



“To live is to suffer – to survive is to find meaning in the suffering”.
Prof. Viktor Frankl (1905 – 1997)



CERTIFICATE OF ACCREDITATION

It is hereby certified that
Peter Purcell
 successfully completed full Training in Logotherapy and Existential Analysis and
 over the period of
November 2015– November 2017
 is an accredited member of the
 International Association of Logotherapy and Existential Analysis at the
 Viktor Frankl Institute Vienna.



Logotherapy’s central affirmatives:

Life has meaning under all circumstances, even the most miserable ones.

Our main motivation for living is our will to find meaning in life and livelihood.

We have freedom to find meaning in how we think, in what we do, in what we experience, and even when we are faced with a situation of unchangeable suffering.

We are mind, body and a human dimension. These dimensions are interdependent. The key is the human dimension, the noetic core and only this core, warrants and constitutes oneness or wholeness; it enables us to exercise our ‘will to meaning’, to envisage our goals and to move beyond our instinctual needs and self actualization, to self-transcendence.



Peter Purcell is the founding Managing Director of **BIS** Business Integrated Solutions Ltd, formerly strategic management group (SMG) in Ireland. BIS offers business advisory services in strategy execution, PMO maturity and design of management development change programs, across a wide variety of sectors in Ireland. BIS trades under softskillslearning.ie.

Peter received first class honours and a post graduate practitioner’s diploma in Logotherapy and Existential Analysis at Viktor Frankl Institute, Dublin (Level 9). He works as a business counsellor / mentor integrating the philosophy, theory and practice of Logotherapy in to BIS’ business practice. He is an academic associate of Viktor Frankl Institute Ireland accredited with the international association of logotherapy and existential analysis in Vienna.

Corporate experience

Prior to becoming a Senior Facilitator with SMG and latterly BIS, Peter held a number of senior and executive level positions with a variety of multinational and industry specific organizations in the tourism, Information Technology and sales & marketing space. This included Aer Lingus, MJ Flood, Creative Solutions / Marketing Store.

Certifications

Peter was certified as a Registered Education Provider (REP) through the PMI to lead a number of globally recognized leadership programs by SMG and recognised by the Project Management Institute (PMI) as part of the SMG global group.

Peter holds a diploma in social media attaining a distinction at QQI level 5 in digital marketing.

Anything else of note – published books, outside interests

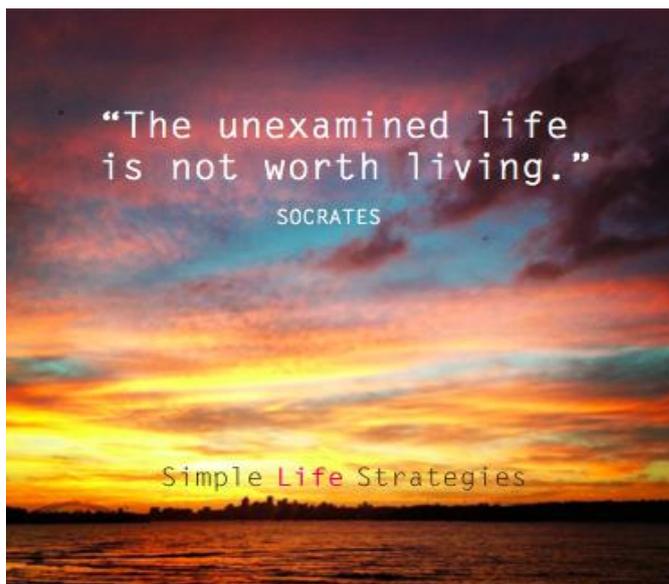
As an Academic Associate and practicing Logotherapist of the Viktor Frankl institute, Peter specialises in Logotherapy as a way to focus on health – **care** for clients to improve personal performance and therefore business performance.

Before people begin to change habits, they find it helpful to discover that immune systems are also dependent on emotions that are dependent on motivation that can contribute to attitude, therefore influencing behaviour. As the object of motivation becomes the object of intention, hyper intention can prevail leading to hyper reflection and tenseness - the arch enemy of superior performance.

An approach for the public & private sector

“If we take people as they are we make them worse. If we take them as they ought to be we help them become it”

Johann Wolfgang von Goethe
28 August 1749 – 22 March 1832



Foundations of Person Development

- 1. Attitude*
- 2. Freedom*
- 3. Responsibility*
- 4. Self Discipline*

Some thoughts for development and why organizations would want to engage in this.

- the benefit of people really 'bringing themselves' to work.
- the potential damage done to people (particularly in recent years) in terms of pressure, and potential bullying and Organisational abuse.
- the increasing cost of absenteeism and workplace litigation - when people can't find meaning in challenging circumstances.
- the heightened awareness of stress, illness, injury and suicide, directly or indirectly related to workplace.
- and, as the economy and employment prospects improve, the competitive advantage of a broader view of "Employee Care".

As we emerge from the recession some people feel they have enough to live by, but not enough to live for, while others feel they have a lot to live for but not enough to live by? This may account for the phenomenon that *despair despite success* is as compatible as *fulfillment despite failure*.

What is behind attitudinal change and where does the capacity reside within us?

Instincts - Traditions – Values – Responsibility and their role in our 'natural' response to loss?

What is the existential vacuum?

What *really* is our motivation in life and livelihood?

Do we directly intend job satisfaction?

The 'pursuit' of happiness, wealth & power, is it hyper intention and what are the consequences?

What is moral courage, when is it required and are we free to exercise it?

To whom, for what and why are we responsible as leaders to build morale and exercise our freedom?

How do cause and effect impact reasons and meanings and what part do creative, experiential and attitudinal values have to play in corporate culture?

Are we really conditioned and determined by our role?

Why is it natural to resist self discipline?

What is D = S-M?

Is balance really the goal in livelihood & life, or creating healthy tension for greater responsibility?

Are we fooling ourselves in thinking self interest is really working? It has never worked.

Is money a means or end and how do we acquire it for the greater good?

Understanding coping mechanisms and survival techniques from WW11 Nazi concentration and Japanese POW camps, International sport and being an entrepreneur to deal with perceived failure and striving for survival, growth and flourishing.