

DeROSE

METHOD

QUALITY OF LIFE

A CULTURE BASED ON TECHNIQUES AND CONCEPTS TO MAKE LIFE BETTER

EGRÉGORA

WHAT IS THE DEROSE METHOD?

It is human nature to want to understand things and, for this, we try to fit information into pigeonholes already created in our mind. No wonder “pigeonhole” is associated with something square and standardised.

Therefore, if you are new to the DeRose Method, it is natural to wonder if it is dance, gymnastics, art, therapy, or philosophy. But, what if you can’t “pigeonhole” it into any of these alternatives?

To help you better understand the Method and thus enjoy it in all its nuances, we decided to provide you with these clarifications.

The first thing one should know is its definition. While the Method has been systemised since 1960, therefore counting with half a century, the process has been very gradual and empirical.

We can define this culture as:

The DeRose Method is the interweaving of techniques and concepts that together build a proposition of behavioural re-education towards good quality of life, civility, good relationships, good nutrition, fitness and culture.

Some of the tools we use are respiratory re-education, stress management, organic body techniques that raise energy and vitality and exercises that enhance emotional relaxation and mental concentration.

Listed by topics it makes understanding easier.

The DeRose Method is a proposition for:

- greater quality of life,
- civility,
- good relationships,
- culture

- good nutrition,
- fitness,
- respiratory re-education,
- stress management,
- organic body techniques,
- muscle tone,
- flexibility,
- concentration and meditation,
- a final goal of self-awareness.

Benefits? No! These are simply consequences of a healthy lifestyle philosophy.

THE METHOD AS AN INSTRUMENT OF WORLD TRANSFORMATION

The techniques perfect the individual, while the concepts allow for a change in the world. When our practitioners set an example of good habits, this reverberates onto others as concentric circles. Firstly, they influence the family circle; then their circle of friends and peers at work or school, and lastly the circle of people with whom they casually cross paths with in day-to-day life, including clients and strangers.

The techniques improve those who choose to formally practice and use the Method's exercises. But when these practitioners incorporate the concepts, they then influence their family and friends, who will eventually practice our Culture without realizing it. The husband or wife, son or daughter, father or mother, brother or sister who think they are not "yet" practicing the Method, have nevertheless already absorbed a lifestyle, a *modus vivendi* – adopting habits, attitudes, and behaviours that are at the core of our Method.

For each person officially practicing the Method, we find up to ten that practice without knowing. An instructor explains how her mother, also an instructor, influenced her life: "This is the most precious gift passed on to me by my mother, which I later passed on to my husband, my mother in-law, my friends and students and now my daughter."

Image of Instructor Gisele Setti

OUR DEFINITION OF QUALITY OF LIFE

Quality of life is to make your existence uncomplicated, to do what gives you pleasure, with joy, health and well-being.

Quality of life is to fulfil physiological and ergonomic needs, to adopt habits that improve and maintain the functionality of the body, emotions and intellect. It is the improvement and development of our abilities, in relation to the triad: good nutrition, good health and good mind.

Quality of life is to relate in a relaxed, ethical and responsible manner towards nature and your surrounding socio-cultural environment. It is to aspire to always share and integrate: with generosity, grace, respect and affection in all human relations. It is to adopt a set of values that include exceptional civility, culture and education.

Quality of life is to adopt a vision of the world that motivates us to pursue development and continuous improvement, realising personal excellence by means of study, ideals and self-knowledge.

Quality of life is to keep expenditure below your earnings. It is to live near your work. To eat frugally. To be able to find satisfaction in everything. To spend time with friends and acquaintances. To give flowers to the people you love. To not let the pitfalls of life get you down. To love frankly and forgive sincerely.

These are our values.

WE SELL VIOLAS

One day, a man out shopping spotted a sign on a shopfront, 'We sell violas'.

Since he needed to buy flowers, he walked in and asked the owner:
- I would like a dozen red roses, please.

The shopkeeper answered:
- Sorry, Sir. We don't work with roses.

Insistent, the customer asked:
- Well then how about a dozen orchids?

The shopkeeper answered:
- I apologise Sir. We do not work with flowers.

The customer, indignant, replied:
- But you have a neon sign outside saying you sell violas!

Maintaining his composure, the owner of the store calmly clarified:
- Exactly. We sell violas, the magnificent musical instrument, similar to the violin.
However, I don't think that is what you are looking for.

Over a period of time, this would happen daily at one of our certified schools. Prospective students would think of our Method as either academic, or therapeutic, or some other commodity. Yet, what we offer is a Culture, a proposition of behavioural re-education, a lifestyle.

OUR CULTURAL PROPOSITION

Those who choose the DeRose Method are not interested in discovering the palliatives that cover-up the ills of daily life. They are interested in absorbing culture. According to the Oxford English

Dictionary, **culture** means, among other things: *The customs and beliefs, art, way of life and social organization of a particular country or group.* Well, our Culture is a behavioural re-education that especially contemplates good relationships among human beings and all that can be associated with it.

I write about various subjects: behaviour, fiction, civility, short stories, gastronomy, biography, philosophy, etc. Those who read my work and attend my classes seek to improve themselves in order to become better people, more polished, more travelled, more refined, more civilised, more cultured. I suggest a behavioural revolution, proposing more sensitive and loving relationships within the family, with intimate partners, with friends, with subordinates and strangers. I recommend that conflicts be resolved gracefully, without confrontation. Furthermore, I teach how to breathe better, how to relax, how to concentrate and cultivate a better quality of life. I encourage cultural and social conditions that help youth stay away from drugs, alcohol and smoking. All these aspects combined ultimately lead to self-awareness.

KEEPING THE YOUTH AWAY FROM DRUGS

If our work did not serve any other purpose, if it did not offer any further contribution to society, it would be valid simply by keeping thousands of young people away from drugs.

The dream of every mother and father is knowing for sure that their son or daughter is in good company, not taking drugs, nor going out in cars driven by drunken friends bound for a deadly crash.

During one of our classes, a young man turned to me and made a public declaration that touched everyone present.

- Professor. I want to thank you for saving my life.

I responded that he too was saving the lives of many people, since he too was a DeRose Method instructor. Yet he explained further.

- No. You really did save my life. I had a friend who I frequently hung out with at night. We would get drunk and go out. Today, after class, I will be going to his funeral. He got drunk, had a car accident and died. I could have been there, but I am here, alive. This is why I say you saved my life.

Parents recognise this. Some time ago a father asked me how we achieve what he had never been able to: how can we keep young people away from drugs, alcohol and even smoking?

Actually, who achieves this is the healthy environment, the good company and the positive influence of other youngsters. They meet healthy, attractive, good-natured and happy people and want to be part of that tribe. They want to follow the example set by their peers and abstain from drugs, alcohol and smoking.

We get the impression parents trust us and we feel a sense of responsibility to uphold that privilege. Fortunately, parents are becoming more and more understanding and supportive of their son and daughter's choice of profession. Documentation of letters written by students' parents can be found in my book ***Quando é Preciso Ser Forte*** (*When it is necessary to be strong*), 39th edition, Nobel Publishers.

NO INTOLERANCE

We disapprove of intolerance because it undermines an individual's freedom of expression and his or her ability to use good judgment. Our students and audience are cultured, educated, well read and travelled: In essence, they are mature and sensible individuals. We prescribe a genuine vaccine against intolerance, whether it is religious, political or any other.

Clearly and plainly stated, our First Axiom says: Do not believe. Do not believe in propaganda, or the news in the newspapers. Do not believe the most honest information, from the most sincere person, because even this information is susceptible to distortion.

Do not believe me and do not believe those who criticize me. All "truths" are relative and subject to interpretation, dependent on the observer. All statements declared as truths meet with cultural distortions and neuroses as well as the personal interests of those who accept them as real.

Indoctrination doesn't work with our proposition. People prone to accept catechisms do not normally practice with us. We do not wish for the black sheep syndrome. Not only are we not black sheep, we are not sheep at all. This is because we do not call into question how others choose to live. We favour diversity of option and freedom of choice.

The fact that we don't profess any faith, don't prescribe therapy, and don't offer benefits, protects our cultural proposal from any eventual misconceptions.

I ONLY HAVE ONE SCHOOL, I DON'T WORK AS A FRANCHISE AND I DON'T CHARGE ROYALTIES

The DeRose Method Accredited Entities (schools, cultural spaces, associations, federations) are all autonomous and each one has its own owner, director or president. We do not work with franchising. We use a certification system for autonomous entities. These autonomous entities do not pay DeRose anything, and there is no legal, administrative, fiscal, commercial or employment link to DeRose.

So, what do I, DeRose, get from this? Dignity and a good name are worth more than money. It is a gentlemen's agreement. The

accredited entities exhibit professionalism, which benefits the name; in return they have the right to use our internationally recognised and respected brand on their products. A virtuous cycle is established benefiting everyone and stimulating public attention to look for the DeRose Method in recognised establishments and in credible books.

Over twenty years ago we experimented with a franchising system, but later ascertained that it wasn't suitable for us. Consequently, we decided not to work with franchising again.

I have only one School, in São Paulo, Brazil. The entities that carry the name DeRose (schools, cultural spaces, associations, federations) recognise the importance of our work and comply with the methodology we propose. We are like a worldwide network of Montessori Schools. There are thousands, but that doesn't mean they are subsidiaries or franchises of Professor Maria Montessori.

SOCIAL ACTIONS AND PHILANTHROPY

Some time ago I had an idea. Our institution would have thousands of students enrolled in our schools or accredited associations, and more than a million informal students at a distance, studying via the internet, books, videos and CD's -without paying anything, since downloadable material is free on our website. What this amounts to is an army of practitioners that, if well oriented, could provide priceless services to the community.

Taking into account just students formally enrolled, if each were to donate a pound a month we could build several basic homes, every month, for those in need. We could build a hospital or a school every year! But then I came to realise that, although nice, this ideal might make me vulnerable to criticism because it involves money. And so I chose another way to help those in need. I began encouraging our volunteers to get involved in national and local welfare campaigns, such as raising clothes or food supplies, programs like Meals on Wheels and other voluntary organisations. Consequently, we don't deal with money, but we do achieve considerable participation in established social efforts. By developing the instinct to help others, our students begin to take the initiative to donate, visit orphanages, healthcare facilities and other institutions to help in whatever way possible. For example, in Portugal, our schools donate a percentage of each student's membership to UNICEF, from which they received a medal in recognition. In 2007, I had the privilege to be recognised as an Honorary Member of the Rotary Club and as a result, I will have the opportunity to better serve the community.

We mention this public recognition to illustrate the effort and participation of our students and instructors in social and humanitarian causes.

FREE CLASSES OPEN TO THE PUBLIC

Alongside regular classes run at our schools, we hold free practices open to everyone in parks, gardens and beaches, in numerous cities throughout the world where Our Method is taught.

Learn more about Our Culture by visiting DeRose's blog:
www.DeRoseMethod.org/blog

COMPANIES

The **DeRose Method Companies** is a modality of our system that specifically responds to the needs of businesses.

We find the corporate environment conducive not only to teaching respiratory techniques, cerebral oxygenation, concentration, stretching, posture improvement and emotional relaxation, but also to the transmission of Our Culture through the cultivation of: quality of life, conflict management, stress management and the improvement of relationships. All of these resulting in optimal and sustainable productivity.

We offer special options catered to the needs of each and every business. The most popular programs are: fifteen minutes per day or one hour two times a week.

TECHNIQUES

Fifteen minutes per day

From Monday to Friday, or when suitable to the client, we teach fifteen minutes of breathing, physical positions, relaxation and concentration techniques, in the office, or at an alternative location if required. When possible, the instructor will communicate the Method's concepts, proverbially renowned for cultivating the ability to manage healthy human relations in and out of the workplace.

One hour - two times a week

Here we apply greater emphasis on the techniques in the previous programme. With more available time the concepts can be developed further. For this option, adequate space and comfort is necessary.

CONCEPTS

How do we convey the behavioural concepts in companies?

The concepts are taught:

- 1) through dialogue at the beginning and end of each practical session;
- 2) through recommended reading;
- 3) and, by means of cultural activities that may be of interest to the practitioners and client (the company).

These cultural activities include: lectures, food tasting events, courses given within the company etc. There may also be external

activities in which our code of conduct is conveyed by example, such as visits to exhibitions, concerts, openings, theatre shows and restaurants. These are arranged according to participant interest and availability.

These cultural activities are organized on an adhoc basis.

ONE-TO-ONE FOR COMPANIES

This is a coaching option that can take place at home, in the office or whilst travelling. We have specialists in the UK, Portugal, Spain, France, Italy, United States (including Hawaii), Argentina, Brazil, and Chile. The Instructor helps meet the practitioner's objectives by choosing a personalised programme of Our Method's techniques and concepts.

GYMS

The **DeRose Method Gyms** is a simplified modality of our system, designed for gyms, health clubs and fitness centres, where little to no theory is taught, due to high rotation of practitioners from class to class.

After more than fifty years of experience in gyms and health clubs we have developed the flexibility to deal with a range of different audiences.

Moreover, with hundreds of instructors in numerous countries around the world, we are able to immediately respond to the need for a replacement instructor if there is an absence.

SCHOOLS

The **DeRose Method Schools** is a modality of our system that fulfils the expectations of high schools and higher education institutions not only by introducing breathing, concentration, postural re-education, and stress management techniques, but also by encouraging character development.

Our young instructors are able to empathise with students' values and thereby convey concepts emphasising civility, family and social integration, cultivation of reading and study habits and avoidance of smoking, alcohol and drugs.

If the Method were to contemplate just these objectives, it would be enough to justify its use in high schools and higher education institutions.

CONCEPTS

How do we convey the behavioural concepts in schools and higher education institutions?

The concepts are taught:

- 4) through dialogue at the beginning and end of each practical session;
- 5) through recommended reading;
- 6) and, by means of cultural activities that may be of interest to the practitioners and client (the school).

These cultural activities include: lectures, food tasting events, courses given within the school etc. There may also be external activities in which our code of conduct is conveyed by example, such as visits to exhibitions, concerts, openings, theatre shows and restaurants. These are arranged according to participant interest and availability.

These cultural activities are organized on an adhoc basis.

PRIVATE TUITION

The **DeRose Method Private Tuition** is a convenient alternative for those with less available time or who wish for more privacy. It is the ideal modality for entrepreneurs, executives, politicians, actors, celebrities or anyone who travels frequently.

We have instructors who can teach personal classes in numerous cities around the world and can accompany students on their business or leisure travels.

Classes can be taught in various languages: English, Spanish, Portuguese, French, Italian, German, Dutch, Finnish, Hebrew, Moroccan Arabic and Catalan. We are pleased to be the only company in the world that can offer this service internationally.

PROFICIENCY

The **DeRose Method Proficiency** is the structure we apply in our accredited schools around the world. It is available to beginner and advanced students, as well as to those on our professional training programmes.

With specialised installations, designed for teaching our method, we offer regular classes consisting of our techniques, as well as diverse cultural activities. Many of our concepts and behavioural teachings are taught through example, by general interaction or at social events. Students may participate up to six days a week if they wish.

Whilst travelling, students enrolled at any of our accredited entities have the right to join in activities at other accredited entities around the world - provided their membership is paid at the school they are enrolled in. Our school programmes are tailored towards healthy young adults, both male and female. Nevertheless, we will not turn away anyone who has lived more years provided they are healthy and in good shape.

SO, IN SIMPLE TERMS, WHAT IS THE METHOD?

Some frequently asked questions:

Is the DeRose Method a course? How does it work?

a) The Method consists of cultural activities like theoretical classes, practical workshops, parties, dinners, video showings, events, festivals, weekend outings, trips, all aimed at communicating Our Culture through camaraderie and living by example.

b) On the other hand, we have regular classes for beginners and advanced students. These regular classes teach respiratory re-education, stress management, organic body techniques that improve muscle tone and flexibility, and procedures that enhance emotional relaxation and mental concentration.

Who is it for?

Our Method is designed for young adults, but this does not mean that we will turn away those who are older in age. It is sufficient to be in good shape and in good health.

Is it associated with religion or sport?

Or, does it have nothing to do with that?

It has nothing to do with religion or sport.

Do people need to sign-up for membership?

We have varying membership programmes. Upon enrolling, the practitioner can participate in numerous cultural activities and regular weekly classes, ranging from twice per week to everyday - according to the chosen membership plan.

How long have you been around?

Our Method celebrated fifty years in 2010, although it only took its current form a few years ago.

Which country first used the title DeRose Method?

The title DeRose Method was first introduced in France, then England, Portugal, Italy, Spain and the United States. It is widespread in Brazil and Argentina, where there are a large number of DeRose Method schools.

Is participation in classes, sessions and workshops for a limited time only?

Membership plans can be monthly, quarterly, semi-annual, or annual.

How often do activities take place?

- we have cultural activities that occur once a month;
- other activities, take place once a week;
- the regular classes, last one hour and take place every weekday between 6am to 10pm;
- courses and events, take place at weekends.

Practitioners choose to participate in what suits them.

How much time is this in hours?

The basic plan includes near daily activities and two weekly hour-long regular classes. According to the practitioner's time availability, they can enjoy as much as they like.

Are there specific group classes?

Enrolment is open year round, but activities and classes are subject to limited availability. Since we specialise in offering personalised services we have limited spaces. Some activities have waiting lists.

What happens during the sessions?

It could be training techniques or cultural activities. For example, in a regular practice we teach respiratory techniques, corporal techniques that develop strength, flexibility, body consciousness, as well as muscular relaxation and mental concentration techniques. In general, a regular class lasts about an hour.

Now, as for the cultural activities, these may be video screenings, food tastings, dinners, workshops, walks, reading circles, festivals, exhibitions, plays etc.

What are the practitioners like?

The practitioners are young adults, men and women (about 60% men), mostly between 18 and 48 years old. They are engineers, lawyers, doctors, entrepreneurs, executives, artists, athletes, and students, among many other professionals.

Image of Instructor Arthur Costi

PROF. DeROSE

In 1960, DeRose began to teach as a respected philosophical entity. In 1964 he founded the first DeRose Method school, which at that time, had not yet acquired its name. In 1969, he published his first book. Today, he has more than twenty works published in several countries.

Image of Prof. DeRose with Jaya

CERTIFIED INSTRUCTORS

We have hundreds of certified instructors around the world: England, Portugal, Spain, France, Italy, Scotland, United States (including Hawaii), Argentina, Brazil, Chile and other countries.

- Ends -