



# DANA LIGHTMAN, Ph.D.

Absolutely. Positively. Uplifting.

“Create the outcomes you want. Regardless of the circumstances.”

## POWER OPTIMISM

Dana’s motivational message puts her audience on an upward spiral.

Practice POWER Optimism and you will:

- Make sound managerial decisions
- Produce more sales
- Have better customer relations
- Come up with creative solutions
- Take appropriate risks
- Respond with flexibility and adaptability

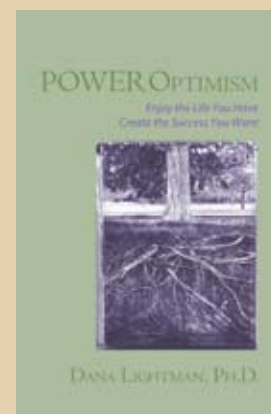
The desire exists within each of us to reach our peak potential, but events keep getting in the way. POWER Optimism teaches that your *reaction* to an event is more important than the event itself. It shows you how to replace negative interpretations and patterns with positive expectations and actions—intentional choices that are certain to put you on an upward spiral of success.

## DANA LIGHTMAN

Speaker, Author, Psychotherapist

Dana embodies the positive energy, personal insight and empowerment that are hallmarks of her POWER Optimism system. Through her professional struggles, she learned firsthand the transformational power derived from shifting to an optimistic attitude.

Dana combined these personal insights with her psychotherapy training, work with clients and dissertation research to create the POWER Optimism system. Her dynamic conference and seminar appearances have inspired thousands to see their potential—not just the situation they’re in.



Dana is the author of **POWER Optimism: Enjoy the Life You Have...Create the Success You Want**, published in 2004.

## A partial list of Dana's clients:

AARP

Siemens Medical Solutions

The Pampered Chef

CIGNA

Super Cuts Hair Salons

Fox Chase Cancer Center

AETNA

Morgan Properties

Financial Independence  
Planning, LLC

Fairfax County Health  
Department

Society of Human Resource  
Management

Dartmouth-Hitchcock Medical  
Center

Small Business Administration  
(SCORE)

Union-Snyder Agency on  
Aging

## Schedule Your POWER OPTIMISM Program

Dana Lightman, Ph.D.  
2464 Lafayette Avenue  
Abington, PA 19001  
215.885.2127  
dana@danalightman.com  
www.danalightman.com

## Dana will customize her popular keynotes and workshops for your audience:

More Power to You: Energizing Peak Potential

There's No Such Thing as Difficult People

Take Charge of Change by Choice

It's the Attitude That Sells

Stop Ongoing Stress: SOS for the Workplace

Leadership with a Positive Edge

## Dana's clients can't stop talking:

Your training was one of the most helpful that I've had here. Your information was FANTASTIC! I learned so much!

*—Dotti Shepherd, Executive Sales Director,  
The Pampered Chef*

As the keynote speaker, you really energized the audience and prepared them to be actively engaged....Thank you for providing such an excellent program.

*—Dr. Delores M. Harris, Education Chair, SCORE,  
Counselors to America's Small Business*

The vast majority of participants indicated they walked away with specific strategies they could use. Your message provided a positive approach to working through current challenges.

*—Gloria Addo-Ayensu, MD, MPH, Director of Health,  
Fairfax County Health Department*



Dana Lightman is an accomplished motivational speaker and trainer dedicated to releasing and increasing the optimist in each of us. She brings over 20 years experience as a presenter, psychotherapist, coach and educator to a wide range of audiences at conferences and conventions, corporations, non-profits, hospitals and universities. She has taught at the University of Pennsylvania and Temple University. Dana has made numerous appearances on television and radio across the country.