

Well, first of all, we now know that intelligence in an individual is not restricted to IQ. In fact, IQ represents only one sixth of your overall intelligence.

This is one of the discoveries science has made: A successful, healthy life is dependent on a healthy brain and a high intelligence *more than on any other factors*. Any ability you have can be improved by improving your overall intelligence.

A strong intelligence gives us the freedom of informed choice, [rather than letting others, or 'fate', if you like, dictate the courses of our lives.] What's more, there are optimal habits of thinking and behaving in order to achieve success in any venture, and this program is a method of adopting those habits for yourself, for life.

Besides, we also do believe intelligence to be more of a collective phenomenon than an individual one.