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**CorpU Announces Partnership with Shawn Achor
International Bestselling Author on Happiness and Most Popular TED Talk**

Philadelphia, PA – March 5, 2013 – [CorpU](#), the talent development company, recently announced a new partnership with Shawn Achor, one of the world’s leading experts on the connection between happiness and success and author of the international bestseller, *The Happiness Advantage*.

In 2012, Shawn’s research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 3 million views, and his PBS lecture has been seen by millions. His methods to achieve happiness and increase productivity and success at work are now available from CorpU in a [5-week online guided-learning journey](#).

“We are very pleased to welcome Shawn to the faculty at CorpU and to share his groundbreaking research with worldwide organizations,” said Alan Todd, CEO of CorpU. “This powerful program, based on more than a decade of research, will help companies unlock leadership potential, boost productivity, increase engagement, improve outcomes and reach key business objectives.”

Previously, Achor's research at KPMG found that educating individuals about positive psychology could create a long-term increased ROI in the form of increased engagement and job satisfaction even four months later. And his research with Ali Crum and Peter Salovey at Yale, publishing this April, reveals that educating employees at UBS about how stress can be enhancing actually decreased fatigue-related symptoms by 23% and raised happiness rates.

“Too often, as costs increase, companies let the vital task of education take a back seat to other priorities. But this is a critical mistake as the economy tightens and competition stiffens. CorpU provides an alternative by reducing the cost of education and providing access to the knowledge companies need to innovate, create, and execute successfully. I am very excited to be involved with this cutting-edge approach to corporate learning,” said Achor.

The conclusion of Achor’s HBR article is that **"the greatest competitive advantage in the modern economy is a positive and engaged brain."** This program is designed to teach individuals and companies how to reap that “happiness advantage.”

Shawn Achor will also kick off the CorpU Annual Global Leadership Congress, April 21-23. He will share his perspectives on positive leadership and how happiness drives productivity at the Sunday night (April 21) opening reception on the campus of the University of Pennsylvania. For more information, visit corpu.com/glc.

For more information about CorpU, the CorpU Global Leadership Congress, or The Happiness Advantage course, please contact Judy C. Arnold, VP & Chief Marketing Officer, CorpU, at 212.213.2828 x7004 or by email at jcarnold@corpu.com.

About Shawn Achor and Good Think

Shawn Achor is the author of the international bestseller, *The Happiness Advantage*. In 2012, Shawn’s research on happiness made the cover of *Harvard Business Review*, his TED talk has become one of the most popular of all time with over 3 million views, and his new lecture called “The Happiness Advantage” began airing on PBS stations nationwide. Shawn spent over a decade at Harvard University where he served as Head Teaching Fellow for “Positive Psychology,” which eclipsed “Intro Economics” as the most popular course at Harvard. He graduated magna cum laude from Harvard and earned a Masters in Christian and Buddhist ethics. Shawn founded Good Think, a global positive psychology consulting company, to share his research with the world. He has since lectured or researched in 51 countries, speaking to CEOs in China, school children in South Africa, doctors in Dubai, and farmers in Zimbabwe. His work has received attention from *The New York Times*, *Boston Globe*, *FORBES*, *CNN*, *FOX News* and *NPR*. For more information on Shawn Achor, the Institute for Applied Positive Research, and, Good Think, visit www.goodthinkinc.com.

About CorpU

Partnering with the best faculty from the best universities, CorpU brings a powerful new way to connect people to solve problems, generate ideas, teach and learn, and capture knowledge. Its Virtual Learning Communities integrate social media, web 2.0, cloud computing, and mobile technologies to seamlessly connect employees anytime, from anywhere, and on any device. For more information, visit: www.corpu.com.

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