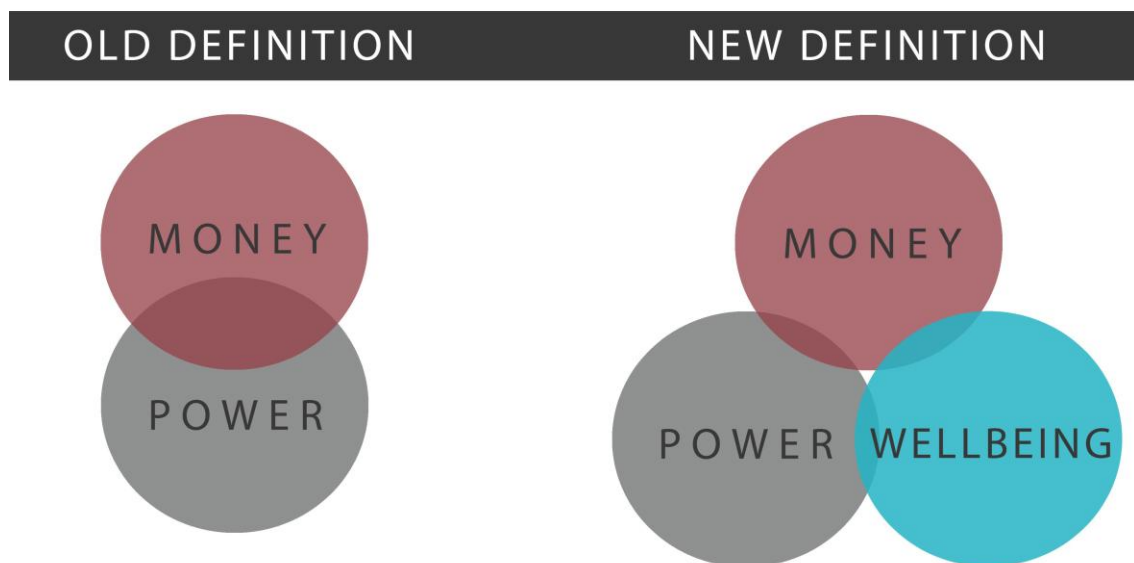


## REINVENTING OUR CONCEPT OF SUCCESS TO INCORPORATE WELLBEING

In her seminar “The Heart of Success”, Isha Judd presents a new paradigm of success, which proposes a more balanced approach:



If in the name of power and money we sacrifice our wellbeing, can we truly consider ourselves to be successful? Isha proposes that wellbeing should not only become a fundamental aspect of our model of success, but also necessary in order to truly achieve our full potential in the two areas of the traditional model. Stress is a highly detrimental factor, and a stressed, worried and distracted individual simply cannot give the best of themselves in the workplace.

When we learn to incorporate wellbeing into our executive lifestyle, we discover a new source of energy, passion and innovation, increased concentration and a greater ability to find solutions to life’s challenges. We improve our communication skills and participate more effectively in teamwork. Isha shows us how to achieve this, presenting a series of simple yet powerful tools, which are already being applied around the world by thousands of executives.

### Corporate Testimony

*“I believe that the workplace depends fundamentally on the mood and wellbeing of its staff, and because of this the practice of the Isha System will undoubtedly bring important positive change to any organization.*

*The Isha System strengthens the work ethic and company philosophy... cultivating discipline and respect, first for oneself and then for those around us: essential elements in any workplace. To be at peace and in harmony with oneself makes it easier to achieve personal and professional goals. This in turn leads to greater motivation and satisfaction at work.”*

— Carolina Alvear, General Manager of Corporate Communication, Coca-Cola FEMSA, Mexico. *(Coca-Cola FEMSA is the largest bottler of Coca-Cola beverages in the world, delivering more than 4 billion unit cases a year.)*

## SEMINAR “THE HEART OF SUCCESS”

### Conscious Management

Two 3.5 hour sessions for management and team leaders

Topics covered:

- How my wellbeing affects my capacity to lead
- The importance of employee wellbeing
- How to handle stress in the workplace
- Learning and practicing the system
- Q&A

### Employee Wellbeing

One session of 3.5 hours available to all employees wishing to participate

Topics covered:

- How to reduce stress, improving personal and professional life
- How to avoid bringing personal problems into the workplace
- How to forge greater trust and collaboration with coworkers
- Learning and practicing the system

## STRESS IN THE WORKPLACE

Absenteeism alone costs businesses a huge percentage per annum, and stress is now the most common cause of absenteeism.

### **Stress Affects:**

- Employee commitment to work
- Staff performance and productivity
- Staff turnover and intention to leave
- Attendance levels
- Staff recruitment and retention
- Customer satisfaction
- Team performance
- Organizational image and reputation

### **The Simple Solution**

The Isha System offers a simple and practical approach to stress relief in the workplace, and as a result can significantly reduce the impact of stress related problems within any organization. The Isha System is built around four simple techniques, which can be used throughout the day with eyes open and eyes closed. Each 'facet' is designed to bring our attention into the present moment, heightening alertness, boosting creativity and generating wellbeing.

### **Profound Stress Relief**

Practicing the facets of the Isha System with the eyes closed generates deep rest, in turn catalysing profound stress relief. Just 20 minutes of practice is enough to feel refreshed, renewed and full of energy to face the day. Insomnia, anxiety, migraines and panic attacks are amongst the symptoms that are most rapidly overcome through the practice of the Isha System.

## BENEFITS OF THE ISHA SYSTEM IN THE WORKPLACE

### Greater Productivity and Creativity

The average adult has around 70,000 thoughts per day. Most are repetitive, often contradictory thoughts that waste a huge amount of energy. When an individual learns to live in the present moment, all of their attention is at their disposal for the task at hand. They can give their best to each project, and do it with greater enjoyment and satisfaction. Freeing the mind from chaotic chatter potentiates our natural creativity; when the entire range of our mental faculties is at our disposition, ideas flow more spontaneously and problem solving occurs more easily

### Creating a Culture of Giving

Joyful giving stems naturally from inner fulfillment. If I feel dissatisfied, I tend to blame those around me for my discontent. But when I find inner wellbeing, the natural desire to give the best of myself emerges. By learning to focus on what we give instead of what we get, the workday becomes an opportunity to challenge ourselves, to polish ourselves. If instead we spend the day taking shortcuts and watching the clock, waiting for the day to end in order to collect the paycheque, what happens? We don't enjoy our work, and our performance is marked by mediocrity.

Isha's approach to giving as a source of joy helps workers to change their perception of giving through obligation, or feeling demanded upon, to one where to give to the company and to coworkers is a pleasure.

*"We make a living by what we get, but we make a life by what we give."*

— Winston Churchill

### Tap into Discretionary Effort

Joy is a powerful motivator. Happy, healthy individuals who enjoy coming to work and interacting with their peers will be more inspired and innovative in project development and problem solving. They will value more their role within the company and be more proactive in their contributions. In order for an individual to apply discretionary effort, they must be passionate about life and personal improvement. Greater present moment awareness leads to greater care in every task that is realised. It leads to greater attention to detail and quality, instead of getting the minimum done in order to get by. Giving the best of oneself becomes an opportunity for growth and self discovery.

### Workload Management and multi tasking

A key element of successful multitasking is focus. Any distraction reduces the quality of the attention we are using for a given task. If the mind is free from worries, meanderings and regrets, I can give my best to what is in front of me. Instead of wasting energy getting overwhelmed by a seemingly insurmountable workload, I can take things step by step, pacing myself and using mental energy only where it is really needed. Being more relaxed and less stressed allows me to respond more spontaneously to the unexpected, and adapt to change.

### Managing in an Environment with Conflicting Demands

Managing conflicting demands requires flexibility and the capacity to listen. If we cannot evaluate clearly the importance of different demands, we cannot adequately prioritise. Moving beyond mind chatter helps us see situations as they are and not as we are. It allows us to define the truly important and not stress over menial details.

### Health and Wellness

Today, stress is known to be an important factor in many health problems. A healthy workforce will be happier and more productive, more lucid and more proactive. Reduced stress means less time worrying about personal problems and a greater ability to focus on the task at hand.

### Self Esteem

Greater self esteem means greater self confidence, and less time spent vacillating and procrastinating. Individuals who value themselves will be more confident to explore new challenges, take calculated risks and go the extra mile. People who value themselves are also more attentive and more compassionate with others, improving relationships between coworkers and more attentive customer service.

### Measurable Change

Behavioural studies in individuals practicing the Isha System have found that

- 66% of participants improved in their personal relationships,
- 55% gained greater self-esteem,
- 54% claimed to have reduced their stress levels,
- 39% slept better and
- 32% claimed to feel less depressed.

### Widely Applied throughout Latin America

The Isha System has been taught in Santander Bank, Republica Bank, Coca Cola Mexico, FEMSA, Telefonica Ecuador, Gotta Chile, Infocenter Paraguay, InterExpress Travels & Tourism Paraguay, El Copihue Inn Chile, Fox Centre Mexico, The W Hotel Mexico, Ebel Paris Cosmetics Colombia, Members of the Cirque Du Soleil, the Mexican Armed Forces, the Mexican Commission for Human Rights, the General Confederation of Labour (Argentina's largest trade union), the Parliament of Santa Cruz (Bolivia), the Argentinean Senate, the Chilean Social Security Administration, the Municipality of Medellin (Colombia) and in many more organisations throughout the region.

In addition, the Isha System has been taught to over 200,000 people in events for the general public, and to thousands more in prisons, rehabilitation clinics, hospitals and children's homes as part of the extensive social outreach programme of Isha's Foundation, Educating for Peace.

### European Corporate Event

1,000 executives from Dell, IBM, HP, Shell, DuPont and many other multinationals rated Isha's workshop at the 2013 WIN Conference in Prague at 4.65 out of 5 (conference average: 4.15). As a speaker, Isha ranked at 4.84 (conference average: 4.28). Isha also participated in 2012 WIN Conference in Rome. These results gave Isha the highest rating of the 30 politicians, CEOs and thought leaders who spoke at this strictly corporate event.



**Global Citizen Forum**

Isha is a founding member and representative of South America at the Global Citizen Forum since its inauguration in New Delhi in 2013. Created by businessman and humanitarian Dr. B. K. Modi, the GCF is focused on uniting people and institutions that work towards world peace. In 2014 Isha brought the GCF to Mexico, gathering great leaders such as Rigoberta Menchú (Nobel Peace Prize) and Papa Jaime (Colombian Humanitarian), among others.



**United Nations**

In October 2014, Isha spoke at the United Nations headquarters in New York, in the presentation: Globalization and Sustainable Development: The Role of the Government, NGOs and the private sector.





### ABOUT ISHA JUDD

Doctor Honoris Causa, International University of Cuernavaca, for her invaluable contribution to improving the quality of life of mankind, Mexico, 2012. Ambassador of Peace, Argentinian Senate, 2010. Citizen of the World, International University of Cuernavaca , Mexico, 2011.

Australian humanitarian, she created educational foundations in several Latin American countries, where she takes her message of peace to the community, especially to underprivileged populations, children and elderly homes, prisons, hospitals and in general to any person or group that needs support.

Her teachings have huge international impact, especially when it comes to prison development, for example, in Uruguay the detainees who have attended her programs are able to reduce their sentence for time spent in educational activity, in Chile through a decree law the Isha Foundation is a part of the Civil Council of Gendarmerie, a national partnership agreement was signed, as in Paraguay, through the Ministry of Justice, where she has been named Outstanding Citizen.

Isha is an international speaker, who has travelled the world presenting herself in various scenarios. Some of her last keynote speeches: United Nations (UN) New York, 2014; Global Citizen Forum organizer and speaker in Mexico 2014; "World Meeting of Values", Mexico 2013; "Win Conference", Italy 2013; Global Citizen Forum Conferences: India, China, England, 2013; International Meeting of Spiritual Leaders "Faith and Life", Argentina 2012.

She has published several books that are bestsellers. Some of her recent titles: "The Global Citizen" 2014 (Ed Random House.) "Above the Clouds" -book and film-, 2013 (Ed Santillana.); "Aiko and The Lost Diamond" 2013 (Ed. Santillana), "Love Above All Things" in 2012 (Ed. Santillana), "Love Has Wings" in 2011 (Ed. Santillana), "Why walk when you can fly?" -book and film-, 2009 (Ed. Santillana), "The Consciousness Revolution I" 2005 (Ed. Kier), "The Consciousness Revolution II", 2006 (Ed. Kier) ;, "The Consciousness Revolution III", 2007 (Ed. Kier)

Isha has personally formed very closely around 150 people from different countries to teach this revolutionary system of internal development (Isha System), and she receives thousands of students every year in her two centers of education for peace, on the coasts of Uruguay and Mexico.

# Contact

Isha Judd  
Isha Foundation Educating for Peace  
[annie@isha.com](mailto:annie@isha.com)

[www.ishajudd.com](http://www.ishajudd.com)