

The Short, Surprising Story of The . . .

# Fun-Duh-Mental Five

A Strikingly Different and  
Remarkably Effective Solution to  
Today's Workplace Wellness Dilemma



# Here's the *“Short”* part of the story:

This presentation contains only 20 slides and can be viewed in less than four minutes.



# Here's the *“Surprising”* part:

Four minutes from now, you just might be saying to yourself:

**“This makes sense! Why haven't we been doing this all along?”**

# The **Fun-Duh-Mental Five** is designed to deliver these specific benefits:

- Protect your investment in workplace wellness
- Optimize employee engagement in your current or planned wellness initiatives
- Boost employee communication and morale



# Here's how this works:

We replace the complexity and negativity of what your employees **think** they have to do to take charge of their health . . .



. . . with the confidence and self-belief that comes with the **expectation and validation of personal achievement.**

# The **Fun-Duh-Mental Five** Is Not Another Wellness Program

**That's why it works!**

It removes the real and perceptual barriers to Successful Engagement:



- It doesn't take time out of the day
- It is not stress-inducing
- It's not about sacrifice or deprivation
- It is positive, affirming and non-judgmental
- It can actually be **FUN** (*This is not a typo*)

# Here's the behavioral premise:

In order to improve health outcomes, your employees must **Change their Behavior**. That's something we humans aren't fond of doing.

In fact, we will do so only when we believe two things:

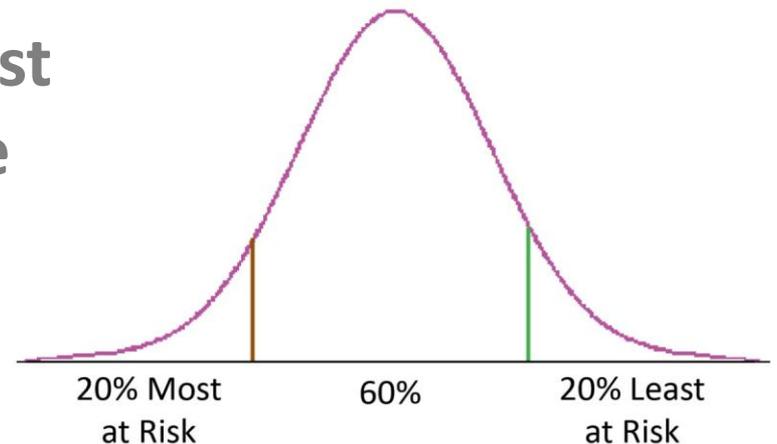


1. This is Worth It (I'm Motivated)
2. I Can Do This (I'm Confident)

# Here's the Challenge:

While most of your employees are **motivated** to improve their health, few are **confident** they will be able to do so.

And it's no surprise that the least confident employees tend to be those who are most at risk for preventable chronic illness.



**It's that 20% of your employees who can account for 80% (or more) of your healthcare costs.**

# Confidence comes from success:

The **Fun-Duh-Mental Five** are modest, but meaningful changes in daily behavior that provide the powerful affirmation of self-belief that only comes from personal achievement.

## Here's how it works:



First of all, If  
your employees  
are having

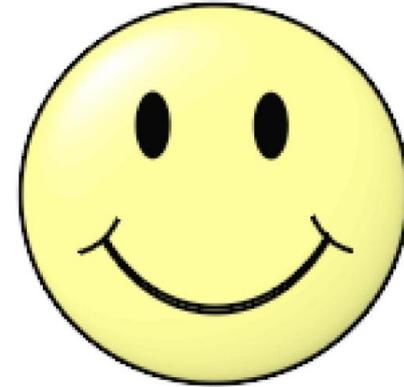
**Fun**



they are much more likely to be fully **engaged** in  
whatever initiative you're offering.

*(It's no more complicated than that.)*

# Fun? Fun?



This is serious business.

What's Fun got to do with it?

Everything . . . if you want to be successful!

Laughter really is the Best Medicine.

It's free, we crave it and it's the best way we know to turn a **"Have-to"** into a **"Want-to."**

Second, be smart about your messaging.

If you point out that: “An apple is healthier than a candy bar,” your employees will go: “Like . . .



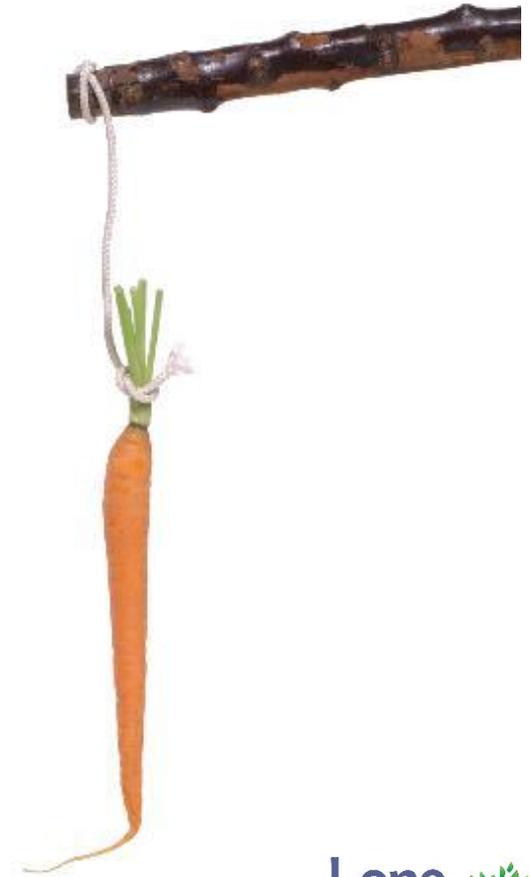
**Duh!”**

So don't insult them by telling them something they already know!

Here's a “Duh” that many employers still don't get:

## Perception is Reality

No matter how attractive the incentives, if your employees believe that what you're offering is being done “To” them, rather than “For” and “With” them, it will fail.



# Another “Duh:” When your employees hear:

**Eat This!**

**Don't Eat That!**



**Do This!**

**Don't Do That!**



**They'll probably do the exact opposite!**  
*(Nobody likes being told what to do.)*

Finally, we know that what goes on in your employee's heads determines what they're willing and able to do with their bodies.  
It's all . . .

# Mental

Henry Ford said it best:

**“If you think you can, you will.  
If you think you can't you won't!”**



In other words, your employees need a **P.M.A.\***

Easier said than done, you say? Here's How:

**Social Neuroscience tells us that it's easier for people to act their way into better feeling than to feel their way into better action.**

We call this "Achieve and Believe." We've been doing this since 2005. And it works.

**\*Positive Mental Attitude**



We will prime your organization for success by starting a new, *Re-framed\** conversation about health and well-being, one that is:



Positive  
Realistic  
Relevant  
Non-judgmental  
Fun

*\*We scrupulously avoid all negative language, images and references, (including the word, “wellness”).*

# We'll talk about eliminating **Barriers**

Want to do some weight-resistance training to ward off osteoporosis?



Drive to  
the gym  
and lift this

**OR**



Stay home  
and lift this

# We'll talk about “Options of First Resort”

Have one of  
these

OR

Drink a glass  
of this

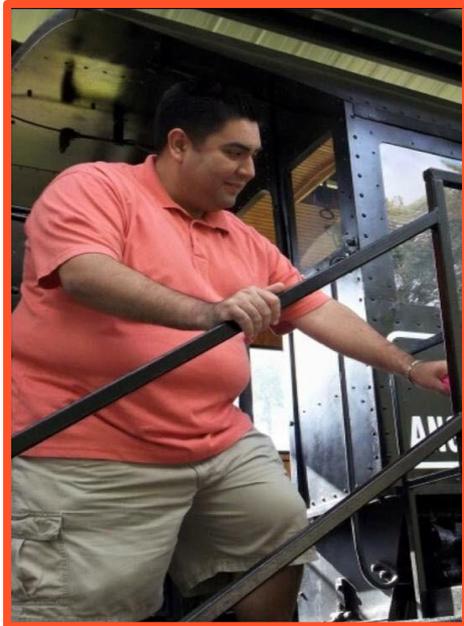


Look & Feel Great  
**LAP BAND**  
**\$8,888**  
Most Experienced Team  
of Lap Band Doctors  
*-Melissa Lost 85 lbs*



**Both will give you a  
feeling of fullness so you eat less.**

# We'll talk about **Self-Belief**



**Jesus Rubalcava, A LoneStartNow  
Achiever and Believer**

# We're ready when you are.

Before we can have that conversation with your employees (and your leadership), we need to have a conversation with you.

Call us at: 512-894-3440

Email me at: [jayseifert@lonestartnow.com](mailto:jayseifert@lonestartnow.com)

