

A TIME TO CONNECT, STRENGTHEN & FLOURISH

At VIA, we recognize that the back-to-school period can be both energizing and overwhelming. That's where understanding our unique character strengths can make all the difference. When we lean into our strengths—whether it's perseverance, kindness, or love of learning—we gain the resilience needed to handle stress with greater ease.

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Strengths-based practices provide a powerful way for families, teams, and classrooms to bond and build meaningful connections.

- For families, nurture connection and transform dynamics through shared strengths-based activities.
- As a team, bond through deeper understanding and an appreciation of each other's unique character strengths. Enhance dynamics, improve collaboration, and create a more resilient and productive environment.
- In learning environments, create a more inclusive, empowering, and effective environment that nurtures academic and personal growth.

This back-to-school season, let's celebrate the fresh start and the strength within each of us to handle challenges, grow stronger, and build more connected communities.

Wishing you strength and connection,
The VIA Team

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VIA's 2024 Back to School Offers
Valid Friday, September 13 - Wednesday, October 9
Savings auto apply in cart, no codes required.

Buy one Total 24 Report, get one Youth Report

- Empower Your Family with Shared Strengths Awareness
- Create a Strengths-Based Foundation for Your Child's Future

Youth (age 8-17) must complete the Youth Survey under the Parent/Caregiver account, so survey results can be downloaded.

30% off Total 24 Report + Start with Strengths Package

- Build Resilience and Thrive in Every Role You Play

25% off all orders of \$250 or more

- Take the Next Step with the MBSP Course
- Create a Customized Learning Path with Strengths and Mindfulness Tools
- Unlock 25% Savings on Up to 19 Reports

Want to give the gift of VIA and strengths practice?

Contact VIA's team at info@viacharacter.org for gifting support.