



> **Building a High Performance Organization**
Inspired leadership. Sales growth. Service excellence.

If you want an organization to achieve top performance, these three elements are crucial. Based on more than twelve years of research into the physiology of high performance, HeartMath has created the first scientifically-validated suite of business programs that help leaders and organizations achieve breakthrough, sustainable results. Our programs have been proven with over 50,000 executives, managers and associates on four continents.

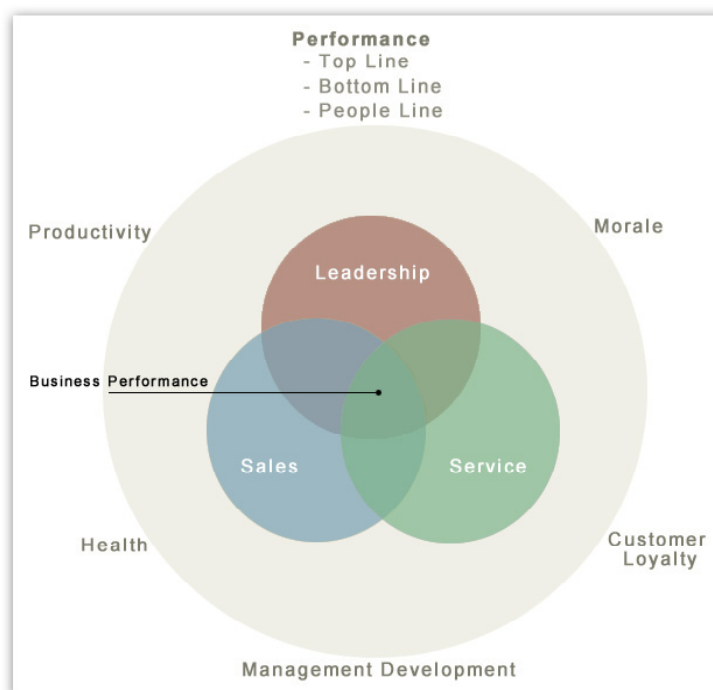




HeartMath Core Business Programs

> Through work at such clients as Hewlett-Packard, Liz Claiborne, Boeing, Cathay Pacific Airways, BP, Motorola, Cisco, Shell, and United Technologies, HeartMath's innovative approach to personal and business performance has been validated. The result: a set of core programs that powerfully impact the major strategic objectives every organization faces.

BUSINESS PERFORMANCE



The Power of Coherent Leadership

The pressures on executives to perform exceptionally, while growing into an ever-changing role as leader, are intense. Coherence – clarity, focus, synchronization – is essential. Helping employees keep up with the pace of change that leaders envision is equally important. HeartMath's unique science-based model gives leaders skills to:

- Build trust as a leader and learn how to trust staff and team members.
- Increase self awareness and perceptual abilities for effective decision making.
- Increase mental clarity for strategic planning and implementation.
- Reduce mental, emotional and physical fatigue in order to initiate effective action.
- Achieve business mission coherence across all organizational levels – executives, managers, and associates – towards a common and measurable organizational goal.



The Power to Maximize Sales Performance

Emotion plays a key role in every selling situation. Emotions fuel a sales professional's motivation, attitude, and confidence. They often determine whether or not the sales professional gets invited back. Most importantly, they impact mental function and overall health and well-being. Yet more time is spent training sales people on how to manage information than on how to manage—and leverage—the emotional content throughout the sales process.

The program is designed for:

1. *Sales Executives* – To boost top line and convert strategic plan to coherent tactical sales plans.
2. *Sales Managers* – To grow the sales pipeline and shorten sales cycles.
3. *Sales Reps* – To develop new leads, close business and build long-term relationships with their clients.

Participants learn to:

- Improve ability to identify and prioritize targets
- Develop coherent negotiating and interviewing skills
- Build the confidence to effectively handle objections and recover quickly from rejection
- Apply out of the box thinking to sales plans and strategies
- Increase personal energy levels
- Shorten sales cycles

The Power of Coherent Customer Service

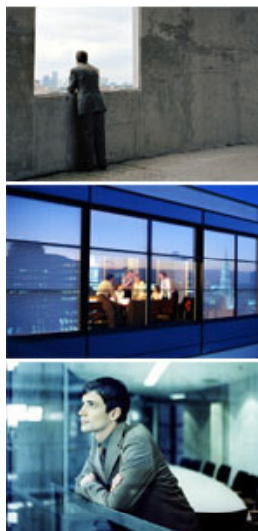
HeartMath has created a concise 8 Step Plan for call center, tech support, and customer service operations, providing the tools for high performance, minimal stress and increased profitability.

- Reducing costs of disability, absenteeism and agent stress.
- Increasing customer contact value.
- Enhancing agent well being to produce delighted customer and increased customer loyalty.
- Reducing training time, learning curve and associated costs.
- Improving staff retention.



"...HeartMath's Inner Quality Management system has provided ideal and simple tools for the internal transformation within our people. The results speak for themselves. Our airline, Cathay Pacific, now prides itself on delivering an individual style of service, straight from the heart. This has resulted in consistently being rated as having the best in-flight service in the world."

Peter Buecking, Director, Sales and Marketing,
Cathay Pacific Airways Ltd, Hong Kong



Leadership Case Study

- 75% of executives experienced dramatic improvements in performance, resilience, health, and leadership effectiveness.
- Blood pressure improved 10.6 points in systolic and 6.3 points in diastolic pressure at a Fortune 50 company. Cost savings in protecting executive health can be substantial.

Sales Case Study – Computer Services Firm

- Assisted turnaround for division with annual revenues of \$25M.
- Won new contracts totaling \$45M in three week period.

Call Center Case Study – Fortune 50 Technology Company

- 67% decrease in desire to quit
- 50% reduction in agent stress
- 38% improvement in staff communication
- 33% improvement in listening to customers
- Achieved 17X return on investment

Health Care Organization Case Study

- Reduced employee turnover by 50%
- \$1.5M in savings over two years
- Improved customer satisfaction by 27% in first year
- Achieved #1 rank nationally in employee satisfaction



"Being at the vortex of the high-tech industry is very stressful. Using the HeartMath techniques has literally added ten years to my life."

Patricia B. Seybold,
Author/Management Consultant
Patricia B. Seybold Group



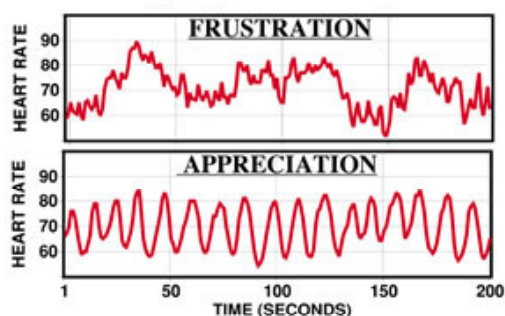
What Makes HeartMath Unique: Key Scientific Discoveries



HeartMath's powerful outcomes and organizational benefits arose from more than 12 years of in-depth scientific research into the physiology of high performance, both for the individual and the organization. Our key discoveries include:

- High performance results from a balanced integration of mental, emotional and physiological factors.
- Emotional stress is the prime disabler of high performance. Stress reduction is key to increased health and performance, but relaxation alone is not enough.
- The heart is immediately affected by emotional change, and in turn, profoundly affects cognitive function, i.e., mental clarity, strategic thinking, decision-making, and communication skills.
- This heart-brain link can be managed by the individual, resulting in dramatic leaps in performance and productivity.

Changing Heart Rhythms



Chaotic rhythms in the heart, created by "negative" emotion, inhibit brain function. Coherent rhythms, created by positive emotions, enhance brain function.

The Award-Winning Freeze-Framer® Learning System

A key factor in the effectiveness of HeartMath's programs is the Freeze-Framer technology, our patented, interactive learning system and heart rate variability monitor. Participants learn to use this innovative technology to monitor and change heart rhythm patterns, reducing stress and improving energy and overall health everyday. This technology has a dynamic, positive effect on stress levels, mental clarity, creativity and insight – all key factors in determining performance. HeartMath's Freeze-Framer won TMC Labs' 2003 *Innovation Award*.



HeartMath's research studies have been published in peer-reviewed journals such as *American Journal of Cardiology*, *Journal for Advancement In Medicine*, and *Stress Medicine*.



Whether it's a client like McKinsey or Boeing, HeartMath partners with executive teams to map our business programs to our client's business drivers, focusing on short- and long-term ROI. We're not satisfied with delivering solutions unless they dramatically impact on top line, bottom line, and people line.

Featured in the *Harvard Business Review*, our innovative *Inner Quality Management* (IQM) framework is the basis for a range of pragmatic, high-impact business programs designed for leadership teams, sales organizations, customer service groups, and all functional levels. *IQM is our process for helping people in organizations rapidly develop coherence, which in turn, drives the new behaviors that create organizational excellence.*

With headquarters in the United States, and sister organizations in the U.K., South Korea and Australia, HeartMath serves a range of global clients, including Fortune 100 companies, businesses of all sizes, government agencies, the military, health care organizations and human services agencies. Founded in 1991, HeartMath combines research-based techniques and unique technology to help companies manage the stress of change and uncertainty, and bring organizational coherence to its workplace. Our easy-to-use solutions dramatically boost health *and* performance for both the individual and the organization.

HeartMath's Inner Quality Management programs are a powerful blend of scientifically researched tools with practical application. Our blended learning approach features:

- Leading-edge scientific information on human performance
- Interactive exercises
- Practical tools that can be applied immediately
- Multimedia education including video and CD-ROM
- A set of techniques to manage stress for health and well being
- Hands-on practice with the award-winning Freeze-Framer™ interactive software
- Web conferencing and coaching options
- Multi-contact format to ensure sustainability
- Psychometric assessment and KPI measures



"The most noticeable outcome from the HeartMath program has been a shift in the relationships in the management team, which was immediately noticeable by the staff and generated a positive, caring culture for our customers."

Laura Page, HR Director,
Mandarin Oriental Hotel, San Francisco



HeartMath Contact Information

Questions. Proposals. Next Steps.

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“Like many organizations, the organization I work for is performance driven -it's data driven- and people like to see the proof that something works. HeartMath gives you that proof.”

Chris Roythome, M.D., Chief Medical Officer, BP



Select Client List

Business and Industry

Adobe Systems, Inc. · AT&T · Bank of Montreal (MBanx) · Boeing · BP · Canadian Imperial Bank of Commerce (CIBC) · Cisco Systems · EMC · Harley-Davidson Motor Co · Hewlett-Packard · HSBC · Liz Claiborne · Lockheed · Mattel · Motorola · Packard Foundation · Pitney Bowes · Purolator · Prudential Securities · Shell · Sprint PCS · Sony · Stanford Graduate School of Business · Tellabs · Unilever · United Technologies



Health Care

Columbia St. Mary's Hospital · Deaconess Hospital · Delnor Community Hospital · Kaiser Permanente · Memorial Hospital · Methodist Hospitals of Dallas · Riverside Healthcare · Shands at AGH · Sierra Providence · St. Joseph's Hospital · Swedish Hospital



Federal/State Agencies

BART (Bay Area Rapid Transit) · California Department of Justice · California Department of Corrections · CalPERS · Federal Aviation Administration (FAA) · Jefferson Government Relations · Phoenix Fire Department · San Francisco Sheriff's Department · San Jose Bureau of Fire Prevention · U.S. Forest Service

