



MASTER IN PERSONAL EXCELLENCE AND SELF-LEADERSHIP 2023-2024

MASTER IN PERSONAL EXCELLENCE AND SELF-LEADERSHIP



The Master in Self-Leadership and Personal Excellence created by Canvee Life School is both a learning and a living experience. A holistic program that provides the necessary tools to thrive in one's personal and professional life. A program designed to nourish the minds, souls and bodies of our students.

A bilingual course, which begins in English and gradually increases the use of Spanish; where participants learn emotional intelligence, speed reading, critical thinking, personal finances, communication skills and acting, cooking, nutrition and a healthy lifestyle, ... As a plus, students have the chance to take language lessons, enjoy volunteering opportunities and go on a lifechanging trip.

This Master is certified by the Spanish university Florida Universitària.







WHY CHOOSING THIS PROGRAM?

Our faculty come from a diverse range of backgrounds, industries and experience. They are the **best in their field** and will equip you with everything you need to succeed. We understand that guiding you on your journey to the next best you is about more than teaching. That is why we will help you form a clear picture of who you are, what you want and what matters to you, then help set you on the path that best suits your aims and aspirations.

Studies show that **transversal skills** - communication, teamwork, problem solving, learning, and planning and organizational skills - are ranked as **essential** by employers, and have a high transferability across different jobs and sectors. Research conducted in 121 companies worldwide (Daniel Goleman, Working with Emotional Intelligence) shows that, when measuring the performance at work, **emotional competences double** impact of **technique and cognitive competences**.

By the end of the program you will:

- Become more emotionally intelligent. Be aware of your emotions and have tools to master them while developing relationships and leadership skills,
- Be persuasive, popular, and influential. Become an **effective public speaker** and a lovely talker.
- Be implementing positive psychology tools that improve your wellbeing and performance.
- Become a fast reader, good memorizer, and a better learner.



- Understand entrepreneurship dynamics and financial and real estate markets. You will be able to prepare a **personal financial plan**.
- Become a **great negotiator**. Learn to present arguments, bargain, and find out how to close the best deals.
- Know how to apply creative thinking in different fields such as business, arts or social fields, and problem-solving situations.
- Have developed a critical thinking style and be able to discuss philosophical issues.
- Have learnt to cook nutritious and delicious foods. Identify which essential nutrients your body needs to be **healthy**.
- Love physical activity and be prepared to set your own daily exercise routines,
 - Eventually become more engaging and charismatic. You will not only be fitter, but you will be able to graciously dance, cook or act; and talk about an astonishing variety of subjects.

WHO IS THIS PROGRAM FOR + CAREER PLACEMENT

This program is designed for young individuals who are curious, open-minded, adventurous, and committed to their personal and professional development. The course is either for those seeking more clarity in their next career steps, craving adventure, and traveling, recharging batteries, gaining new life skills, or wanting to build on their existing strengths.

CAREER PLACEMENT

Transversal skills have a high transferability across different jobs and sectors, and are ranked as essential by employers.

Daniel Goleman, in his book Working with Emotional Intelligence, shares research done in 121 different companies all over the world, analyzing the personal competences that influence the degree of success and performance at 181 job positions. The conclusion of the study is that the number of emotional competences that impact the performance at work double the number of technique and cognitive competences, and when we analyze performance in leadership positions, the ratio of emotional competences versus technique and cognitive competences is 9/1. Therefore, our students will be fully equipped for **managerial positions** both in companies and non-for-profit organizations.

Other possibilities and, depending on their previous experience or field of studies, are careers in **Education** and **Coaching**. They will also be ready to draw a Business Plan and become **entrepreneurs**.

Learn the core skills to succed in your career.

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MODULE 1 – WELCOME ACTIVITIES & INTRODUCTION TO THE COURSE



 Team building is the process of causing a group of people to work together effectively as a team, especially by means of activities and events designed to increase motivation and promote cooperation. On their first day students will have the chance to have fun while cooperating to win a competition. This module also sheds light about the day-to-day dynamics and what students are expected to achieve by the end of the program.





MODULE 2 – EMOTIONAL INTELLIGENCE & POSITIVE PSYCHOLOGY



Emotional Intelligence

Emotional Intelligence is both the capacity to accurately understand, feel and manage your own emotions; and the ability to sense and understand others' emotions, and get along with them. An emotionally intelligent individual tends to be more relaxed, content, and enthusiastic than the majority of people. Emotionally intelligent people are socially skilled and, therefore, they enjoy healthier relationships. They are also both more persuasive and better leaders. Our students will practice the five elements of El: self-awareness, self-regulation, motivation, empathy, and social skills.

Positive psychology

Positive psychology is the scientific study of happiness. An instrument that helps to educate individuals who may be floundering in knowing where to maximize their efforts to enhance well-being and live a full life. Studies show that those with education in this field report higher overall happiness and life satisfaction, and lower depressive symptoms and stress. There are also gains in self-actualization, wellbeing, optimism, hopefulness, and purpose in life. Our module will work on the five measurable elements that count towards achieving a higher well-being: Positive emotion, Engagement, Relationships, Meaning and Achievement.





MODULE 3 – PERSONAL EFFECTIVENESS



6.8 ECTS

90 hours

Theory and Practice classes, Teamwork activities

Coursework (case studies, essays...) and Course Final presentation, test, or exam

Personal effectiveness

To achieve our goals, we need to be effective. How we organize our responsibilities, goals, and routines to complete the tasks that matter most is a key skill to a fulfilling life. Our students will learn a state-ofthe-art personal productivity system that helps them prioritize what's critical to their success while enjoying a good work-life balance.

Dynamic learning and effective study

We only know what we have learnt. Thus, if we learn to become effective learners, we can learn much more in less time. Learning can be fun, easy and effective. This module presents leading edge methods and techniques that improve the ability to learn in a variety of areas. A wealth of information and activities to make the most, not only of the Master courses, but of our lives.

Modeling excellence

Modeling is the process of recreating and replicating excellence. We can model any human behavior by mastering the beliefs, the physiology and the specific thought processes that underlie the skill or behavior we want to master.

By observing, modeling, and replicating the way others achieve results, we can attain higher levels of performance.

Speed reading

During our lives, we spend thousands of hours reading. Doubling or tripling the speed at which we do it, can help us both save time for other things and multiply our ability to acquire knowledge. Speed reading is the process of rapidly recognizing and absorbing phrases or sentences rather than identifying individual words. Students will learn a process that allows us to understand words quicker than we can pronounce them. They will improve not only the speed at which they read, but also their comprehension and concentration.

Memorization techniques

Memorizing helps us better furnish our minds with the treasures of knowledge and wisdom. It helps us connect dots and reach "ahá moments". It improves our expertise and makes us better talkers. It enhances our social skills (even if only because we remember more names).

Students who use memory tricks perform better than those who do not. Memory tricks help us expand our working memory and access long term memory. These techniques can also enable us to remember some concepts for years or even for life. Finally, memory tricks lead to a higher order thinking.





MODULE 4 – COMMUNICATION & PRESENTATION SKILLS



8.0 ECTS

120 hours

Theory and Practice classes, Teamwork activities

Coursework (case studies, essays...) and Course Final presentation, negotiation activity and Acting Performance

Communication skills and persuasion

A persuasive communicator masters how to present information and conduct a dialogue with intelligence, so that their interlocutors like the options they present.

People cannot help but to influence the people around them. As parents, friends, bosses or partners we are influencing the decisions made by those around us. Elegant persuasion will favor that our people choose the best paths, and that can do much good in both their and our lives. In this course, students will learn techniques, strategies, and tricks to become a more popular, credible and influential person.

Negotiation skills

In life we do not get what we deserve, but what we achieve in a negotiation. Our salary, the price of our new house or the destination for the next holidays are results of our negotiation skills. Negotiation is a strategic discussion that resolves an issue in a way that both parties find acceptable.

Students will learn to investigate and prepare their options; determine the minimum agreement which is ultimately better than no agreement at all; practice presenting their arguments; learn to bargain; and find out the best ways to close deals. This module includes theory and many practices, both in one to one and group negotiations.

Acting and Improvisation

Acting allows us to both adopt the personality of a character that is way different from us and live somebody else's life. Acting makes us better communicators and public speakers, increases memorization, improves our confidence, builds a team, makes us familiar with improvisation and increases empathy.

Students will learn basic acting skills like understanding and interpreting scripts, developing characters and conveying emotion, projecting the voice and pronouncing for an audience or improvising when something goes wrong, and adjusting to unexpected situations.





MODULE 5 – CRITICAL & CREATIVE THINKING



9.4 ECTS

65 hours

Theory and Practice classes, Teamwork activities

Coursework (case studies, essays...) and Final Presentation/essay

Creative thinking

Human creativity has been essential to survive and thrive as a species. It has enriched our lives throughout the arts, has extended our lifespan and has made living conditions more comfortable. In this course we will cover the definition of creativity, the nature of the creative process, the creative personality and the enhancement of creativity.

Every student will be asked to create something, be it a business plan, a course, a piece of art, writing a book or any other idea they propose.

Critical thinking and some philosophy

Life is about making choices, whilst choices are the result of judging and concluding. A good life is thus the result of making good judgments and reaching the right conclusions. Critical thinking is the process of actively and skillfully conceptualizing, applying, analyzing and/or synthesizing information as a guide to belief and action. Observation, experience, reflection, and reasoning are the sources of the knowledge we will be working with.

Students will be asked to observe and analyze different situations, then infer and conclude what options can better solve the problem and, finally, present their rationale to an audience.







12.0 ECTS

90 hours

Theory and Practical classes, Teamwork activities

Coursework (case study, essays...), Exams and Final Presentation/essay Financial security allows us to live a better and more tranquil life. An individual who understands the dynamics of the markets can easily double his savings every decade. And, if he or she is a skillful and disciplined investor, triple them. Becoming familiar with the dynamics of the markets provides the certainty that saving and investing is a secure way to enjoy a better future. Analyzing the top investors strategies sheds light about the best ways to make the most of our money.

This module will cover four main areas of financial education: (i) investor's psychology and financial planning, (ii) entrepreneurship, (iii) real estate investment and (iv) financial markets.

Investor's psychology and financial planning

Having a rich mindset is the foundation of lasting wealth. We believe that the major part of financial success is psychology and the minor part is mechanics. The first step is becoming familiar with the basic principles of saving and investing, and the "magic" of compound interest. The second one is to be aware of how systematic investing creates wealth in the long term. We will cover the two main approaches to investing, the Momentum Model (dealer mindset) and the Buy & Hold Model (owner's mindset) and students will learn the characteristics of different types of investment assets.

For this course students will be asked to work on personal/family budgeting and design their own long term financial plan.



Entrepreneurship and private equity

Entrepreneurship is the process of imagining, developing, organizing, and running a new business. Every business we know was once a start-up. Setting up a new business is very risky, and most entrepreneurs fail. That is why our students will learn both the causes of success and failure. To start a new business requires to comply with certain legal steps and regulate the partners relationship. In this module we will also: pay attention to which elements determine the potential profitability of a business; analyze the cost structure of most industries through a P&L account; draw a business plan; examine the main challenges involved in executing a plan; and learn how to create a profitable business.

Private equity investing is buying a stake of an existing company expecting to make profits by both the increase in its value and the yearly dividends. The logics of entrepreneurship apply to this kind of investment, but here the key is to be wise at assessing the fair value of a company when you buy the stake. Students will be asked to assess the feasibility of some business ideas that they will be presented with and infer the fair value of a company.

Real Estate Investment

Real estate investing involves the purchase, management and sale or rental of a property for profit. Returns from real estate come traditionally in two different forms: monthly rentals and long-term appreciation. In this course students will learn: how to value a piece of property; strategies to add value to a property; why debt leverage is a key driver of profitability; what are the different types of property: residential, commercial, hospitality, logistics,... and how the dynamics of each of them affects the investor; regulations and taxation; to write the most common type of contracts: rentals and earnest money; and basic land development concepts.

Students will be asked to assess different real estate opportunities and explain why they think they are either sensitive investments or not.

Financial Markets

Financial markets refer broadly to any marketplace where the trading of securities occurs. There are many kinds of financial markets; the main four are money, currencies, stock, and bond markets. We will focus on the market that may better help our students achieve financial independence: stock markets. At the end of this course our students will be familiar with: what is an index and how passive investing refers to them; the history of financial bubbles and crisis; the concept of value and growth investing; the commissions they better avoid; what is an ETF'S and a mutual fund; the difference between technical and fundamental analysis: and understanding financial information.

Students will be asked to read financial statements of different companies and consider the nature and strategy of each company, assessing whether buying their stock at current prices is a sound idea.







MODULE 7 – LIFESTYLE & WELLBEING



6.6 ECTS

105 hours

Theory and Practice classes, Teamwork activities

Coursework (case studies, essays...) and Final Cooking and Exercising Exams

Nutrition and cooking

People with healthy eating patterns live longer, maintain a healthy body weight and are at lower risk for serious health problems such as heart disease or type 2 diabetes. In contrast, poor nutrition is associated with mental issues like dementia, depression and ADHD, while obesity is associated with smaller brain capacity and less brain activity.

But we love eating tasty food, and tasty food is not always healthy. That is why this course covers not only what foods are more nutritious and healthier but, specially, how to prepare meals that you love to eat. Visits to markets and supermarkets are part of the deal, the better you buy the better you eat.

Mind-body exercise

Regular physical activity is a foundation to a healthy lifestyle. Physical activity affects the mind, body, behavior and health. Strong evidence suggests that exercise is not only good for the body but also for the mind. Research shows that exercise puts the neurochemistry that enhances mood and mental functioning at work, facilitating the release of serotonin, norepinephrine and dopamine, and thus improving attention, mood and cognitive functions.

Exercising alone is an extraordinary help, but activities that involve both exercise and character development (e.g., traditional martial arts) or activities that involve both exercise and mindfulness (e.g., yoga) have proved to be even more efficient at improving executive functions, inhibitory control, working memory and mental flexibility.

Our program includes 90-minute physical activities that include personal defense techniques, functional training, stretching, yoga, pilates and group exercise.





MODULE 8 – CAREER DEVELOPMENT



1.7 ECTS

32 hours

Theory and Practice classes, Teamwork activities

Coursework and Final deliverables

Career Success

Our world presents plenty of career opportunities. The more choices you have, the more doubts may arise. It is not only about what profession to choose, but also about how to develop it. To be a skill-based employee is only an option; you can decide to be a freelance or an entrepreneur. You can also work parttime, be a digital nomad or a remote worker. You can combine working for others while creating your own business or your investment portfolio. Career choices are also about your lifestyle.

In this course students apply their critical thinking skills to both what makes a life worth living and personal finances. They need to be aware that the career decisions they make will determine the life they live.

Additionally, they will learn how to make a winning CV and effective cover letters; optimize their LinkedIn Profile; how to ace aptitude tests and recruitment games; and how to do a great job interview.

Coaching and Tutoring

A life coach is assigned to every student in order to help them master an auto-coaching tool designed to unleash their potential and find their purpose in life. Coaches will also accompany the participants providing guidance during this experience.

Group tutoring classes will also take place during the year to keep track of the learning path and the course of the Master, providing guidance onto their next career steps.





ECTS CREDITS	8.0 ECTS
Nº OF HOURS	200 hours
METHODOLOGY	Individual student work
EVALUATION	Final Project

The Final Master's Project consists of an individual monographic work through which each student must demonstrate their ability to skillfully deal with the following aspects:

- Present a problem or an innovation, or research project on one of the topics studied during the course
- Develop an investigation around a problem and propose the relevant working hypotheses in order to draw relevant empirical/theoretical conclusions
- Apply the baggage of knowledge and skills acquired throughout the other modules of the master's degree

By the end of the first term, students will pick a topic for their final Master's Project. The project assessment will include an oral presentation where students will discuss and 'defend' their work. Their work will be evaluated by a panel made up of Final Master's Project directors appointed based on the proposal of the teaching staff of each of the specialties in front of which the student will present the work carried out.

The objective of the Final Master's Project is to allow students to show their ability to integrate the knowledge and experiences lived throughout the Master, as well as to show mastery of the skills required to obtain the master's degree in Personal Excellence and Self-Leadership.



PROGRAM ADD-ONS

Volunteering

Students will have two different volunteering opportunities:

The opportunity to teach an Emotional Intelligence program to teenagers carried out by **Desata Tu Potencial**. Since 2007 this program has reached over 5,000 students from more than 60 schools. This will help both parties. Canvee Life School students get the chance of both practicing their communication and creative skills, while attendants benefit from practical knowledge in emotional skills and positive psychology.



The opportunity to collaborate with the NGO Fundación **Ayuda Una Familia**, which distributes food to homeless people and families who live in poor conditions. This NGO helps 3,000 people and distributes over 7,000 liters of water every week. Here students may work in funding, distributing food and water, or even working in the central kitchen.



Spanish/English lessons

Students will be offered to attend Spanish or English lessons according to their level. At the end of the course they will take a language Exam to obtain an official certificate.

Optional Trip

Canvee Life School is about experiencing the different aspects of life and living it to the fullest. The pilgrimage experience that we propose will help students to connect with themselves and feeling connected to a greater community of people from all around the world. It will also stretch them physically and mentally. An additional benefit will be to get immersed in the culture of Galician villages.

• Way of Saint James (7 days): The Way of Saint James is the busiest, most ancient and celebrated route in the old continent. It is a pilgrimage route/s that leads to Santiago de Compostela in northern Spain. Its origins date back to the year 820 and it represents a unique experience, full of spirituality and culture.

MEET THE TEAM BEHIND CANVEE

Canvee Life School has been created by Fundación Objetivo Felicidad, the Planes Rocher family foundation. Canvee is run by a Valencian family of entrepreneurs, father and daughter, with over 20 years experience in the fields of education and life-coaching.

Since 2007, and through the non-profit associations Desata Tu Potencial and Fundación Objetivo Felicidad, Juan Planes has been a very active promoter of emotional education in schools and universities in the area of Valencia (Spain) and has created several positive psychology programmes.



Juan Planes – Cofounder & Program Director

Degree and Master in Management and Marketing. Juan is a serial entrepreneur. He has participated as founder or investor in more than 30 companies of industries such as retailing, education, hospitality, football or real estate.

He took Management courses at leading european Business Schools as ESIC, ESADE (Barcelona), Instituto de Empresa (Madrid) and ESSEC (Paris).

In 1998 he began his training in personal development, and was a hardworking student of Psychology (Harvard Extension School), Coaching or Neuro-Linguistic Programming.

A well-known speaker, author and professor; he has been interviewed several times in TV, newspapers and radios.

Additionally, he is the founder and president of Desata Tu Potencial, a nonprofit volunteers organization with over 700 members, dedicated since 2007 to teach emotional intelligence courses to more than 5.000 students every year.



Esther Planes – Cofounder & Program *Coordinator*

Honors Double-degree in Business Administration, Specialization in Finance (University of North Carolina Wilmington in USA and Universitat de Valencia in Spain). Masters degree in Finance and Accounting. Esther has worked as a financial auditor at a Big4, and as a FP&A and Accounting Manager in different multinational companies.

Esther has participated in language immersion programs for 6 years in the USA, Canada, UK and Germany and has lived abroad (USA) for 2 years, studying in university and working.



Agustín Peralt Personal Efectiveness

Doctor in Business Administration, Agustin is a speaker, executive coach and associate professor in different European universities. Since 2013, he's lead over 100 personal effectiveness projects for multinational companies and professionals all over the world.



Andrés Minguez Physical activities, martial arts & personal defense

National and international champion in Judo & Sambo. For over 7 years he's managing a sports center specialized in judo and weight training. He is also a Martial Arts and Personal Defense National coach and is a researcher at UNESCO's International Center for Martial Arts for Youth Development, helping children and youngsters in least favored countries.



Ruth Lezcano Acting & Improvisation

Dramatic Arts degree, theater actress winner of winning "Best actress" prize in Radio City Short Film festival and "Best supporting actress" Abril prize in 2007 and 2009. For over 18 years she's been leading a theatrical arts education project, carrying over 300 theatrical representations.



Professional Communication

Luis Pardo

Working in the world of communication, marketing and media, since 1996, Luis has developed his career at McCain WorldGroup, becoming its Corporate Strategy Director in Spain. He combines his work with lecturing at various universities, and I actively participates in conferences, panel discussions and ad hoc training courses.

Juan Castillo Entrepreneurship

Co-Founder and CEO of GuruWalk, the leading marketplace for free walking tours in the world. Juan has been creating digital projects for over 10 years, with over 100 hired employees and 7 closed projects. He has an MBA and has completed computer science and start up courses at Harvard University and Stanford.











Rocio Reolid Pilates & Dancing

Degree in Physiotherapy and Classical Dance, Rocio's been a professional dancer for over 8 years, participating in several shows and musicals. She currently teaches Pilates, Partner Dancing & Jazz in Valencia.

Rafael Antich Emotional Intelligence

With over 20 years of experience as a cognitive behavioral psychologist, he is Head of volunteers at Desata tu Potencial, a nonprofit association, leading the "Emotional Intelligence teaching program" since 2009, reaching over 5.000 students every year.

Julian Reyes Persuasion & Communication

National TV presenter for over 20 years (RTVE), since 2014 he's developed different leadership & communications programs. He collaborates with Spanish and Latin American universities and has been named as a Top 100 speaker by Thinking Heads in 2022.

Alain Manzano Modeling Excellence

Master in Non-verbal scientific communication and degree in Philosophy, he is a certified international advanced coach and trainer in NLP. He teaches leadership, influence, emotional management and communication courses at multinational companies.

Alejandro Martinez Financial Markets

Stock Market and Finance Master's Degree, he's worked at Morgan Stanley and since 2003 he is CIO and Founding partner at EFE&EFE multifamily office. He's a speaker at several investment conferences and courses, mentoring startups as a certified investment advisor.

FACULTY - MASTER IN PERSONAL EXCELLENCE AND SELF-LEADERSHIP | 2023-2024 These are some of our fantastic faculty



METHODOLOGY

The master's degree has a study load of 60 ECTS credits (1,500 hours), where one ECTS credit is equivalent to 25 hours of workload.

This workload is divided into:

In-person training activities (lectures, seminars, practice classes, tutoring...) – 600 hours

 Student self-training activities (study and class preparation, case studies, projects, exams preparation...) – 900 hours

IN-PERSON TRAINING ACTIVITIES | TOTAL 40%



STUDENT SELF-TRAINING ACTIVITIES | TOTAL 60%



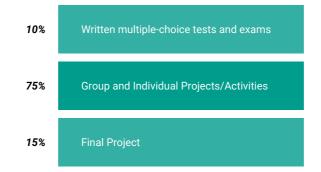
Individual and group preparation of essays, presentations, problem-solving projects, and other assignments to submit and present in practice classes

Student study work (assignments, class preparation, exam preparation, etc.)



ASSESSMENT

ASSESSMENT TYPE



GRADING SYSTEM

The overall assessment of student performance will be based on the sum of the weighted assessment of the performance components. The evaluation criteria and weights will be specified in each module's syllabus.

CONTINUOUS ASSESSMENT - 85%

- Class attendance and participation
- Individual and Group Projects (essays, case studies, presentations, etc.)
- Written tests and exams

FINAL PROJECT-15%

In order to obtain the Master's certificate students must obtain a minimum grade of 5.0 out of 10.0 in both the continuous assessment and the final project.

INFORMATION AND ADMISSIONS

Admission Criteria

- Being a high school graduate (no later than September 2023). Might be enrolled in university or college, or a university or college graduate
- Must be fluent in English or be able to read, write and have a conversation in English
- · Have a proactive attitude towards problem solving and teamwork abilities

Admission Process

The admission process begins on February 1st and ends on the 31st of August. Number of students limited to 30.

- Fill out application form and attach the documents required
- Interview with Canvee Life School team
- Candidate evaluation and candidature resolution via email
- Enrollment in Master's program

Contact Information

Mail: info@canvee.es

- Phone: + 34 649 836 823
- Whatsapp: + 34 649 836 823

Understand your strengths and become an impact player in the career you choose.

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