



HbD International



EXECUTIVE HEALTH

**PERSONAL & PROFESSIONAL DEVELOPMENT
UTILIZING THE POWER OF NEUROSCIENCE.**

Confidential. Not to be shared without explicit consent.

Why HBD?

- Isolated assessments or wellness retreats are a nice benefit, but they rarely lead to people implementing changes and improving their health and performance.
- **HBD's unique pairing of health assessments with neuroscience and high-performance coaching is more effective at changing behaviors that not only improve health, but also boost resilience, reduce the risk of burnout, while also improving energy and performance.**



Different. Effective. Valued.

Providing global best workplace health initiatives for over 25 years.

Connect the Dots between Health, Stress, and Performance

Create a point of difference by adding the “Chemistry for Success” (C4S) brain chemistry executive coaching program



Physical Screening

*Executive physical service or own physician

An awareness of existing health risks is important, but on its own there are no clear links to stress management or performance.



+ Chemistry 4 Success (C4S)

Individual Brain Chemistry Assessment

A non-invasive remote assessment that provides indicative levels of key neurotransmitters and related individual behavioral tendencies. Helps explain individual stress responses and key behaviors that help or inhibit health and performance.



+ Precision Coaching

Personal guidance to make meaningful change

Information without action achieves very little. The combination of a physical screening with a brain chemistry profile allows for precise actionable coaching that will improve health, resilience, and performance.

**HBD's core value is in helping executives effectively use the information they receive via a comprehensive physical. We do not internally provide the executive physical. HBD's program can be added after another clinically-focused executive physical service. Alternatively, we can use information executives obtain from their own physician or we assist with organizing a comprehensive physical and pathology via local labs and physicians. Our executive health and high-performance programs and “Chemistry for Success” program can also be offered stand-alone and without physical screenings.*

Circumventing Cyclical Burnout



NATURAL TENDENCY BEHAVIORS

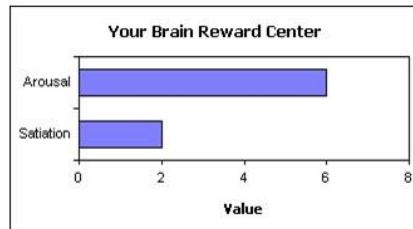
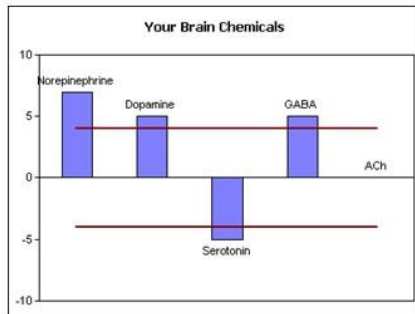
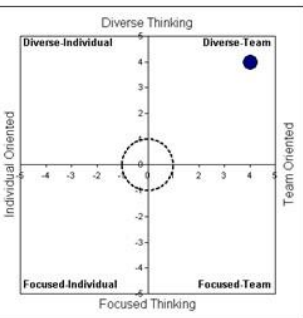
- Crises Creation Behavior
- Accomplishment Driven Relationships
- Team Oriented Behavior
- Taking Action
- Conceptualizing Behavior
- Risk Taking Behavior
- Originating Behavior

HEALTH RISKS

- Heart Health
- Stress

PERFORMANCE RISKS

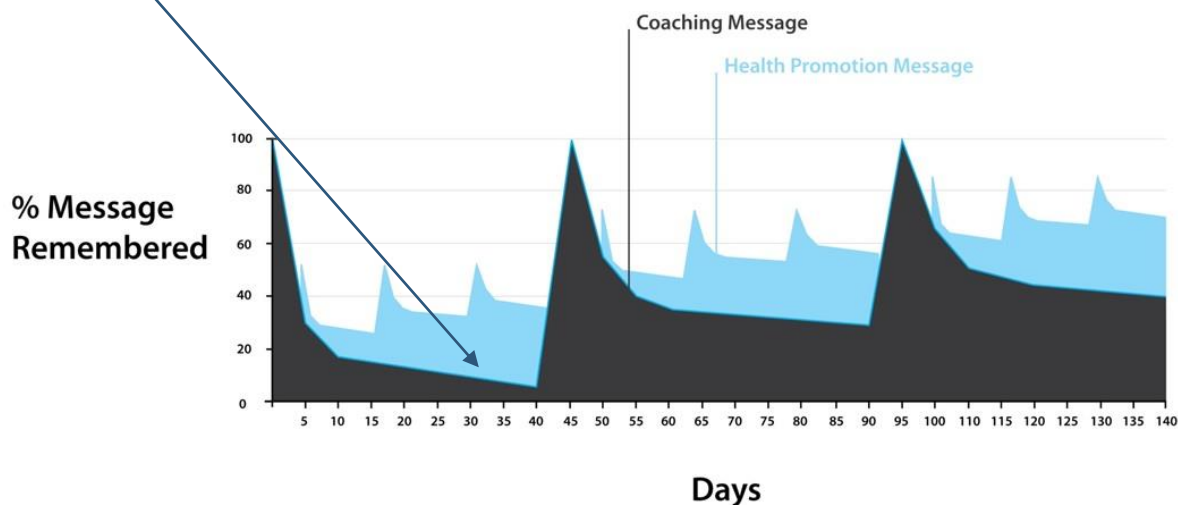
- Burn out
- Poor Focus / Scattered thoughts
- Team stress



How does C4S work?

- Participate from anywhere
- Program introduction webinar
- Participants complete an online assessment
- 1:1 results review and coaching (in-person or remote)
- Options for coaching, sustainability content, or leadership group training

People forget 66% of detailed information in 48 hours, and effectively retain almost no detail after 30-40 days... UNLESS information is actively recalled, practiced, or reinforced.



One-off events and training has limited impact at changing behavior. Ongoing coaching and active reinforcement improves retention and increases sustainable outcomes.



Why add coaching?

- Change is hard. People need and appreciate help
- Without effective follow-up, key information is forgotten and there's no impetus for action
- Knowing you *should* change is one thing, but personal advice for **HOW** to change makes it easier

Specific executive value

Executives often don't extract a lot of value from basic wellness programs. This program offers unique value by providing both personal and professional growth



Performance

Reduce inefficiencies and learn to manage burnout risks that lead to disengagement



Health

Breaks down silos between physical and cognitive health. Allows for improvements in resilience while gaining insight into what drives poor health behaviors



Leadership

Improve understanding of human behavior and how leadership impacts team stress

"I've had to deal with several urgent and stressful issues this week. This program has had an immediate impact – Thank you!"

Executive, DENSO Manufacturing

Client Experience includes:

GlaxoSmithKline

Electronic Arts

Deloitte

DENSO

Holcim

Dolby

Make it Sustainable

HBD takes a collaborative approach. We work closely to tailor your program to be effective, while also suiting your people.

Coaching

3 months, 4 months, or ongoing

Personalized and meets people where they are at. Options for remote or in-person and can be 2 minutes or 20 minutes... whatever adds value and easily fits a busy executive schedule.

Nudges

Optional / Opt-in

Only for those that want it. We can provide reminders, tips, and reinforcement content by email, text, or phone.

Content

There if you want it

Option to provide follow up content via a dedicated portal. No distracting alerts. Just there if you want it.

Optional: Build a Comprehensive Leadership Enhancement Program

Tailored to your unique team and challenges



Individual C4S

Individuals complete the brain chemistry “C4S” profile and personal debrief (60-90 min per person)



Team Debrief

Team workshop (virtual) on the neuroscience of leadership including elements specific to the group’s brain chemistry profiling (60 min)



Growth Workshop

Collaboratively work to identify shared purpose and link key behavioral insight to enhance focus and energy and bridge communication gaps.
(Half-day. Ideally offsite and linked to a planned strategy meeting)



Sustainability (optional)

Communication plan to provide simple key reminders of the most relevant content from the Growth Workshop to avoid reverting to old patterns



Coaching (optional)

Optional coaching to help apply individual profile information to specific challenges (enhance health, resilience, and performance)

HBD have delivered executive health and human performance programs across the globe to a variety of organizations including Deloitte, GlaxoSmithKline, Dolby, Electronic Arts, Holcim, DENSO, and Hershey. Programs have been delivered in North America, Europe, Middle East and APAC.

HBD has created and delivered tailored programs ranging from leadership workshops to full 2-day resilience and high-performance retreats.

HBD programs are relevant and grounded in science. Our goal is to inspire and empower people on a personal level to make sustainable behavior changes that will enhance their performance in work and life.

HBD has over 25 years experience and maintain some of the highest performing workplace population health programs in the industry. We look forward to using our vast experience to help you and your team.

