

Why would a Fortune 500 company
build a world-wide platform to
deliver **Dr. WorkLife** training
world-wide to all of its employees?

Because it works



Dr. WorkLife

Work-Life for High Performance Cultures

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How Are You Coping with “Extreme Work?”

Facts About the Changing Workplace

Work “overload” is widespread and expected to intensify:

Globalization has increased competition and individuals are trying to respond by working longer. In the summer of 2006, 40% of Americans had no plans to take a summer vacation—the lowest in 28 years (TrueCareers, div. of SallieMae, Aug '06).

Increasing workloads affect all job types and all ages:

Work overload occurs across the economy, at all ages, and for all job types (*USA Today*, May '07, *Harvard Business Review*, Dec '06). It is also a key issue for new hires, many of whom are working two jobs and 60-hour weeks just to pay back college loans (*Wall Street Journal*, Nov '05).

Key employees have disproportionately worse work-life balance:

Executives, managers, those with heavy travel, and those with profit & loss responsibilities are the most affected (*Harvard Business Review*, Dec '06). This finding is corroborated by IBM's 20-year history of conducting global work-life surveys (IBM Global Pulse Survey, '06).

Increasing costs from “burnout”:

US businesses lose \$150B annually due to absenteeism (*Chicago Tribune*, Jan '07 citing Harvard Medical School Study). The “chain of impact” from stress is clear: 2/3rds of managers and executives work overtime; more than 1/3rd of those who work overtime report stress related health issues; health care expenses are 50% higher for workers with high levels of stress.

Employees do not feel well equipped to handle work-life issues:

Making work-life programs “available” is not enough. 35% of women college graduates believe they will be penalized if they take advantage of work-life policies (*Wall Street Journal*, Dec '06).

Stress and work-life is now the #1 reason why employees quit:

Stress is the top factor in retention (Watson Wyatt & WorldAtWork, 946 companies, 13,000 employees, Oct '07). Overall turnover is the highest in the US (11%) and the average replacement costs are **.5X employee salary; 2X for managerial positions** (US Dept. of Labor).

The consequences: higher costs and slower growth

- **Increased operating costs:** increased recruiting costs, increased retention costs, increased costs due to absenteeism.
- **Slower Growth:** decreased ability to attract critical talent, decreased innovation output

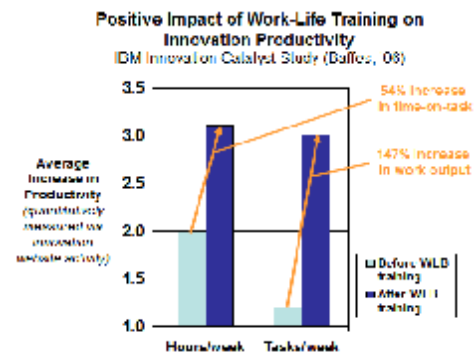
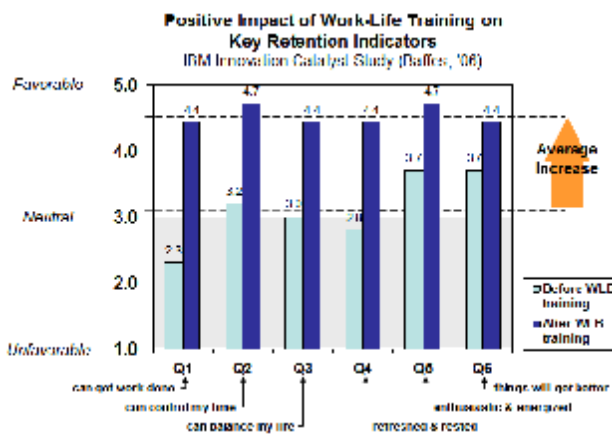
Reap the Rewards of Work-Life

Companies that roll out work-life across their culture see huge benefits:

Companies that roll out a work-life policy *consistently* across their workplace – to create a work-life culture – are the ones who are best able to reap the rewards of work-life. The savings can be in the hundreds of thousands or millions.

Dr. WorkLife studies a work-life approach with proven benefits:

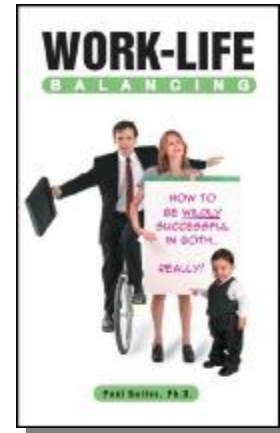
- ☒ **Retention:** 29% average reduction in turnover (you start saving after turnover improvements as small as 0.5%)
- **Productivity:** 11% average productivity increase
- ☒ **Innovation:** 62% average increase in innovation (creative time spent by your employees after completing work)



What we do

We're trainers. We provide training for a new kind of skill: the skill of *high-performance work-life*. Most people don't realize that work-life is, in fact, a skill, just like running a marathon. You can be good at it, with correspondingly high performance, or bad at it. It's a skill that nobody used to need, back when everyone had a spouse at home, only worked 9 to 5, and never worked on the weekends. But in our 24x7, global economy, it is a skill that everyone now needs to learn and is critical to corporate success. If your company only has work-life *programs*, and no work-life *skills* training, that would be like giving everyone a pair of running shoes and expecting them to be able to finish a marathon (a disaster; remember the story of the original marathon: Phidippides, the first marathoner, had no training either—and he *died* from the effort).

So we are like personal trainers for work-life. Just as your marathon coach would teach you the basics (hydration, weight training, interval training) and then help you build a specific plan (short runs on Monday and Wednesday, long runs on the weekend), we do the same thing for you and your employees to ensure high-performance at both work and life. We start with the basics (“selffirst”, “action focus”, “blame-free”, “passion focus”) and finish with specific rituals (“quiet time,” “rule-of-judgment,” “walk-throughs”) that employees and managers can put in place to guaranty the high-performance they need in both work and life. We use our work-life book (available at <http://www.drworklife.com/book.html>) as the basis for delivering a variety of training programs from self-paced learning to podcasts to group instruction to 1-on-1 coaching.



How we're different

We're different from other vendors in two important ways—the two ways, in fact, that we think matter the most.

First, we are **business-focused**. We either save you money, increase productivity, or increase innovation, or we expect to be fired. Other vendors, like life coaches, are typically interested in making people feel better. That's great, but we measure ourselves by improvements in performance. We want people to *be* better at work and life, not just feel better.

Second, we take a **sustained-results** point of view. Unlike many motivational speakers who want to give a speech, collect a fee, and disappear, we want to see your results last. We think it's important that the impact doesn't vanish once you've left the auditorium and opened up your inbox. We'll dig into the ugly implementation details and help you build a plan that will produce sustained results.

Build a plan that works for you

For work-life to pay off, you have to target the right employees for the right reason at the right price point. Whether your focus is retention, productivity, or innovation, Dr. WorkLife can build a custom plan to satisfy your work-life needs from our array of products and services which include:

- q Fully automated self paced learning
- q Group Instruction
- q Direct 1-to-1 coaching
- q In-house work-life certification
- q Targeted work-life podcasts
- q Custom work-life surveys
- q Work-life pilot studies
- q Work-life “fitness” reports

Beat your competition, and keep your best people, by letting Dr. WorkLife build the right plan for you that targets your needs with measurable results.