



Implementing the *Fun-Duh-Mental Five*™

The *Fun-Duh-Mental Five* approach to employee engagement is not another wellness program. It is specifically designed to overcome the four critical shortcomings of most existing workplace wellness programs.

- Cost
- Complexity
- Administrative burden
- Failure to achieve and sustain desired outcomes

Fun-Duh-Mental Five is based on established principles of social neuroscience and behavioral economics. It reflects the insights we have gained working with thousands of real people living real lives during the past eleven years. This **turn-key approach** to optimal employee engagement consists of three operational components:

1. Pre-event Consultation and Interest-Building

- We will consult with your leadership and wellness team to get a sense of what programs and strategies have been or are being employed.

- Because careful and consistent messaging is crucial to our behavioral engagement approach, we'll provide clear, straightforward guidelines for the promotion of the Fun-Duh-Mental Five presentation experience.
- Based on your input we will prepare customized pre-event promotional content designed to create a positive "buzz" among your employees in anticipation of the upcoming on-site presentation experience.

2. The On-site Interactive Presentation Experience

- This is the essence of what we do. This in-person, interactive presentation experience is informative, motivating, entertaining and provocative. We quickly break down the real and perceptual barriers to success and create the realistic expectation on the part of your employees that they can immediately begin to make modest, but meaningful improvements in their health and well-being.
- We provide customized content for hand-outs to presentation attendees. These are designed to reinforce a simple, positive coherent message and promote the opportunity for you and your employees to join together in a renewed effort to improve health outcomes.

3. Post-event Support and Follow-Up

- We consult again with your wellness team to reinforce your *Fun-Duh-Mental Five* approach to employee engagement and ensure the clarity and consistency of your post-event messaging.