



One out of every four teens is bullied. – stompoutbullying.com.

The statistics are horrifying, the videos gruesome and the stories heartbreaking. An estimated 2.7 million children are tormented, picked on, called names and assaulted each year by another child. Even with continued media coverage, school programs, new legislation and celebrity campaigns, the numbers of children and teens being bullied continues to rise.

As we enter National Anti-Bullying Awareness Month in October, we have a great opportunity to put a spotlight on this appalling behavior and change the lives of children all around the world.

We can take this month to focus on teaching our kids that they have the power to choose. Choose to stop bullying, to prevent bullying, or to get help. They just need the right tools to make the right decision.

At the End of the Day: How One Man Learned to Live He Was Dying is a story about the choices we can make in life and how to make those difficult choices. An intricately woven story, the book by Lewis Senior and his daughter Laura Senior Garcia examines how even when we think we don't have a choice, we do. We have the choice of how we react – in our professional career, our personal life and against bullying at school, on the playground or online.

As a manager with a large oil-and-gas drilling company, Lewis was climbing the corporate ladder, putting in long days and grueling hours. His two children grew up not knowing him.

But in 2002, his priorities changed in a single, shortened breath. During a work trip, Lewis was left gasping for air, clutching his chest and fearing for his life. As he took what he thought was his last breath, Lewis saw “the light” – figuratively and literally. He vowed that if he lived, he'd change his life, refocusing it on his loved ones and on helping people communicate better.

That led him to found Equilibria with three colleagues to help corporations in the energy industry further develop corporate communication skills, focusing on interactive and interpersonal communication, deliberate leadership behaviors and leading-edge safety and efficiency processes. By using its effective “E-Colors” system, Equilibria facilitates and coaches a strong and less ambiguous line of conversation for employees, leading to fewer safety issues and crises.

And now the system is being used to fight back against bullying.

Years ago, Equilibria partnered with Dr. Rosalinda Mercado-Garza at Southwest Schools in Houston to incorporate the E-Colors concept to benefits students. This led to the Junior Personal Diversity Indicator (JDPI) process that uses the concept of Personal Intervention (PI) pause/play for the student body.

The JDPI process has been implemented in schools from Texas to Thailand with astonishing results. Students who had previously been socially inept, depressed or suffering through other difficult experiences began to change their behaviors and outlook on life. Through the program and life-coaching skills Equilibria offers, Southwest Schools saw students gain confidence, patience and a greater desire to stay in school with plans to attend college.

The relationship between Southwest Schools and Equilibria continues to flourish. The school held a competition to design the book's cover. When the new Southwest Middle School and High School Campus opened on October 11, the Lewis M. Senior E-Color in Education Center was unveiled in honor of the success of the E-Color mentoring program.

Currently, E-Colors Student Champions are sharing what they've learned at conferences and events around the country. In an effort to help stop cyber-bullying, students have taken what they've learned through the personal intervention pause/play tool to another level by applying the concept to help stop bullying. In response, Lewis, Laura and Dr. Mercado – Garza have created a larger campaign and produced several videos that show students and schools that there are tools to help end this cycle and teach everyone that no matter what life dishes out, we all have a choice. [Click here to view the first video from "The Choice is Yours" anti-bullying awareness campaign.](#)

For more about E-Color system, JDPI process and PI tools, visit www.equilibria.com.

About the Authors:

Lewis M. Senior is the co-CEO of [Equilibria](#), a global coaching company focusing on effective communication, applied leadership, personal and team development, and risk management and mitigation. Lewis spent 29 years with the world's largest oil-drilling company. Tapped to be the drilling company's spokesperson and representative to 18,000 employees all over the world, Lewis took on a grueling schedule that led to the physical and emotional breakdown detailed in **At the End of the Day**. How he was forced to face his choices – and change them for the better – is the core of the story he wants to tell. It is a story for anyone who ever thought they had it all and yet could never seem to find happiness.

Laura Senior Garcia is [Equilibria's](#) Product Development Manager, a coach, and Lewis' daughter. Since joining Equilibria at 19, she has been on a continuous learning journey, acquiring a vast amount of experience and key skills to become a lead member of the [Equilibria](#) Executive Management Team. Now in her mid-20s, her duties include everything from worldwide facilitation of seminars to coaching teams to drive business development. However, it is her personal journey that became one of the inspirations for **At the End of the Day**. How Laura, with her father's coaching, went from being a rebellious, resentful teenager to a dynamic, fulfilled young woman is an inspiring example for both parents and their teens.

AT THE END OF THE DAY: How One Man Learned to Live Like He Was Dying
By **Lewis Senior** and **Laura Senior Garcia** is available exclusively at iTunes, Amazon and
www.readourbooktoday.com

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