

# P.E.R.L.O.V.E.

## Lost Formula to Happiness

**HOLLY MCNEILL**

CREATOR OF P.E.R.L.O.V.E.

The Mindfulness Architect - Coach, Teacher & Lecturer

At age 34, Holly, a successful architect, saw the perfect world she'd created to conceal her flaws come crashing down. From this low point, she vowed to do better and spent the next twenty years making good on that vow. Embarking on a transformative journey, she explored spirituality, neuroscience, and psychology, and took a deep dive into Buddhist practices. Across the country, Holly read books, listened to teachings, and attended retreats, soaking up whatever guidance came her way. Her quest would evolve into the creation of the P.E.R.L.O.V.E. formula – an effective and transformational set of mindfulness and meditation practices based on the teachings and gurus she encountered. She now shares this wisdom with others.

### WHY P.E.R.L.O.V.E.?

The P.E.R.L.O.V.E. practices unfold a transformative journey, capable of transcending limitations and embracing boundless possibilities - a gateway to self-exploration. In two fundamental bodies of work, we first PLEDGE, EVALUATE, and RECOGNIZE (P.E.R.) to train the mind, and create space by releasing negative thoughts, emotions, and feelings (T.E.F.). We then LOCATE, OPEN, inVEST, and EXPAND (L.O.V.E.) to open the heart and explore the profound nature that remains when the T.E.F. is removed.



Summary  
Video

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3 Simple  
Practices to  
Transformation

# Lost Formula to Happiness

## 3 Simple Practices to Transformation

The P.E.R.L.O.V.E. talks and teachings can be customized to cater to different audiences, teaching levels, and time durations accommodating participants at various stages of their mindfulness journey. The "Lost Formula to Happiness" class and performance lecture are designed for individuals new to mindfulness and meditation practices, providing a gentle introduction to these concepts. A deeper study for more advanced practitioners focusing on the P.E.R. practices is presented in "3 Simple Practices to Transformation."\*

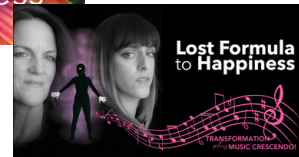


### ➔ LOST FORMULA TO HAPPINESS

An introduction to the P.E.R.L.O.V.E practices, a transformative journey influenced by millennia-old wisdom and modern-day teachings. Learn how to expose your Happiness Thief, representing negative thoughts, emotions, and feelings (T.E.F.), and discover effective strategies to overcome its influence.

Presentation Options:

1. Live or Online 1 to 2 hour Presentation
2. Live Performance Lecture (1 hour, 3-person cast)
3. Free On-Demand Online Course (registration required)



### ➔ 3 SIMPLE PRACTICES TO TRANSFORMATION

PLEDGE, EVALUATE, and RECOGNIZE: these three simple practices create space between our true nature and our negative thoughts, emotions, and feelings (T.E.F.), bring us to the door of self-exploration, and form the basis for our mental transformation.

Presentation Options:

1. Live or Online 1 to 2 hour pithy yet frank discussion and introduction to the PLEDGE, EVALUATE, and RECOGNIZE practices, explaining why they are so effective, using real-life examples, and including a history of how the practices were formed.
2. A deep dive into the transformational practices of PLEDGE, EVALUATE, AND RECOGNIZE, choose from full-day or two-day course options, and explore four powerful units:
  - a. The Inside-Out: Unveil hidden clarity beyond your thoughts, emotions, and feelings (T.E.F.).
  - b. The Outside-In: Expand awareness, see your T.E.F. from a distance, and respond with wisdom.
  - c. Simple & Obvious: Embrace straightforward concepts of personal growth and overcome barriers.
  - d. The Middle Way: Find peace regardless of external conditions with Buddhist influence.

\* Teachings on the L.O.V.E. practices of LOCATE, OPEN, INVEST, and EXPAND are available upon request. For more information contact [holly@perloveformula.com](mailto:holly@perloveformula.com).

Past and Upcoming Speaking Events:

- Mindfulness Expo, Anaheim, Sept. 23, 2023
- Hollywood Fringe Festival, 2023
- Numerous guest podcast appearances, 2023
- Keynote Speaker, NEHES Fall Conference, 2015
- CREW Real Estate Exchange Blue Ribbon Awards Master of Ceremonies, 2014

"Holly, your presence is full of "clarity". You made the presentation look easy but there is so much info that you packed in. Thank you." ~ Carol, NJ

"What a gift! You have so much to show us...putting it all together!" ~Susan, CA

"This is mental mastery at its core" ~ Janice, NC

## HOLLY MCNEILL, Creator of P.E.R.L.O.V.E.

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### *The Mindfulness Architect*

Holly McNeill's story weaves together resilience, transformation, and unwavering determination. An accomplished architect, strategist, marketer, manager, and leader, her journey took a turn at the age of 34. Amidst her rising architectural career, the perfect world she had created to conceal her perceived flaws shattered. From her personal low point, coinciding with the world's, she vowed to do better and spent the next two decades between 9/11 and the COVID pandemic fulfilling that vow.

Concurrent with her work, Holly embarked on a soul-searching odyssey spanning various corners of the country. This exploration of her inner world involved confronting the beliefs, emotions, and destructive patterns that had hindered her life. The voyage encompassed diligent studies of transformative books, guided instructions, immersive retreats, and full engagement with Buddhist practices, ultimately leading to her life within a Dharma house while residing in San Francisco.

Holly's professional trajectory continued unfolding, marking her 26-year tenure as an architect with a rapid rise within a prestigious firm. She adeptly oversaw large commercial and healthcare projects on both national and international scales, with budgets exceeding \$225 million. Furthermore, Holly expertly directed facility planning for a multi-state healthcare corporation during a period of dynamic evolution.

In her early 40s, despite her flourishing career, an undeniable urge to share something vital emerged. Opting to retire early from her position as an Associate Principal, she pursued the wisdom gleaned from her personal voyage. This decision led to the birth of the P.E.R.L.O.V.E. Formula. Seamlessly weaving ancient wisdom with contemporary insights from thought leaders, the mindfulness and meditation techniques within P.E.R.L.O.V.E. embody a harmonious fusion of Buddhism, spirituality, psychology, and neuroscience.

Armed with the transformative insights of the P.E.R.L.O.V.E. formula, Holly now stands as an inspiring beacon in her roles as an educator, coach, and lecturer. Her unique fusion of architectural proficiency and profound spiritual acumen forms a legacy infused with unwavering resilience and an innovative perspective.

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### EXPERIENCE

P.E.R.L.O.V.E. with Holly McNeill – Irvine, CA  
*Teaching, Coaching, and Lecturing Services*

2021 – Present

#### ***Creator/Owner***

At the forefront of transformative personal development, P.E.R.L.O.V.E. with Holly McNeill is an innovative endeavor reshaping lives since 2021. As Creator and Owner, McNeill crafted a framework for self-discovery, growth, and empowerment.

Rooted in meticulous structure of Buddhism, spirituality, psychology, and neuroscience, P.E.R.L.O.V.E. unfolds in two parts. P.E.R. (Pledge, Evaluate & Recognize), the training of the mind. PLEDGE to observe your thoughts, emotions, and feelings (T.E.F.) until it becomes habit, then EVALUATE your negative patterns and behaviors, and finally RECOGNIZE them as they come up in your daily life. These three simple practices form the basis for our mental transformation. It starts with just six minutes a day.

The second half of the formula is where the heart is opened. LOCATE the space that remains with your T.E.F. is relinquished, OPEN your heart, INVEST in what you find there, and EXPAND beyond your conditioned limits. In L.O.V.E. you uncover the most genuine part of yourself – our true nature.

McNeill's approach prioritizes participants' growth. Her services create a nurturing and straightforward environment to navigate a path from the small and isolated to the infinite. With empathy and expertise, she empowers clients to understand themselves.

An expert, McNeill blends evidence-based practices and insights, offering a toolkit for personal evolution. P.E.R.L.O.V.E. revolutionizes personal development, guiding authenticity, resilience, and positive change. Participants unearth an enduring core beneath thoughts, emotions, and feelings.

MCNEILL DESIGN AND CONSTRUCTION SERVICES – Irvine, CA  
*Architectural Project Management and Consultant Services*

2017 – 2020

**Owner**

Offered one-on-one work directly with clients and contractors to plan, design, budget, schedule, and execute any size construction jobs from healthcare, higher education, and senior living to housing construction and remodel.

PERKINS EASTMAN – Stamford, CT

2014 – 2016

*Top World Ranking Architecture and Design Firm - Largest New York City based Firm*

**Associate Principal, Healthcare Studio Leader**

Led project teams in all aspects of planning, design, construction documents, and project construction across a range of project sizes. Transformed team dynamics, streamlined processes, and improved project ownership and communication. Ensured client satisfaction by delivering on-time, on-budget, and high-design projects while enhancing firm profitability and team competency. Developed strategic approaches to expand market share in the Healthcare sector.

- **Stanford Healthcare Cancer Hospital - Palo Alto, CA Valhalla, New York (\$200M budget, 195,000 sf renovation).**
- **Westchester Medical Center Ambulatory Care Pavilion - Valhalla, New York (\$200M budget, 250,000 sf three-story ambulatory care center).**
- **Bridgewater Associates – Westport, Connecticut. Guided workplace strategies for world's largest hedge fund firm.**

L+M HEALTHCARE – New London, Connecticut

2012 - 2013

*Yale New Haven Health Systems*

**Manager of Facility Planning and Project Management**

Led enterprise-wide Facilities Planning and Project Management functions for a multi-unit healthcare organization formed by Lawrence & Memorial Hospital. Managed planning for diverse units including Westerly, RI Hospital, Pequot Health Center ED, Visiting Nurses Association, L+M Medical Group, and Dana-Farber-affiliated Cancer Center.

- Directed campus-wide planning, centralizing offices, and strategic initiatives.
- Developed, assessed policies, goals, and objectives for project workflow.
- Oversaw project management team for approved capital projects.
- Collaborated with Finance for capital budget vetting and preparation.
- Updated Master Facilities Plan, conducted staff interviews and needs analysis.
- Improved department efficiency through new programs and policies.
- Focused on planning programs for Westerly Hospital's growth.

**Key Achievements:**

- Orchestrated a turnaround, revamping a disorganized facility planning function.
- Innovated systems, including Space Planning, Move/Add/Change process, Safe Work Permits, and Master Facilities Work Plan.
- Devised a comprehensive system-wide Facilities and Strategic Planning roadmap adaptable to evolving healthcare landscapes.
- Pioneered Project Development Committee, fostering interdepartmental synergy for effective space planning, budget vetting, and more.

PERKINS + WILL – Minneapolis, Minnesota

2006 - 2012

*Award-Winning National and International Architecture Firm – One of the World's Top Design Firms*

**Associate, Project Manager**

Rapidly advanced during a period of substantial growth at a top-tier global architecture firm. Began as an Interior Design Project Manager and swiftly gained recognition for resourcefulness. Elevated to increasingly demanding roles, overseeing projects with budgets ranging from \$64M to \$1.2B. As Project Lead, managed planning, design, construction, and client relations for major building initiatives. Responsible for team leadership, deadlines, budgets, and business development.

- **Makkah Holy Mosque Hospital - Makkah (Mecca), Kingdom of Saudi Arabia (\$1.2B budget, 700,000 sf hospital).**
- **St. Cloud Hospital Tower Addition - St. Cloud, MN (\$225M budget, 350,000 square foot addition, parking ramp, and loading dock plus backfill renovation, 20% profitability).**

- **Healthcare and Higher Education Projects** – Performed end-to-end management and orchestration of Hudson Hospital MOB Addition (40,000 square feet, \$10 million project budget), Anatomy Lab for St. Catherine University. Bethany Academic Building in Mankato, Minnesota (\$18M budget, 22% profitability).
- **National Leadership and Business Development** – Represented Minneapolis at Perkins + Will's National Healthcare Interiors Leadership Forum. Secured projects, devised strategies to boost primary care facility market share, and advanced facility changes aligned with the Medical Home model and Accountable Care Organizations.

TSP, INC. – Rapid City, South Dakota

1997 - 2006

Architecture, Engineering, Interior Design, and Construction Services Firm – Offices Throughout Midwest

### **Project Architect/Project Manager**

Engaged with clients (e.g., school boards) to strategize, blueprint, and create diverse projects like K-12 schools, academic buildings, historical restorations, and civic structures. Led interdisciplinary document generation and oversaw its execution. Crafted material specifications and system outlines. Developed comprehensive documents for bidding, contracts, and project initiation in contexts of bidding, negotiation, and design-build. Managed construction processes through to completion.

- **Historic Preservation:** Completed first full-scale 3D laser scanning and digital recordation of Deadwood, SD, a National Historic Landmark. Executed the Clower Building's design and construction administration, at the time the largest restoration project in the State of South Dakota. Budget \$2.2 million.
- **Education:** Performed full design services for several projects on the South Dakota School of Mines and Technology Campus, including the Christensen Hall of Fame, the Computational Mechanics Addition, the Wellness Center, and the Chem/Chem E building renovation. Designed and managed construction of Hill City High School, Custer High School, and Sturgis Brown High School Field House in SD, and Newcastle High School in Wyoming.

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### **LICENSES/CERTIFICATIONS**

Licensed Architect: State of South Dakota #6356

Certifications: NCARB #52049

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### **PRAISED FOR PROFESSIONALISM (QUOTES FROM TESTIMONIALS)**

"This is mental mastery at its core." . . . Holly, your presence is full of "clarity". You made the presentation look easy but there is so much info that you packed in. Thank you." . . . "What a gift! You have so much to show us...putting it all together!" "the right blend of work and play, professionalism and fun." . . . "thank you for the excellent job you are doing". . . "you have been blessed with some amazing gifts". . . "in all of the open houses he has attended over the years—and he's older than I am if you can believe that—he has 'never heard so many extraordinary unsolicited compliments about a building in his life'". . . "comments were not just about the aesthetics, but much about the sophisticated technology, how well the planning worked, the views that were captured, "they thought of everything". . . "has brought order to chaos". . . "really appreciate the effort and the professional manner in which you presented the information."

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### **SPEAKING ENGAGEMENT AND AWARDS**

Mindfulness Expo, Anaheim, CA (September, 2023)

Hollywood Fringe Festival (June, 2023)

Numerous guest podcast appearances (2023)

Keynote Speaker at NEHES Fall Conference (September, 2015)

CREW Real Estate Exchange Blue Ribbon Awards Master of Ceremonies (April, 2014)

Deadwood Symposium – Plans, Maps and Photographs: Recording the Past and Present thru LIDAR (April, 2006)

AIA Honor Award, Clower Building Rehabilitation (2000)

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### **EDUCATION**

NEW KADAMPA TRADITION Buddhist Studies (2014 – 2020)

Independent studies in Buddhism, spirituality, psychology, and neuroscience. (2001- present)

MBSR (Mindfulness Based Stress Reduction) 8-Week Certificate Course (2009)

UNIVERSITY OF MINNESOTA (College of Architecture & Landscape) – Minneapolis, Minnesota

**Bachelor of Architecture, 1992**

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### **CIVIC INVOLVEMENT**

Connecticut: CREW – The Real Estate Exchange and NEHEA (2013-2016)

Minnesota: Club Organizer & President – Perkins + Will Toastmasters (2009-2012); Member – AIA-MN Taskforce for Recovery (2010)

South Dakota: Rapid City Planning Commission (2005-2006). Rapid City Zoning Board of Adjustment (1997-1999).

Rapid City Historic Preservation Commission (1993-1996)