

Implementing NeurOptimal® in Companies

Some ideas based on my personal experiences



Presented by Chantal Mannak

A little history...

- 2011: internship at
- 2011: graduation research at
- 2012: employment at
- 2013: pilot at
- 2014: founded



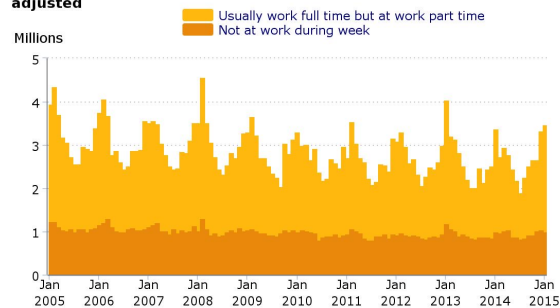
Why is NeurOptimal® so interesting for companies?

A successful business stands on the shoulders of their employees, so they have to be strong and healthy.

What about...

- Absenteeism?

Employed people who missed work because they had an illness, injury medical problem or appointment, January 2005-January 2015, not seas adjusted

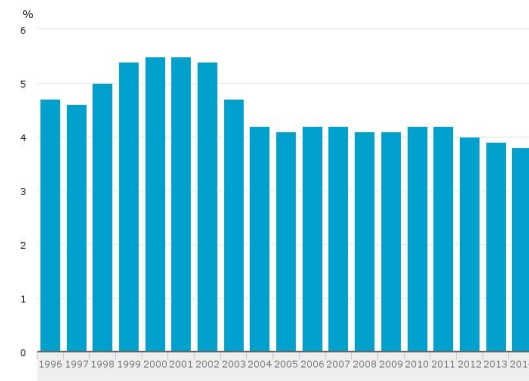


Click legend items to change data display. Hover over chart to view data.
Source: U.S. Bureau of Labor Statistics.

United States

Source: BLS - CBS

Ziekteverzuim van werknemers



The Netherlands



Why is NeurOptimal® so interesting for companies?

What about...

- Productivity? → 3 hours a day wasted!
- Communication? → Affects productivity & flow
- Flow? → 18% more productive & 27% less absenteeism!
- Prevention? → Only 25% proactively engaged in prevention!

Effects of NeurOptimal®

Board / CEO / Management

When the board / management of a company is in top form it has an effect on the entire organization. The benefits:

- Better overview
- Improved communication
- Better way of leadership, creating more respect and motivation of employees
- Setting priorities
- Higher productivity and creativity
- Better choices
- Stress resistance
- Encouraging positive behavior/mood

Employees

What every company wants is employees who enjoy doing their jobs, who are great representatives and who are productive.

- Productivity & Flexibility
- Low absenteeism
- Optimistic attitude
- Better atmosphere among colleagues
- Qualities be maximized
- Better view of priorities
- Stress resistance
- Quickly switching between tasks
- Better insight into own performance

Why did they give it a shot?

**Sensor
Partners**

- Relaxation
- Privacy
- Easy to implement

TriviumLindenhof
Jeugd & Opvoedhulp



- Reducing absenteeism
- Opportunity for employees to become mentally fitter

Why did they continue?

**Sensor
Partners**

TriviumLindenhof
Jeugd & Opvoedhulp



- Effective!
- Preventive
- Decrease in absenteeism:
From 2,8% to 1,2%!

- Substantial number of employees appeared to benefit the sessions
- Waiting list during pilot

Some results



**Sensor
Partners**

- 91% positive experience
- 82% positive changes
- 91% would recommend it to colleagues

TriviumLindenhof
Jeugd & Opvoedhulp



- 80% positive experience
- 80% positive changes
- 80% would recommend it to colleagues

Effects according to employees

- Stress resilience
- Efficiency
- Better overview / setting priorities
- Re-energizing
- Effectively perform better
- Collegiality
- Improved memory
- Optimal performance

Quotes of employees

- *“Busiest time in four years, yet barely experiencing stress.”*
- *“Experiencing a great deal of flow and creativity.”*
- *“What happens in my private life stays at home, and what happens at work stays at work. It saves me a lot of energy.”*
- *“Being able to respond more properly to situations.”*
- *“I used to postpone a lot of things. Now I just do it right away, keeping a clear mind.”*
- *“Experiencing a clearer vision of my goals, which allows me to make more profound decisions.”*
- *“Instead of mulling and worrying, I just do my job with great confidence.”*

How to implement NeurOptimal® in a company

- Incompany
- Customized
 - ✓ Duration
 - ✓ Frequency
 - ✓ Who will be trained?
 - ✓ How many sessions per person?
- Costs
- Conditions



Contract

How to implement NeurOptimal® in a company

**Sensor
Partners**

- Pilot graduation research
- Follow-up: Control group
- Now...

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- Pilot of 6 months
- Now...

Thank you for listening!

Any questions or thoughts?

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