

# Creating a Mindset for Change with Seeing Red Cars – Online Learning Process

Are you looking for a fresh approach to the new world of work and life? Develop the mindset you need with Seeing Red Cars. The Seeing Red Cars Advanced Online Experience is your accelerated track to success – start today!

Laura Goodrich, internationally recognized as a global workforce innovator has helped hundreds of organizations and individuals impact change and implement important initiatives with her film, *Seeing Red Cars*. Creating a Mindset for Change with Seeing Red Cars Online Learning Process combines the power of the Seeing Red Cars film with the implementation strategies you need to create an environment of positive change, both personally and professionally

## Think: Positive Future

In the Seeing Red Cars Online Learning Process, Laura will grab your attention and guide you through 34 mindtriggers on the Seeing Red Cars methodology. This experience is as close as to being personally coached by Laura Goodrich as you can get! Creating a Mindset for Change with Seeing Red Cars is a process that moves individuals from being unconscious and reactionary to being creative and intentional. This is the shift in mindset that is needed for people to focus on positive outcomes. We have learned that 70% of our thoughts are unconsciously focused on what we fear and don't want to happen. This becomes the target of focus and we don't even realize we're doing it. So creating awareness and talking about it is an important first step in changing it. The learning process combines high quality images, music, video and written content to support and enhance your experience – giving you a thorough knowledge of the Seeing Red Cars methodology that you can implement immediately. Once you begin, you will have access all of the materials online 24/7

## Key Concepts:

You get more of whatever you focus on	Having your high beams on
The cascading effect	What do you want?
Fear-based thinking	How to Influence others
Managing moments	Building your awareness for Seeing Red Cars
The leader's plan	Critical mass
Embracing change	
Know your assets	

## It's Time to Start Seeing Red Cars!

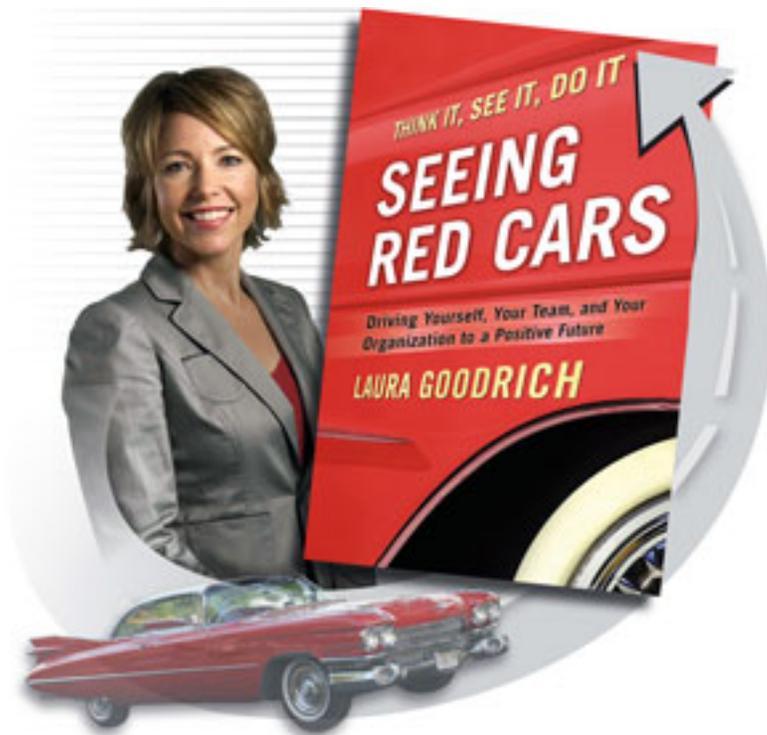
To get more of what you want you have to focus on what you want. It sounds simple, but it's not. Laura will teach you everything you need to know about developing the Seeing Red Cars mindset for yourself. Amazing things can happen when people focus with intention on what they DO WANT and connect the mindset to larger priorities. You'll be amazed by what Seeing Red Cars can do for you!

## It's Time to Take Control of Your Future!

There are dozens of experiences and courses available online spanning virtually every topic. Few rival the quality of the **Seeing Red Cars Online Learning Process**. When we created the Online Learning Process, we paid close attention to detail, bringing you: professionally edited audio and

video, research-based articles and proven exercises and real-world implementation strategies. We will not promise, “You’ll make \$5,000 by tomorrow! Or “You’ll lose 20 pounds without diet or exercise!” Simply, we present a no-BS approach that will steer you toward the future that you want – toward opportunities and away from threats. Join the thousands of people that are proudly Seeing Red Cars and reaping the benefits!

## Start ‘Seeing Red Cars’ and focus on what you DO want



### We have 3 Online Processes

- **Creating a Mindset for Change with Seeing Red Cars for Leaders**
- **Online Learning Process for Individuals**
- **A Starter Process for Everyone.**

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A few years ago our company, On Impact Productions, realized the need to tell the fear based thinking story and produced Seeing Red Cars, a 10-minute film based on the metaphor of a red car. Here’s the premise: You go out and buy a red car and as you’re driving it home you notice something. Everywhere you look you see red cars – there’s one, there’s another one, there’s another ... it’s almost like the only color car on the road is red! Why is that? You’re focusing on red cars, and therefore you see them in every direction. The same concept applies to you. At work and in your daily life you get more of whatever you focus on.

After a recent session I conducted, an HR executive and professor came to me and said, Laura, for 30 years I’ve put the cart before the horse. My focus has always been on strategy, and I’m ashamed to say, I didn’t even consider mindset.” By adapting the mindset first your success relies on your ability to focus on a positive outcome to accomplishing what you want. Things like a positive outcome for an initiative or reorganizing your department.

Over the past several years the film Seeing Red Cars has helped hundreds of organizations impact change or implement important initiatives. In 2011 a companion book was published to help people take a deeper dive into the “how-to’s” of a positive-outcomes mindset: *Seeing Red Cars—Driving Yourself, Your Team and Your Organization to a Positive Future*. Still leaders

wanted more! They wanted guidance through the process of how to personally create the Seeing Red Cars mindset and how to influence their teams and organizations with it. So we've developed **Creating a Mindset for Change with Seeing Red Cars for Leaders** Online Learning Process, on a secure website, I guide leaders through the film, book and toolkit sharing countless examples and stories of how to develop the mindset that your organization needs especially now. Seeing Red Cars is perfectly timed for what is going on in the marketplace today. If there ever was a time when people were focused on what they do not want to have happen, this is it.

It's time to influence positive change. Incorporate Seeing Red Cars whenever you need to create an environment of positive change for an audience or team that needs to get clear about goals or expectations. Amazing things can happen when people focus with intention on their "I Wants" and then connect with the organization's larger priorities.