

Velocity and Vitality: Improving Your Health without Quitting Your Day Job

Synopsis of a Presentation:

Business stumbles can be explained away with easy-to-accept explanations: lack of knowledge or managerial acumen or the failure to lead and inspire. But more often than we care to admit, poor business results are a product of stress, fatigue and even hunger. Oblivious, we still expect to make sound rational decisions. We ask ourselves to be “brains on sticks.”

To compete today, business executives must have more drive, energy and do more in a day than the most dedicated professional athlete. Yet, we continue to push ourselves forward repeating the same behavioral patterns but expecting different results. So in the end, we simply strive to survive until retirement.

Anyone can design a life that extends extraordinary performance both personally and professionally and be more productive, feel better, and improve mood and energy. This program is designed to show how anyone can make easy adjustments to affect permanent lifestyle changes and *Personal Vitality*.

Primary Audience:

- All levels from Staff to Senior Executives and key Corporate Leaders
- Designed for 15 to as many as 300 participants
- Ideal for quarterly meetings, leadership programs and senior executive meetings

Program Synopsis:

- Facilitators explore the new frontier of performance intelligence – *Personal Vitality*
- Facilitators reinforce *Personal Vitality* message by sharing findings on the correlation between business effectiveness and health
- Participants engage in simple sets of exercises that can be done in the work place at home or even in a hotel room to improve health, reduce stress and improve sleep
- Participants build an action plan, taking immediate steps to improve their personal vitality
- Facilitators link exercises to executive performance and leadership skills

Program Length:

- Adaptable run time from 1-hour session up to an 8-hour program dependent on number of participants and program customization.

Delivery Format:

A highly interactive presentation employing the Adaptive Coaching style using:

- PowerPoint slides to present concepts in ways that elicit discussion
- Hands on segment using fitness bands to perform simple and easy-to-do exercises
- Peer-to-peer coaching
- Personal plan development
- Audience participation through discussion of key concepts and exploration of ways to implement both physical and mental fitness into their professional and individual development plans

Participant Materials:

- FitKits – travel sized kit of exercise bands for each participant, with exercise instruction cards that are easy to follow and use
- Action plan handout materials

Principal Speakers:

Kevin McCarthy, COO, First Fitness, Inc.

Gregory Florez, CEO, First Fitness, Inc.

Costs:

- Varies based on length of presentation and customization to a group's desired focus
- Designed to fit into budget parameters