



The People Behind LoneStartNow

LoneStartNow was founded in 2005 by Melinda and Jay Seifert as a response to confusing, conflicting and sometimes fraudulent “information” promoted by organizations and individuals in the name of “wellness.”

Their survey of available workplace wellness programs revealed either overly simplistic or confusingly complex strategies based on an outmoded “diet and exercise” model that failed to address the real needs of real people living real lives.

Their response was *Achieve & Believe*, a cost-effective, intuitive engagement strategy based on established principles of social neuroscience and behavioral economics. By creating (and immediately validating) the realistic expectation of success, people are able to experience the essential “proof of progress that only comes from progress itself.”

Melinda earned her Bachelor's degree at Newcomb College and her Master's degree in Allied Health Sciences at Tulane University. Melinda is responsible for developing all LoneStartNow content and communications.

Jay earned his Bachelor's degree at Miami University and his Master's degree in Social Psychology at Tulane University. Jay is the primary on-site *Prime For Success* presenter and is available to deliver his inspirational and provocative message of self-motivated success at corporate and association events.