



### **HVASF System Fills Critical Niche For Personal Motivation**

Most efforts to increase motivation are focused on more lucrative corporate markets. Businesses that focus on individuals are typically either non-scalable, targeted to middle and upper-income customers, or not evidence based and thus less effective. HVASF system is squarely focused on helping individuals with middle and lower incomes with their personal motivation as supported by leading academic research.

Using these sound foundations individuals, over time, can expect to increase personal confidence, life balance, resilience, improve self-talk, earn higher incomes, create stronger relationships, be less depressed, and enjoy greater energy.

#### Statistics and Facts

- Gallup data indicates that most employees are “unengaged” ([www.gallup.com](http://www.gallup.com)) and research from earlier this decade indicates that over 80% of people suffer from low self-esteem (Dr. Joe Rubino “The self-esteem book”)
- Anxiety and depression are at epidemic levels. ( <https://www.nimh.nih.gov/health/statistics/any-anxiety-disorder.shtml>, <https://www.nimh.nih.gov/health/statistics/major-depression.shtml>)
- Enduring solutions to these types of concerns must come from within individuals, the paradox being “How do I follow through when I have a hard time following through?”
- Most personal and corporate programs focus on the “how to” e.g. save for retirement, be happy, get better test scores, etc. The problem is that without adequate personal motivation these programs have little effect and 90% of us still don’t have enough money in the bank to fix a major repair on our car – let alone retire comfortably at 65.
- All change theories have at their foundation personal motivation. In case it is not obvious, change is how we make our tomorrow better than our today. Or, to roughly quote Albert Einstein “the definition of insanity is to change nothing and expect different results”.
- Personal motivation is composed of 2 core skills or characteristics: self-compassion and self-efficacy. Combined, work on these two areas is superior to work on self-esteem as the positive outcomes are identical but we avoid virtually all the negative side-effects e.g. narcissism.
- These skills can be learned, no matter what someone has done in the past, no matter their current education, income, race, gender, or location.
- In order to overcome inertia any solution must be relatively easy, affordable, and effective.
- By focusing on the foundations of personal motivation individuals are better prepared to be successful as they strive for more specific goals e.g. find a better job, go back to school, lose 10 pounds, repair a relationship.
- By focusing on the foundations of personal motivation individuals are better prepared to overcome, or at least endure better, the inevitable challenges and setbacks of life.

## HVASF FACT SHEET

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- By focusing on the foundations of personal motivation individuals enjoy a new perspective on life that is more balanced, effective, kind to themselves and others, and less angry.
- HVASF was founded in 2019 by David Edwards and is based in Spokane, Washington.
- We exist to increase health, vigor, animation, and social feeling.
- HVASF is completely “online” but is focused on human beings and how they work, think, and live.
- HVASF is available to anyone with a smart phone, but only in English currently.
- HVASF membership is \$20 for one year, but the value is based on the individual’s participation in the system.
- HVASF is agnostic regarding religion, political party, income, race, or any other superficial or external label or title. It is agnostic, but not in conflict, as it is based on how every brain in every human being is wired and core foundations that support individuals in whatever their other endeavors or beliefs.
- A member receives a preview email ahead of each week’s new affirmation (there are 52 over the course of the year), with a link to a brief video that introduces the affirmation and adds insight and tips on how you might apply it.
- Members are encouraged to participate in the Facebook community where they can share insights, support one another, and build a sense of community.
- At a nominal level the system will take about a minute a day – 30 seconds in the morning and 30 seconds in the evening. Additional “levels of power” require no more money, but 1-5 minutes per day from the participant.
- HVASF builds foundations only. Once an individual feels greater self-compassion and self-efficacy they are encouraged to reach out to additional supports/guides/coaching/therapy etc. in order to successfully pursue their more specific goals.
- Members may choose to continue their affirmations in order to further reinforce the core concepts. The more time spent the greater the efficacy. Science has proven that where we “fire” (the neurons in our brains) we “wire”. An hour of exposure to key concepts can double the amount of connections in that part of the executive areas of our brain (mostly in the pre-frontal cortex). The more connections we have the more automatic our executive functions fire – leading to a life that is more responsive and less reactive.
- HVASF does not sell anything else, does not sell members information, had no advertisements, has nothing else to upsell.
- HVASF is a mission focused, for profit, sole proprietorship that subscribes to the principles of a “B Corporation” as it seeks balance between profit and the business impacts on all key stakeholders – including the environment. (<https://bcorporation.net/>)