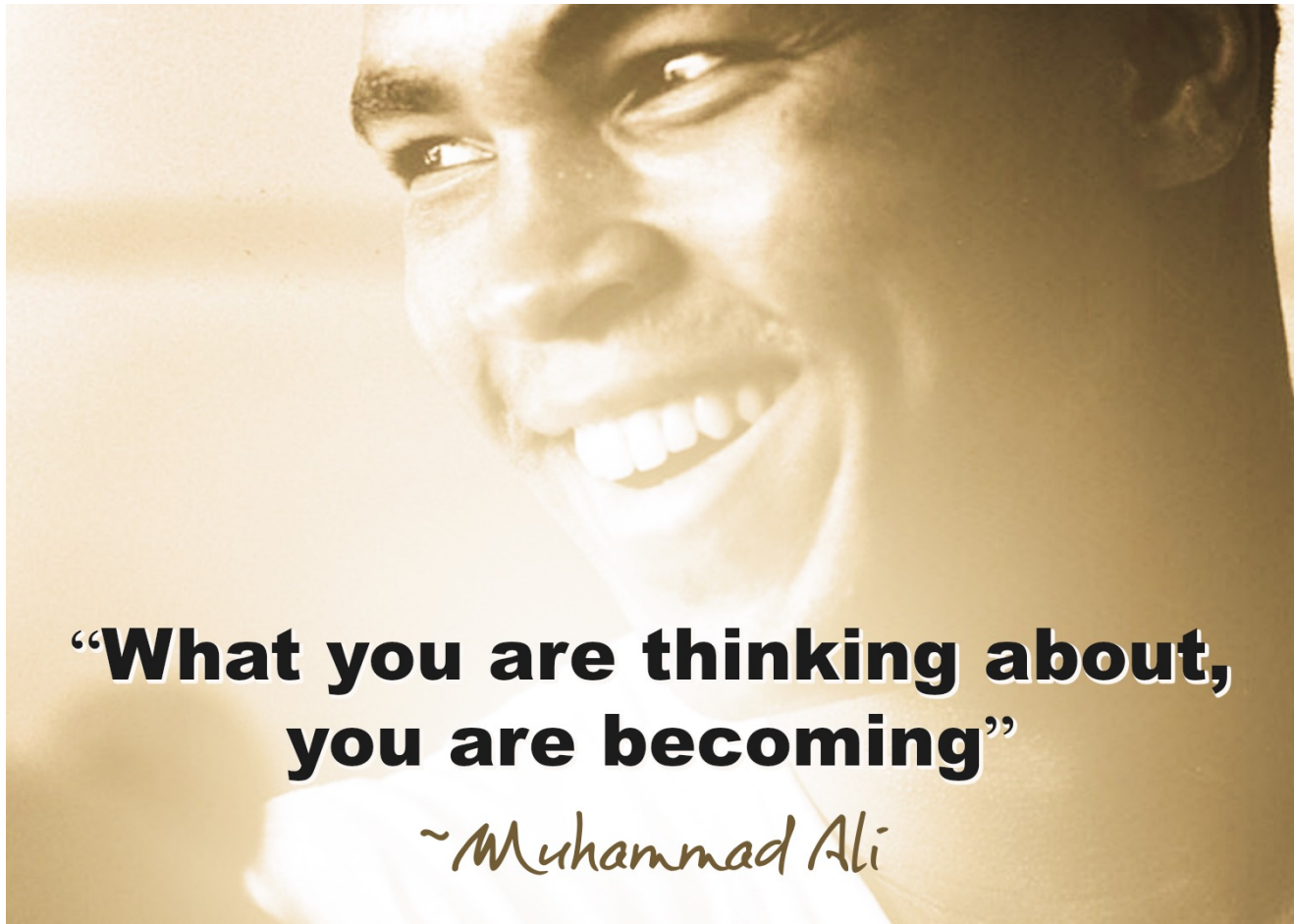


HEARTFULNESS

PASSION, POWER, PERFORMANCE



EXECUTIVE SUMMARY

Science Shows 70% Of a person's Thoughts Are Negative (University of Texas, 2013). It has a direct negative impact on all aspects of our lives: body, relationships, work, success, etc.

As a matter of fact, 87% of Today's Work Force is Emotionally Disconnected and Less Likely to Produce (Gallup, 2013). A whopping USD300 Billion Annual Added Expenses for Corporations due to Stress, Healthcare and Absenteeism (Gallup, 2013).

Following the latest scientific studies, by adopting the 4 principles of Heartfulness (physical exercise, mindfulness, gratitude and words), we transform negative thought patterns into positive ones and live positive, empowered, open-hearted lives.

“There is no more powerful source of creative energy in the world than a turned-on, empowered human being.”

~ John Mackey, Whole Foods CEO

DEFINITION OF HEARTFULNESS

1. Quality or state of being fully conscious of oneself, in total congruity or alignment with all the levels of oneself (conscious and sub-conscious, mind, body and soul are in total harmony).
2. A state of being achieved by practicing 4 main pillars: use of positive words, mindfulness, gratitude (fostering the constant use of feelings instead of emotions) and physical exercise.

SCIENTIFICALLY PROVEN

Heartfulness is based on 4 renown principles:

WORDS

By replacing negative thought/words patterns by positive ones, practitioners:

- reprogram their cerebral cortex, creating new neuron connections instead of destroying them (Source: Words Can Change your Brain by Pr Mark Robert Waldman)
- positively affect their body through reprogramming your water cells (Emoto, 1994)
- positively alter their DNA (Fosar-Bludorf, 2011)
- positively affect their surrounding and environment (including exchanges with others) (MIT, 2014)
- and more



Heartfulness is based on 4 simple pillars: physical exercise, mindfulness, gratitude, words.

“Heartfulness positively impacts bottom line profitability.”

-ARNAUD SAINT-PAUL

MINDFULNESS

By practicing regularly mindfulness, practitioners:

- experience lower stress levels (Dr. Jon Kabat-Zinn)
- increase intelligence and motivation (Dweck, 2007)
- reduce pain (Sherkin-Sherman, 2016)
- increase productivity +31% (Harvard Business Review, 2012)
- increase creativity +300% (Harvard Business Review, 2012)
- and more

GRATITUDE

By using gratitude on a daily basis, practitioners:

- become more optimistic (Emmons & McCullough, 2003)
- increase well-being (Emmons & McCullough, 2003; Personality and Individual Differences, 2012)
- experience emotional and interpersonal benefits (Emmons & McCullough, 2003)
- enhances empathy and reduces aggression (University of Kentucky, 2012)
- sleep better (Applied Psychology: Health and Well-Being, 2011)
- improves self-esteem (Journal of Applied Sport Psychology, 2014)
- increases mental strength (Behavior Research and Therapy, 2006)
- get faster to goals (Gratitude & Goals by Stacey Grewal)

EXERCISE

By having physical exercise every day, practitioners:

- decreases depression and stress (Babyak et al, 2000)
- foster long term happiness (Babyak et al, 2000)
- become more successful (Shawn Achor, 2015)
- eat healthier (Shawn Achor, 2015)
- feel more confident (Shawn Achor, 2015)



CONCLUSION

Heartfulness is a personal and professional strategy to improve performance, productivity and overall well-being. Based on four well-recognized principles (physical exercise, mindfulness, gratitude and words), leaders practicing Heartfulness positively impact bottom line profitability. The latest scientific research studies conclude that heartfulness is the solution that companies are seeking to overcome persistent challenges in complex business environments.