in shades of blue, yellow, red, and green. A large, semi-transparent grey globe is positioned in the center-left. To the right of the globe is a glowing yellow lightbulb. The text "I WILL =" is centered horizontally across the middle of the image.

I WILL =

POWER

CONNECTIVITY



RAINBOW BRIDGE

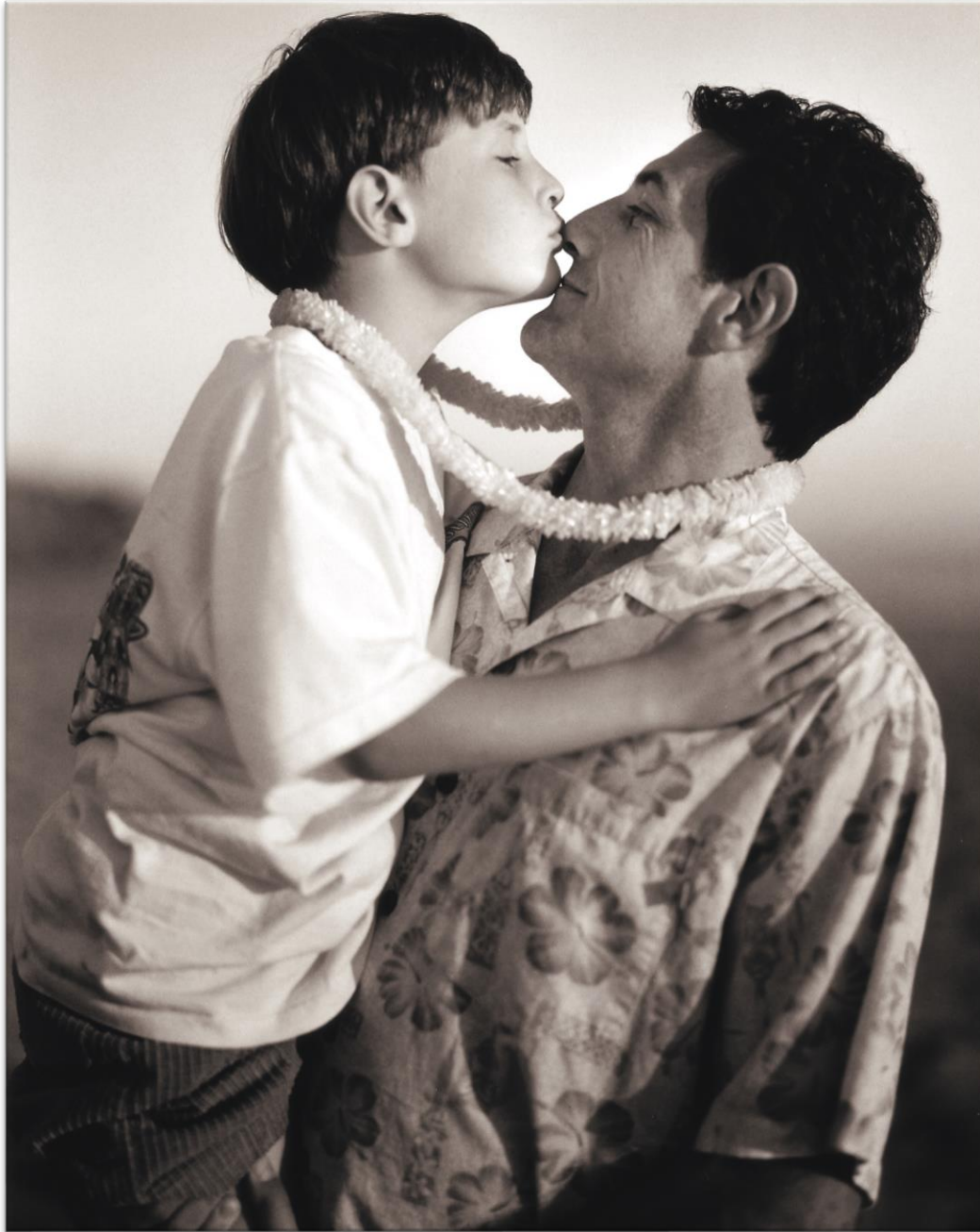


HAMMONDS REEF





SHALAWA MEADOW



SPIRIT LANGUAGE



SACRED STORY
STONE

A woman with dark hair, wearing a yellow tank top, is surfing on a wave. She is in a crouched position, looking down at the water. The water is a vibrant blue-green color with white foam from the wave. The background is a bright, overexposed sky.

A CALL TO ACTION:

WRITE YOUR CODE:
"I WILL"

SHARE YOUR CODE

BUILD A WAVE OF PURPOSE

THANK
YOU!

