

Applying the Benefits of Modern Medicine and Psychology to Boost the Corporate Bottom Line

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Catapulted into the 21st century, corporations are competing to master technologies and techniques, which might strategically grease the wheels of their forward momentum. Corporate climates demand peak performance from a frequently down sized and stressed out workforce. Executives are stretched thin by the daily expectations of them to be efficient, productive and creative. The human head can hold only so many facts, the human body can perform only so many tasks, and the human psyche and soul can withstand only so much stress. Or are there ways for mind, body, and spirit to deliver more?

Developing parallel to the corporate pressure-cooker climate are the advances in wellness research which come out of Western and Eastern medicine and psychology. When applied in the work setting, these advances are just what wise CEO's and their executive teams might next incorporate for individual and company progression. Although the list is long, the following are just a suggestion of what mind-body wellness departments in prestigious hospitals and medical schools are discovering. When added to the chemistry of corporations, these cutting edge discoveries could potentiate better employee wellness, output and company revenue.

- There is a powerful influence of aromas on both mind and body. By utilizing a small essential oil diffuser (costing less than \$100.00) in one's personal workspace and/or the company boardroom, experiences of anxiety, anger, confusion, discouragement, frustration and restlessness can be transition within minutes into productive states of mental clarity, relaxed receptive mood, and enthusiastic creativity. There are documented effects of fragrance on the nervous system with the defusing of therapeutic grade essential oils and a corresponding impact on mental and physical well-being. The science of smell can be easily introduced into the work and sleep space to promote rest, elevate mood and energy, and foster focused productivity.
- Every living thing has an electrical frequency. The biofrequency of humans can be measured. A healthy body typically has a frequency ranging from 62 to 78 megahertz (MHZ). The higher the frequency of an individual, the greater mental/physical/spiritual health he or she possesses. Many things have been shown to decrease biofrequency. Holding a cup of coffee (without drinking any) can drop a person's frequency by 10 MHZ within three seconds. The frequency returns to normal when the coffee is put down. A sip of coffee can decrease biofrequency by 10-15 MHZ in three seconds and take three days for the frequency to return to its initial level. Negative thoughts have been shown to lower human frequency by 12MHZ and positive thoughts to raise the measured frequency by 10 MHZ. Prayer and meditation increased the measured frequency levels by 15 MHZ. Utilizing therapeutic grade essential oils, thru smell or application to skin raised frequencies even higher, going as high as 320 MHZ, which is the frequency of rose oil.
- The intentional or unintentional use of mental images and thoughts create physiologic and emotional results. To worry is to imagine a future scene and to have an emotional and psychological response to it, even though nothing has yet happened. Worry and other

stressful emotions produce physiological weakness and deficits in health, creativity and productivity. Utilizing proven techniques in holding positive intentions, positive images and positive emotions (such as gratitude, curiosity, loving, optimism, forgiveness and hope) has been shown to improve physical and emotional well-being, to foster an experience of meaning and fulfillment life, and to actually produce the specific outcomes which are intended and imagined.

- Research from the emerging field of Positive Psychology and from a Gallup study of over two million people provides tools to assess one's signature strengths. Once individual strengths have been identified using Internet accessible profiles, strengths can be claimed and sharpened to create what is being termed "the good life." The good life consists in deriving fulfillment by using one's signature strengths everyday in the main realms of living. Strengths, once recognized can be leveraged for powerful results at three levels: for personal development, for success as a manager, and for the success of the organization.
- Performance, health and happiness are grounded in the mindful management of one's energy. Within corporations, leaders are the stewards of organizational energy. The skillful and productive expression of energy, individually and organizationally can be effectively mastered using easily learned techniques involving breath awareness and mental focus. Enduring high performance is possible by mobilizing and directing key sources of personal and collective energy. The traditions of the East and West can be adapted to provide performance, well used within business environments.
- Unlocking one's highest potential can now be promoted with the utilization of portable technology to elevate brain chemistry and to modulate brain wave activity. More than 100 research studies have identified a refined technology of mild brain stimulation to be dramatically beneficial in decreasing anxiety, insomnia, depressive symptoms, pain, stress related complaints and addictive disorders. Decades of brain research have now condensed this micro current technology into a walkman size unit with wires, which unobtrusively clip to the earlobes. When passively used for only 30 minutes a day, while working or playing, research shows a decrease in (the frequency and intensity) health and sleep complaints stress and tension. Studies have also shown benefits for attention deficit, fibromyalgia, and chronic fatigue syndrome. If used by individuals throughout an organization, the collective benefits could potentially decrease the costs of stress-related illnesses and enhance maximum productivity, focus and creativity.

With the multidimensional challenges that corporations juggle, advances in the fields of positive psychology, mind-body medicine and complimentary therapies have a definite role in the workplace. Simply by introducing and sustaining subtle shifts in breath, thought, fragrance, emotion and/or brain activity, individual and collective efforts are potentiated. These skills can be taught, techniques can be mastered, tools can be incorporated, and leaders can be coached. Executives of the 21st century do have available for their use the skilled application of cutting-edge methods for greater energy and enlightenment.