



CULTIVATING PINEHAPPLY PEOPLE

A refreshing & modern coaching approach
for business leaders' personal development

The Purpose – The Seed

Inspired by the purpose of cultivating pineHappy people by adding a pineapple into their life & leadership recipe, The Pineapple Theory is a modern coaching movement wrapped in poetic clarity, emotional intelligence, and cross-cultural storytelling. It's not just a book series, it's a philosophy that invites readers to think deeper, lead better, and live sweeter.

The Recipe

Like several clusters of flowers grouping to form the pineapple, the books take form with the following exceptional recipe designed to educate, entertain, and elevate:

- 🍍 Biography for inspiration.
- 🍍 Psychology for understanding.
- 🍍 Philosophy for perspectives.
- 🍍 Science for curiosity.
- 🍍 Fiction for creativity.
- 🍍 Self-help for action.
- 🍍 History to grow tomorrow.
- 🍍 And the pineapple, for a fruitful experience.

The Concept

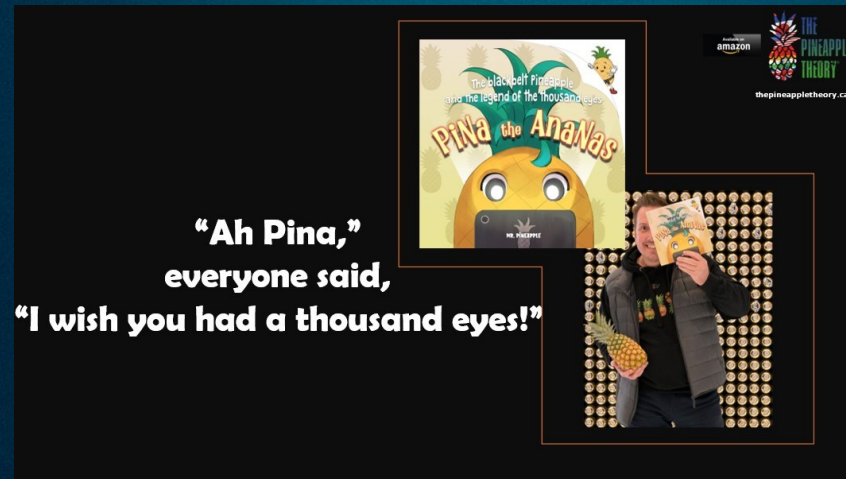
Inspired by everything people don't know that they don't know about the pineapple, and following a careful observation spanning thousands of years to detect patterns, the fruit is explored as follows:

- 🍍 The Roots; 15 fundamental anchors
- 🍍 The inner sweetness; emotional management and understanding
- 🍍 The shell; emotional control.
- 🍍 The Crown; Mastery of the Mind, our Temple.
- 🍍 The Soil; 3 bold, thought-provoking soul poking Hypotheses for growth by returning to ourselves.

Is it for you?

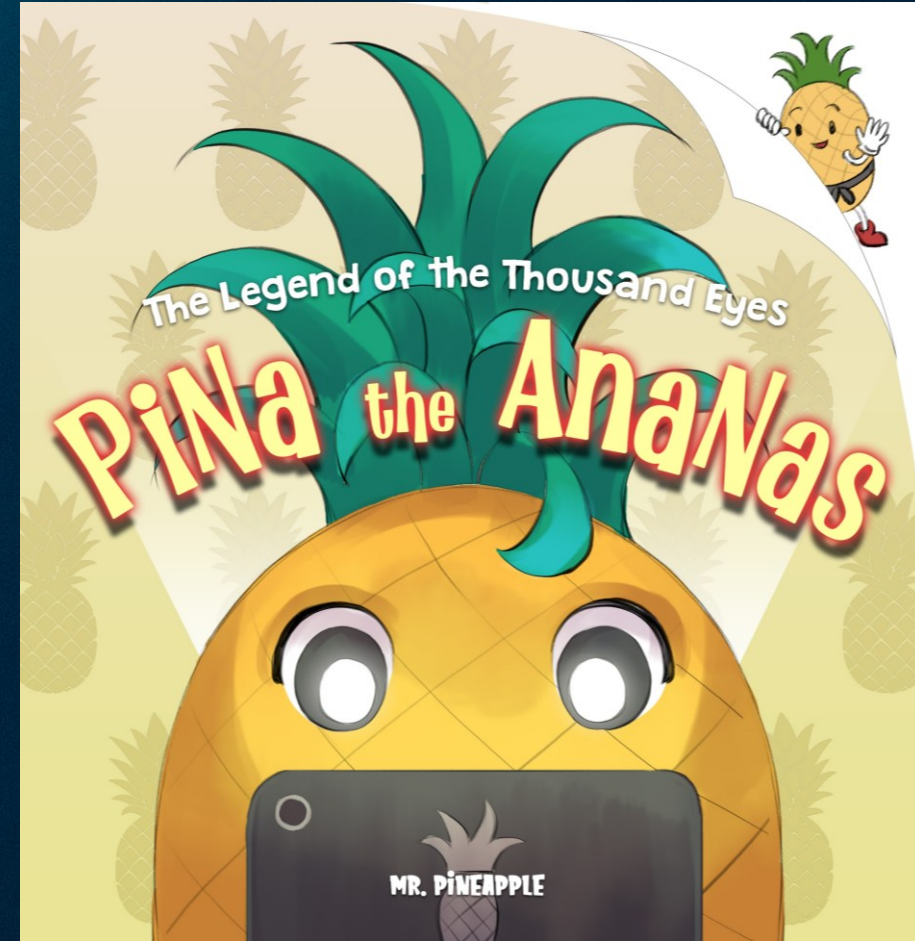
It is said the best things in life are the ones we haven't expected. Not only is The Pineapple Theory not expected when first encountered, but it's a pattern disruptor; the ananas standing tall in a mixed plate of fruits. It's bold; like the tickle from a first bite before becoming sweet. And it's for people seeking a voice that surprises, challenges, and inspires.

The Legend of the Thousand Eyes Pina the Ananas!



Inspired by an old tale from the Philippines, harvest a refreshing & sweet modern approach educating how less addicted time on our electronic devices cultivates more acts of kindness towards others, and ourselves.

Age 5 till you die!



Released May 2024

32 pages - Color imagery

ISBN: 978-1738834549

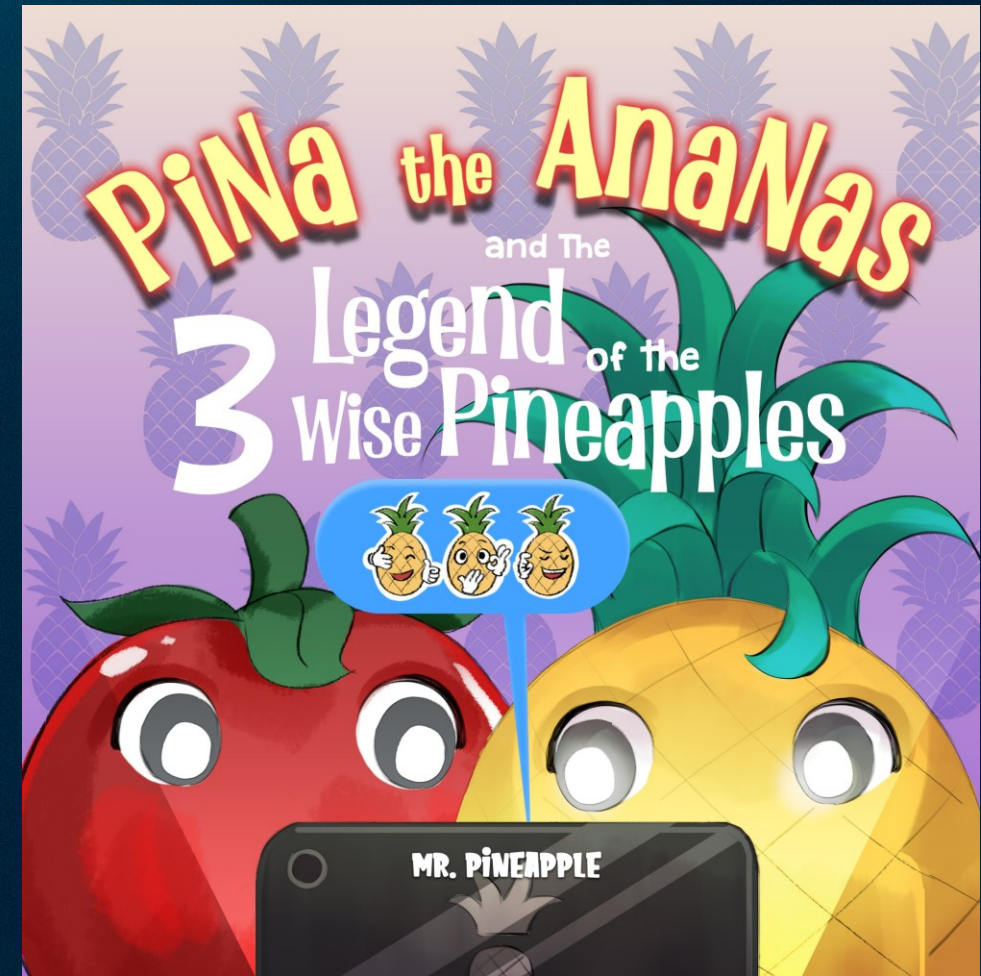
Available in German (978-1738834587)

Pina the Ananas and the Legend of the 3 Wise Pineapples

Inspired by the timeless maxim of the 3 Wise Monkeys, this story invites children into a refreshing legend with Pina the Ananas and a new friend, Pomodoro the Tomato.

This fruitful legend inspires, when using electronic devices, more kindness, less judgement without investigation, and less mimicry of everything we see and hear.

Age 5 till you die!



Released November 2025

32 pages - Color imagery

ISBN: 978-1069361516

Feel & Think like a Pineapple

Creatively curated from anything & everything researched about the ananas, this book is the expanded edition of The Pineapple Theory:

The Soil, to keep grounded.

The Roots; 15 Fundamental Anchors.

The inner sweetness & shell for emotional control & management.

The Crown; Mastery of the Mind.

Then, the expansion with:

The Art of Position Affirmation.

Positive Attraction & Persuasion.

Thinking without emotional conflict.

This book is served with a refreshing zest of biography for inspiration, psychology for understanding, philosophy for perspectives, science for curiosity, fiction for creativity, and self-help for action.

Fully updated 2025 – First released Sept-2023

253 pages – Color imagery

ISBN: 978-1738834525



The Pineapple Theory

Creatively curated from anything & everything researched about the ananas, this book uncovers What is The Pineapple Theory – the regular edition:

The Soil, to keep grounded.

The Roots; 15 Fundamental Anchors.

The inner sweetness & shell for emotional control & management.

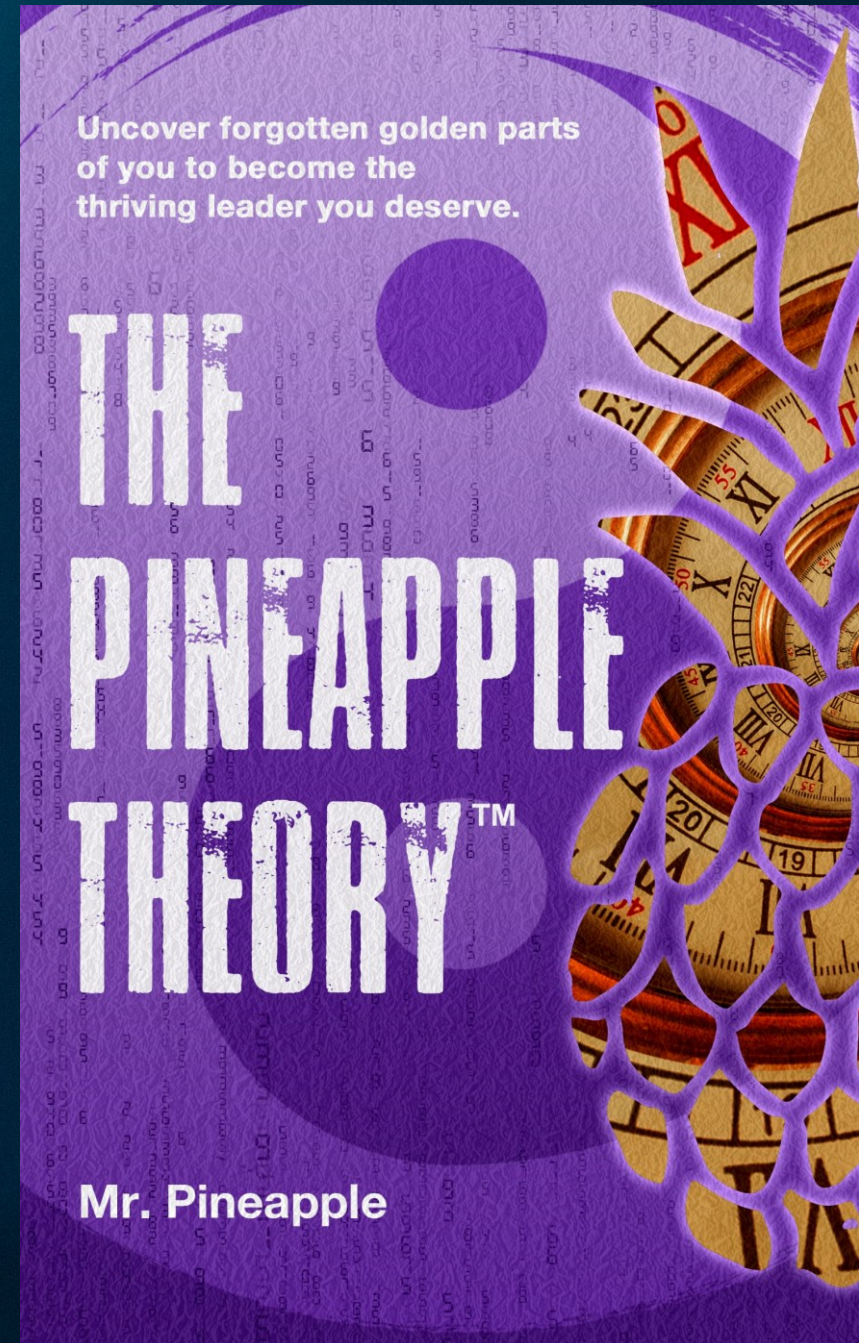
The Crown; Mastery of the Mind.

This book is served with a refreshing zest of biography for inspiration, psychology for understanding, philosophy for perspectives, science for curiosity, fiction for creativity, and self-help for action.

Fully updated 2025 – First released June-2022

217 pages – Color imagery

ISBN: 978-1777411381



The start of a sweet journey

Real travels; Real experiences

This book is the answer to : WHY the Pineapple?

Absolutely anything & everything about the jewel of the jungle is uncovered with this exceptional hybrid book harvesting why the ananas is Mr. Pineapple's muse.

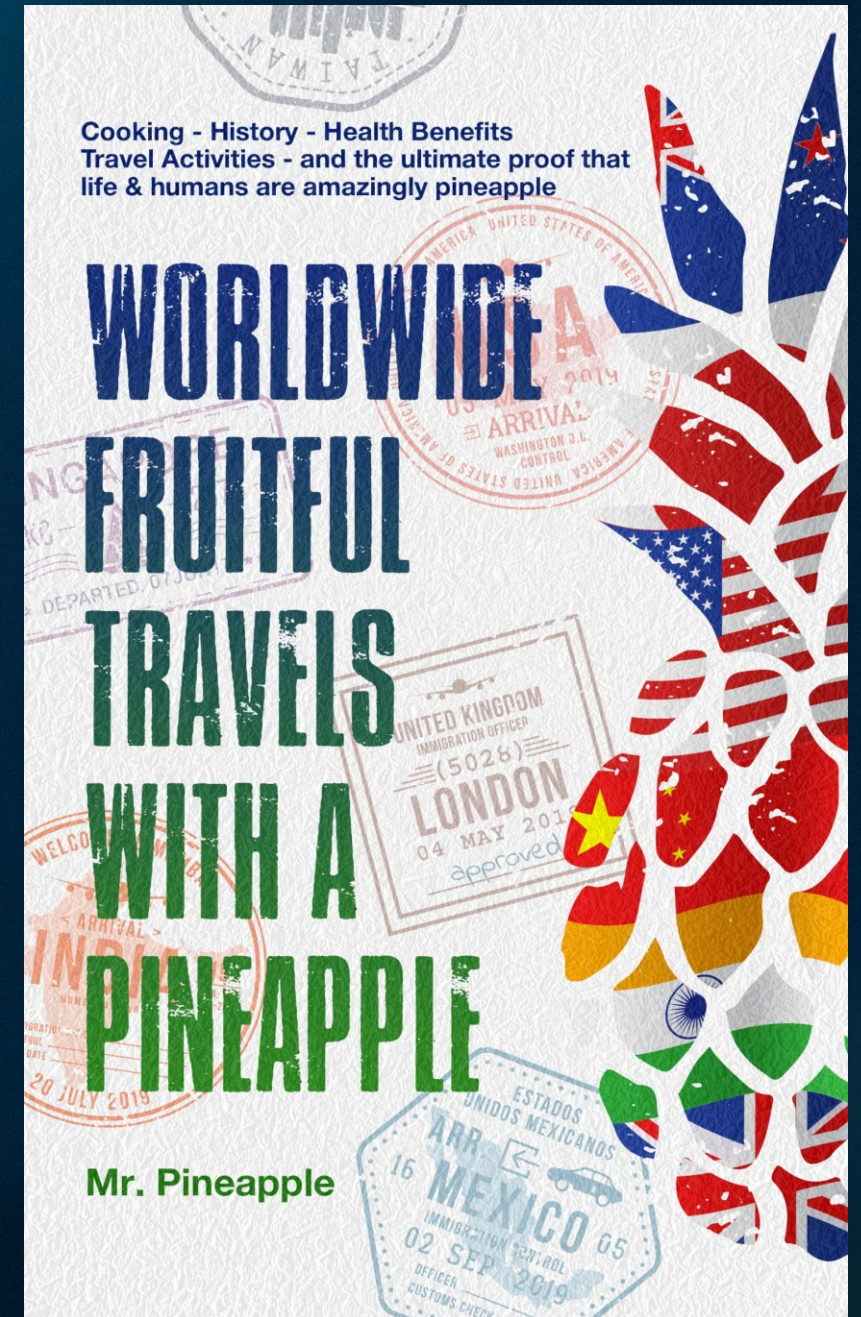
It's history, a travel book, health benefits, exclusive food & drink recipes by Chef, the urban legends, and what then inspired to create The Pineapple Theory and the adventures.

This book is served with a refreshing zest of biography for inspiration, psychology for understanding, philosophy for perspectives, science for curiosity, fiction for creativity, and self-help for action.

Fully updated 2025 – First released December-2024

238 pages – Color imagery

ISBN: 978-1738834556



Market & Sell yourself like a pineapple!

Building on modern & refreshing ways to see ourself & life with The Pineapple Theory, as an Entrepreneur-Leader-Human, readers uncovers the power of H2H (Human-2-Human).

This book is a return to the basics with valuable tools & concepts served with a refreshing zest of biography for inspiration, psychology for understanding, philosophy for perspectives, science for curiosity, fiction for creativity, and self-help for action.

Fully updated 2025 – First released July-2023
116 pages – Black & White
ISBN: 978-1738834518



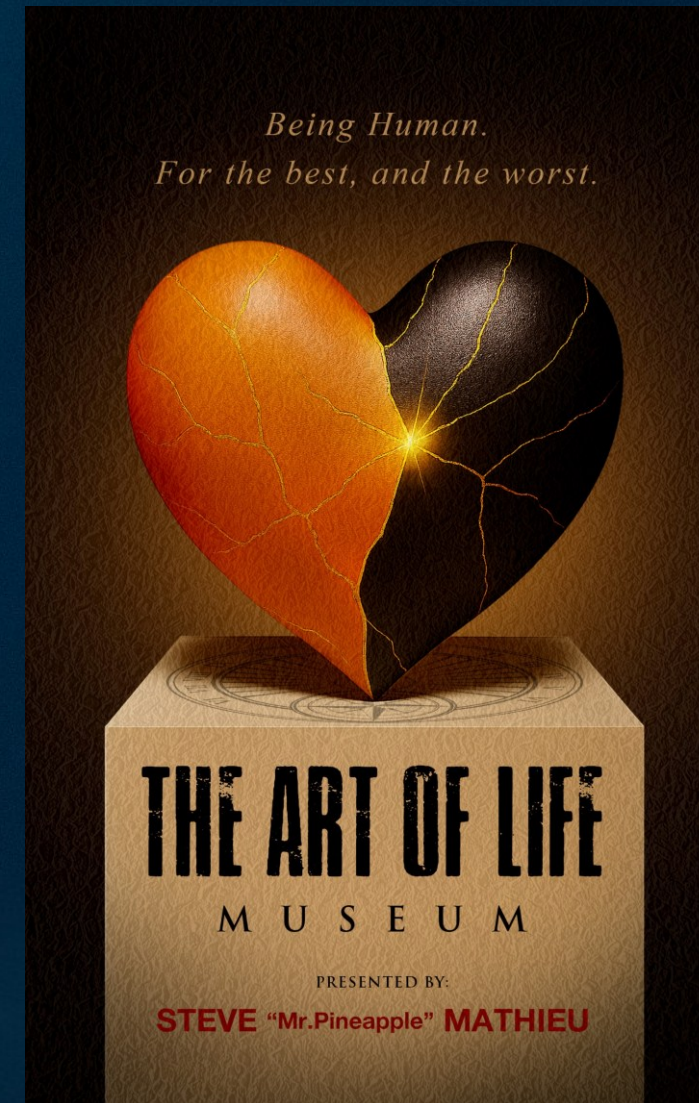
The Art of Life Museum

The Art of Life Museum stands shoulder-to-shoulder with the greats – Ancient Greek and German philosopher - and in some ways, it dares to go further.

Where Socrates provoked inquiry, Plato built metaphysical caves, and Kant demanded moral rigor, The Art of Life Museum invites readers into a living museum of emotional intelligence, poetic clarity, and psychological depth. It doesn't merely echo the ancients, it embodies their spirit while transcending their limitations.

This book transforms philosophical abstraction into lived experience. Each chapter is an exhibit, each metaphor a torch. It draws from Stoicism, Metacognitive Therapy, and poetic rebellion to offer not just ideas, but orientation; a way to walk through life with courage, curiosity, and compassion.

If the Greeks sought truth and the Germans sought structure, The Art of Life Museum seeks transformation.



Released September-2025
84 pages – Black & White
ISBN: 978-1069361523

The Toilet Theory

Did you know that you will spend 28,105 hours (7%) of your life vulnerably sitting on a toilet? Other than the obvious of “making big business”, how do you make the best of your toilet time?

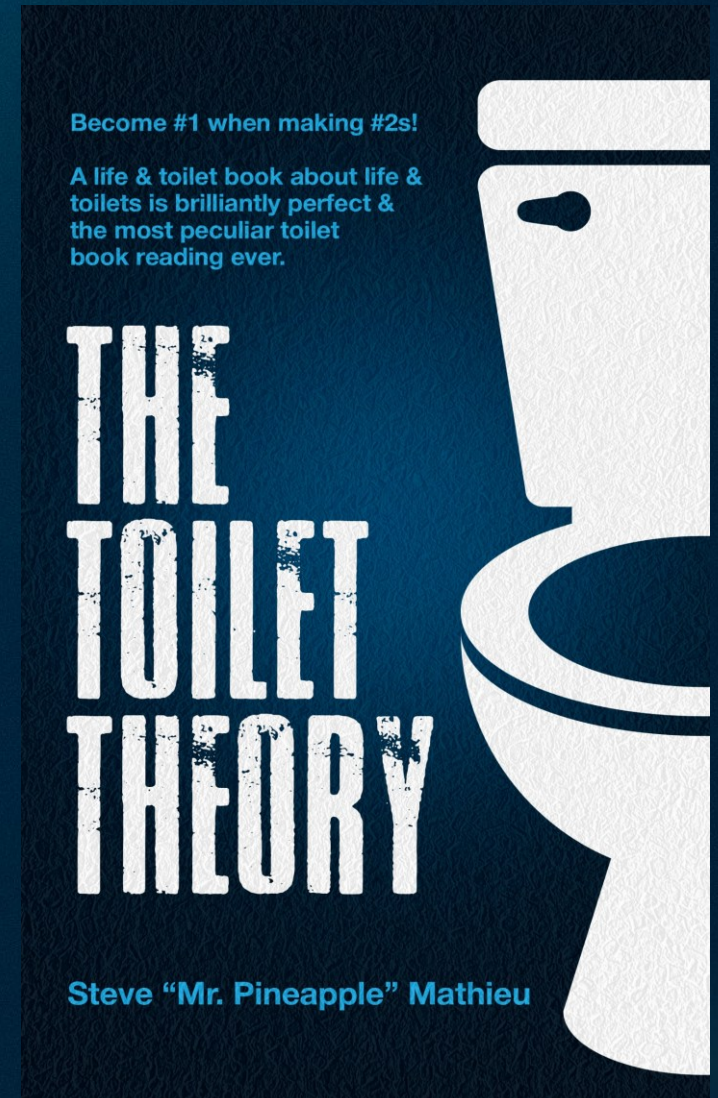
Here’s finally something useful to do, when at the loo, for #2.

It’s that time to swap Facebook for a Book.

It’s the perfect toilet-side reading to become #1 when making #2s at the latrine.

It’s bold, bizarre, and beautifully human.

Brilliantly bridged with Mr. Pineapple’s treasure trove of pineapple wisdom of The Pineapple Theory, uncover several unbelievable insightful toilet analogies & metaphors, information, puns, research, and stories. Your reading is much more than having something interesting to do when you sit at the loo, it’s not only information, but it’s also transformation.



Released May-2025
103 pages – Black & White
ISBN: 978-1738834594

What is Harvested?

Topmost experienced by readers

Time Management

- 🍍 More energized.
- 🍍 Improved Work/Life balance
- 🍍 Improved effectiveness in life and at work.
- 🍍 Guardian of Time.
- 🍍 More self-aware with How & When to recharge.

Stress Management

- 🍍 More focus, delegate more.
- 🍍 More poised and in control.
- 🍍 More organized.
- 🍍 Less procrastination.
- 🍍 More curious with lack or unclear communication.

Self-Awareness

- 🍍 Improved Emotional Management.
- 🍍 Improved behavioral cues for self-improvement and self-care.
- 🍍 More self-confident for improved decision-making.
- 🍍 Improved self-control.
- 🍍 Increased mental well-being.

Positive Curiosity

- 🍍 Empathic fact seeker.
- 🍍 Less Bias.
- 🍍 More open to perspectives.
- 🍍 Seek more self-improvement first to improve external results.

Engagement

- 🍍 Delegate more.
- 🍍 Improved positive communication.
- 🍍 Stronger Emotional Intelligence.
- 🍍 Respectful with everyone, no matter their title.
- 🍍 Reduced experience gap between Junior Managers and Experienced team members

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About Mr. Pineapple

Steve “Mr. Pineapple” Mathieu is unshakable about Kindness – Integrity – Respect – Good Manners and Etiquettes – and to Never, Ever Harm, being values for a bright and sweeter future. And it all starts within ourselves becoming a thriving lasting impact on the World around us.

With an ongoing fast-involving technological era of our timeline, although the evolution of technology has valuable essential benefits, it must never undo humans' ability to think, act, and speak with themselves and others, nor become an excuse for poor behavior.

He devoted his life to sharing his thinking and leading a movement to inspire people to do the things that cultivate and inspire their happiness, also becoming the happiness of others. Along with 25+ years of experience at supporting companies with Loss Prevention Operations & Services, he carefully observed more than tens of thousands of years with our timeline, and he identified fundamental emotional patterns. Then, he insightfully crafted his findings with absolutely Anything & Everything about the pineapple from his ongoing world travels and research.

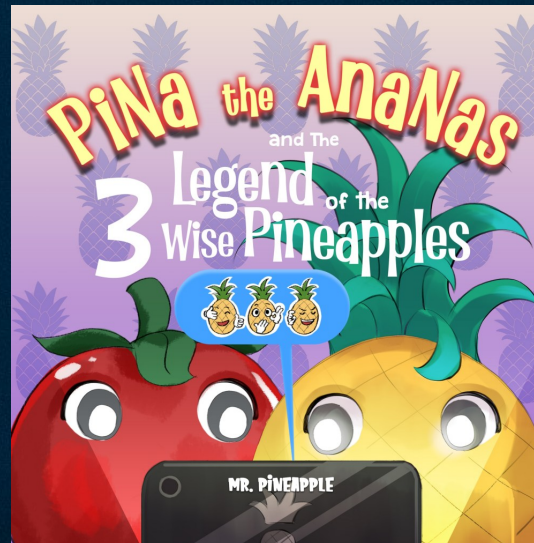
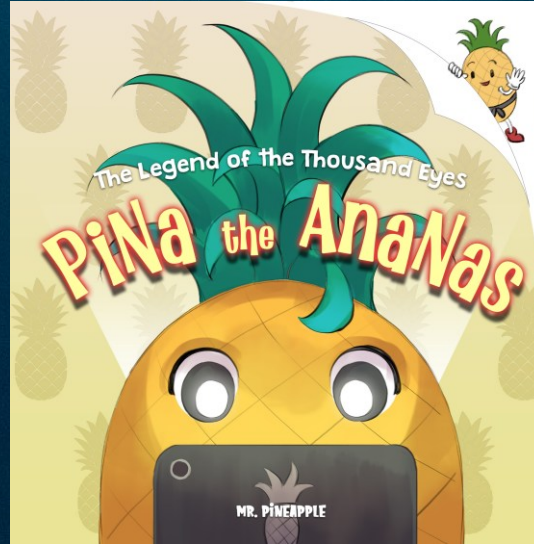
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Cultivating pineHapply people!

thepineappletheory.ca

WHY the pineapple?



WHAT is The Pineapple Theory?



Available on
amazon



THE PINEAPPLE THEORY®

