

TRAINING FOR PEAK PERFORMANCE
YOUR BUSINESS ISSUES ARE IN YOUR TISSUES

white paper

Incorporating Emotional Reviews in executive coaching,
corporate wellness and team building programs
to increase the happiness factor,
reduce stress-related healthcare costs
and increase productivity, loyalty and retention

SUMMARY

This white paper is intended to empathize with challenges around managing down employee challenges and managing up productivity and effectiveness for individuals and teams.

It offers unique solutions that deal with core reasons (vs. symptoms) and if implemented will produce fundamental change in the way staffs perform. It argues for using limited resources to effect root causes rather than attacking symptoms of ineffective behavior.

Table of contents

	Page
Problems:	4
Productivity	
Interpersonal conflicts	
Healthcare costs	
Employees loyalty, productivity and retention	
Solutions - Emotional Reviews & new frameworks for Executive Coaching	7
Why Executive Coaching & Emotional Reviews need to be outsourced	11
About trainers	14
About PhysioEmoDynamics Institute	10
Conclusion	16
Next step	16

PROBLEMS

- As a business owner, HR leader or department manager you have tried everything and cannot get employees to break destructive and inefficient personal habits that wind up costing you money and productivity. Individuals waste an average of more than two hours each workday. Time wasting takes many forms. Surfing the internet, socializing with co-workers, wandering around the workplace, personal phone calls and emails, smoking breaks, extra coffee breaks, procrastinating and spending excessive time 'planning' work rather than actually doing it are the most obvious ones, but there are many others.
- In the era of increased flex time, telecommuting and remote teams, face-time decreases and email exchanges cause unnecessary emotional conflicts - employee relationships suffering due to misinterpretation of the written word. With raised levels of conflict and discomfort, employee loyalty and creativity is negatively affected, and talent is lost.
- Stress caused by conflicts and crisis lead to stress related health issues. Your health care costs are rising and there's no end in sight.

Why does it all happen?

DECREASED PRODUCTIVITY:

Surveys asked employees **why they engaged in time-wasting activities**. The main reasons they gave were:

- They believed they were underpaid or undervalued;
- They did not have enough time outside working hours to attend to personal commitments;
- They did not have enough to do at work and needed to fill in the time;
- They had previously raised grievances and other problems with management, but no action resulted. Time wasting was a form of pay back or retribution.

While job dissatisfaction is clearly a factor, many employees believe that they will not easily find a better job, so they remain with their employer and use time wasting as a coping mechanism.

Bottom line: employees' beliefs and destructive emotional states cause workplace inefficiencies.

INCREASED INTERPERSONAL CONFLICTS:

Increased use of communication technologies takes away from authentic human interactions and offer more opportunities for misperceptions and interpretations that dramatically increase amount of emotional triggers that each employee experiences during his / her work week.

People perceive the world not as it is but as they are. Employees react to external events blaming others of unfairness, hostility, arrogance, jealousy etc. They rarely realize that the real cause of conflicts might be their own sensitivities that have little to do with what is actually happening at work. Real reasons for triggers might be the inability to intelligently process past traumas, current family crisis, loss of loved ones, and other events that cause emotional distress. Conflict is often caused by one employee projecting onto another or others – it can be projections of their fears, doubts, unprocessed anger or other repressed emotions.

Interpersonal conflict has always existed, but now more than ever organizations need to put more attention towards developing programs that help employees better understand their emotional life.

Bottom line: employees' beliefs and destructive emotional states cause workplace imbalance.

WORSENERD EMPLOYEE HEALTH AND HEIGHTENED HEALTHCARE COSTS:

87.5% of health care claim costs are due to an individual's lifestyle.

Source: Indiana University-Purdue University, Fort Wayne (IPFW) Study, 2006

And by “lifestyle” we mean not only activities in which employees indulge, but also their habits and beliefs that drive addictions and emotional patterns .

Statistics show for every 100 employees:

- 25 have cardiovascular disease
- 12 are asthmatic
- 6 are diabetic
- 26 have high blood pressure
- 30 have high cholesterol
- 38 are overweight
- 21 smoke
- 31 use alcohol excessively
- 20 don't wear seat belts
- 24 don't exercise
- 44 suffer from stress

Source: Department of Health and Human Services

High percentages of stressed employees smoke, eat, drink, gamble or shop to distract themselves. Overeating alone is said to cost companies more than \$13 billion a year in medical costs and productivity.

The question is, from what are they trying to distract themselves?

Self-defeating behaviors are the result of stress, conflicting beliefs, and resulting attitudes, habits. It's no surprise traditional management approaches fail to make more than a minor difference.

The alarming spike in the incidence of reported stress among employees in recent years and its impact on the bottom line has made the management of stress an urgent business strategy for companies worldwide. The rising figures are hard to ignore. Nearly three-quarters of American workers surveyed in 2013 reported experiencing physical symptoms of stress due to work.

Whatever the root causes, stressed employees tend to be fatigued, prone to mistakes and injuries, and are more likely to be absent. And most significantly, they incur healthcare costs at least twice as high as for other employees. The consequences of stress-related illnesses, from depression to heart disease, cost businesses an estimated \$200 to \$300 billion a year in lost productivity. Workers who are stressed today can be disabled tomorrow.

THERE ARE SIGNIFICANT COST SAVINGS POSSIBLE FROM IMPROVEMENTS IN EMPLOYEE HEALTH AND WELLNESS.

Studies show a median of over \$3 return on investment for each dollar spent on employee health and emotional wellness programs yet with existing methods there is a limit to coaxing and educating people to inner freedom and wisdom.

Convincing employees to take preventive measures is the biggest obstacle to achieving those goals. The Chicago-based Midwest Business Group on Health released a study in 2012 that said 88 percent of employees don't understand the value of preventive services, and 56 percent said they have no motivation to stay healthy. Again, notice the resistances exist based only on thoughts that cause them to ignore the facts.

Since a large part of the root cause of chronic conditions involves attitudes and behavioral choices, the prospect of reducing their prevalence appears daunting and promising at the same time. Attitudes and behaviors may be resistant to change, even when the desire to change is there, **unless root causes are addressed**. Moreover, people often encounter significant barriers because of messages they receive in their social and physical environments. On the other hand, the actions that would eliminate much of the morbidity and mortality in our country are clear, and to a large extent these are practicable measures that the average person can take. By changing the way they live, Americans can change their personal health status dramatically. Americans could save themselves, their employers, and the nation substantial amounts of money if they took certain measures that are well understood and relatively modest in scope. (Why don't they?)

From conclusion to US Dept. Health and Human Services Report.

Bottom line: Employees' beliefs and destructive emotional states cause health dysfunctions and lead to increased healthcare costs.

So, HOW DOES YOUR ORGANIZATION OR DEPARTMENT DEAL WITH UNPRODUCTIVE AND HEALTH HARMING EMPLOYEE BELIEFS AND DESTRUCTIVE EMOTIONAL STATES?

SOLUTIONS

The effective approach goes beyond offering ways to mitigate the symptoms that create chaos in the lives of employees and increase costs for the business; it deals with root causes for the behaviors.

People operate based on a complex system of subconscious or poorly understood beliefs and habit patterns that create chaos in human interactions and resistances to the flow of energy in their lives.

Transformational technologies open individuals and teams to shift perspectives, change beliefs, gain vital energy and focus, see through miscommunications, handle uncomfortable feelings, expand possibilities, eliminate resentments toward teammates and reframe misperceived interpersonal problems.

EMOTIONAL REVIEWS CAN HELP EMPLOYEES CHANGE THEIR RELATIONSHIP TO THEIR THOUGHTS AND EMOTIONS WITH A SINGLE SESSION!

It is necessary for companies to promote and integrate into their organizations a practice of **Emotional Reviews** and bring external experts for **Executive Coaching** that can introduce new transformational frameworks.

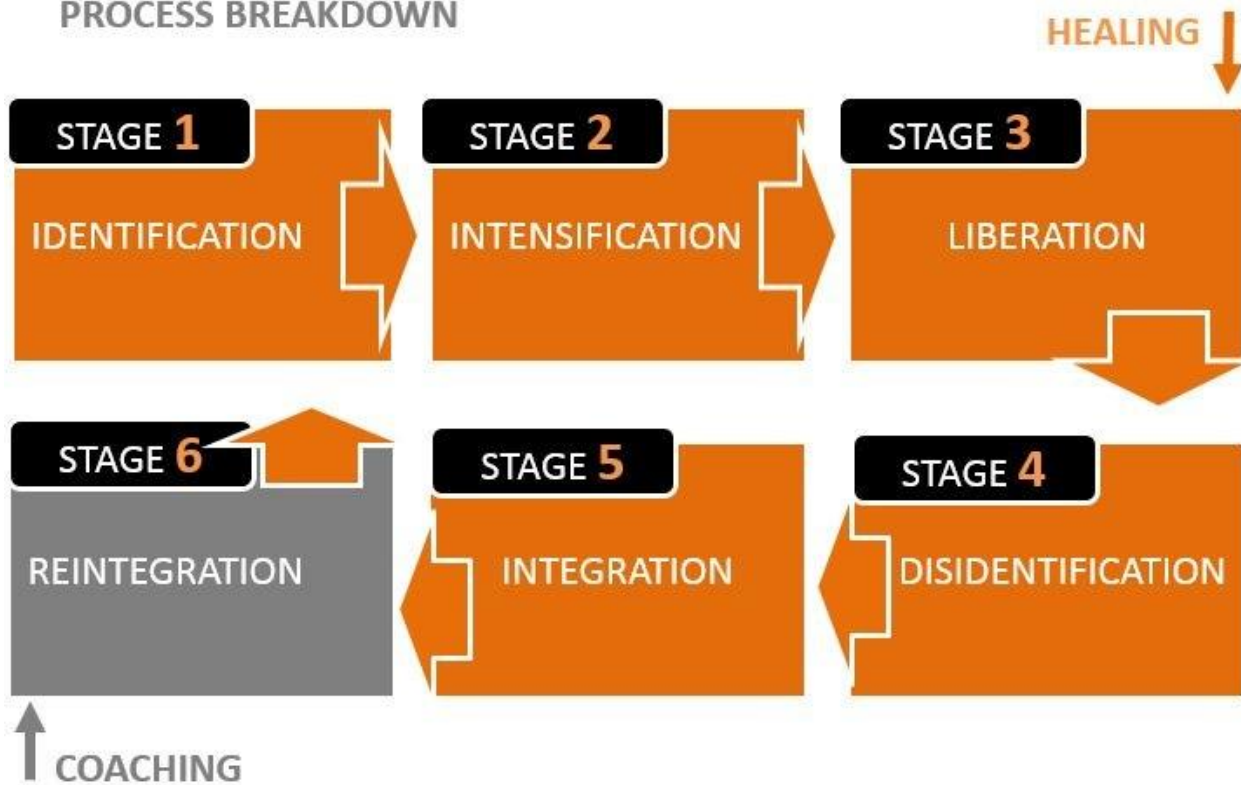
As part of the Emotional Review process, PhysioEmoDynamics Institute utilizes various transformational arts to get immediate results and shift individual and group dynamics.

The PhysioEmoDynamics Method is a revolution in transformational human technologies that can instantly relieve unnecessary pain, suffering, and illness that cause companies millions in direct costs and lost opportunities. It can quickly access and heal the root causes of physical, mental, and emotional suffering for employees and increase their productivity, significantly reduce healthcare costs, turnover and onboarding costs.

Results are achieved not only by well-structured conversational coaching, but also by non-threatening playful formats that can include physical movement, breath work, dance, dialogue, and many other forms of embodied engagement that activate and enhance the mind's natural self-healing ability to untangle self-defeating neural clusters and re-architect its mental structures.

A typical PhysioEmoDynamics session has following flow that incorporates both – traditional, conversational forms of executive coaching as well as emotional reframing, a recovery from cause factors and events-triggers:

PhysioEmoDynamics System®
PROCESS BREAKDOWN



Just one PhysioEmoDynamics session creates understanding for employees that letting go of negative emotions is easy and can be done instantly without involvement of lengthy, costly and unpleasant therapies or drugs. Team members are released from emotional turmoil, painful memories of humiliation or embarrassments triggered by relatively insignificant events in the workplace and wind up instead with a mind that is clear, ready to experience the organizational mission and commit to it in new ways that are aligned with personal fulfillment.

Companies and their employees are invited to realize that Emotional Review is a necessary ongoing procedure for emotional wellness. Similar to exercise for physical fitness Emotional Review should be practiced on a regular basis.

Emotional Review training programs leave individuals with the tools and understandings to better manage the stresses in their lives that lead to illness and ineffectiveness.

Our technologies are scalable and can be delivered individually to executives or to teams. We can do our transformational work on-site. We also propose retreats that last the number of days and reflect the specific needs particular to individual organizations.

EMOTIONAL REVIEW VS. PERFORMANCE REVIEW

Inefficiencies of Performance Reviews:

For almost 50 years now researchers have been saying performance reviews hurt more than they help. They point out that people are intrinsically, not extrinsically, motivated and thrive when given autonomy, believe they are being treated fairly and feel they have a chance to achieve.

Despite all evidence to the contrary organizations continue to make inaccurate assumptions about employees and performance reviews:

- That they help improve performance.
- That managers can fairly judge employee performance.
- That people are motivated by external rewards like money.
- That poor performance is caused by flaws in the employee like laziness or irresponsibility.
- That reviews protect the organization against lawsuits.
- That reviews create meaningful conversation between employees and management.

Perhaps in response to the anti-cooperation educational system and a belief in individualism, organizations continue to act as if individual contribution is primary when it is cooperative accomplishment that makes organizations effective. They insist, despite all the research to the contrary, on using individual performance appraisals.

Here is what's common in performance appraisal systems:

- Performance is rated or judged by someone else.
- Evaluations do not directly relate to the completion of projects.
- Every employee is measured using the same system.
- The process is connected to pay raise or promotion.
- Evaluations wind up in the employee's personnel file.

The performance review process is flawed because:

- It is inaccurate.
- It creates employee competition and jealousy.
- It unfairly assigns individual blame in teamwork settings.
- Undervalues teamwork and undermines cooperation in teams.
- It is frequently abused for personal attack by management.
- Managers unconsciously use unfair bias in their evaluations.
- It is intended to produce openness and trust but does exactly the opposite.
- It damages manager's relationships with their direct reports.
- It wastes time and resources.

There must be a better way to accomplish what performance reviews are intended to do, which is to allocate performance-based bonus pay, enhance employee career success, encourage self-esteem and assure mental and emotional health.

EXECUTIVE COACHING AND EMOTIONAL REVIEW – AN ALTERNATIVE TO PERFORMANCE REVIEW

So what should organizations do?

- Identify core values for which the company stands.
- Align hiring practices to attract and select those who match those values.
- Emphasize and reward those values.
- Have managers give feedback immediately vs. waiting for a “review”.
- Actually care about employee wants/needs and have processes in place to identify how those wants/needs are being met.
- Measure only data and deliverables.
- Have overall company success metrics as the single performance measurement.
- Offer as much freedom as possible to employees to work as they choose.
- Include the Emotional Review process for executives and staff.

ORGANIZATIONS USING AN EMOTIONAL REVIEW PROCESS CAN SUPPORT
EMPLOYEES IN REACHING THEIR FULL EMOTIONAL, RELATIONAL AND PHYSICAL
POTENTIAL.

Emotional Review experts can:

- Empower executive management to become transformational leaders.
- Substitute for and exceed the value of traditional executive coaching frameworks.
- Identify and release energy draining repressed emotions in safe environment.
- Bring awareness to employees’ blind spots.
- Reframe ineffective emotional patterns.
- Spread emotional intelligence throughout the organization.
- Create team-building practices like “loyalty to the absent”.
- Train instant evaluation and healthy feedback processes.
- Mitigate any negative effects of home, cultural and family of origin issues.
- Teach use of techniques to release strain and self-soothe.
- Teach and encourage practices leading to focus, fitness and fulfillment.
- Uncover accurate, honest, unbiased employee wants and needs.
- Educate understanding & coherence around core values of organization.

In conclusion, it is time for organizations to shift the assumptions they use to reward staff to be in line with long established research. Organizations need to start with clear values, use those values to hire, train and maintain the intrinsic motivation of everyone in the organization. Emotional review based processes value individuals, help staff reach their potential and maximize teamwork.

Why Executive Coaching & Emotional Reviews need to be outsourced?

Organizations should outsource performance review and executive coaching to someone using the Emotional Review process for the following reasons:

- Internal reviews are biased, subjective, conspiratorial and counterproductive.
- Mistakes and unfairness in internal reviews lead to negative feelings about the organization.
- The original reason for reviews was as a prophylactic against lawsuits and that need has not disappeared. Outsourcing to trained professionals mitigates against suits.
- Company politics work against employee honesty when it's internal
- To do it right internally diverts significant time, training and attention away from employee responsibilities.

Emotional Review requires a sense of trust and mutual respect that encourages the honesty and vulnerability to access deeply held experiences, beliefs and emotions. It is unreasonable to expect people to reveal their secrets to someone inside their organizational hierarchy, when their job security and reputation are at risk. Empathic outside professionals who can maintain confidentiality and protect the interests of the employee are needed to achieve the kind of introspection and change that serve the best interests of the employee and organization and provide the objectivity do so without causing those interests to conflict.

This process is crucial for Emotional Review to work and essential as part of the Executive Coaching process in the organization.

Creating an effective organizational culture depends on the coherent, consistent modeling of the cultural behaviors by those at the top. Executives need to recognize and understand concepts like projection, shadow, perpetrator and victim, servant leadership, loyalty to the absent and be able to teach and model conscious leadership for the organization. They will only be able to do this when they've sourced, faced and processed their own unconscious beliefs, shadows, blind spots, thought patterns and emotional tendencies. The competitive advantage awaits organizations willing to face the importance of emotional issues in organizational productivity and employee satisfaction.

Emotional Review for executives and staff provides a means to gain that advantage.

ABOUT THE TRAINERS



OLGA KOSTROVA: **Founder &** **Chief Transformation Officer,** **PhysioEmoDynamics Institute.**

Olga Kostrova is the creator of The PhysioEmoDynamics System and founder of The PhysioEmoDynamics Institute. Olga is dedicated to ending violence in the world caused by unconscious conflicts, by facilitating transformation in one person at a time and one organization at a time. She is now on a mission to spread her teachings to millions by training individuals to understand the necessity of Emotional Reviews, learn the most effective transformational frameworks, and acquire right understandings, tools and techniques.

Olga is a talented and ruthless master trainer and executive coach. She is a visionary, a social innovator and a serial entrepreneur with a series of successful ventures under her belt. Innovative to the core during her career Olga has worked for, consulted and started up technology, consumer and service companies.

Please see Olga's [speaker profile here](#).

See video TESTIMONIALS: <http://Youtube.com/PhysioEmoDynamics>

Olga Kostrova, a charismatic leader, eccentric visionary, technology entrepreneur and innovator, accomplished transformational practitioner and world citizen.

After receiving degrees from Kiev University of Economics and National Academy of Management, Olga held number of executive roles for various corporations and startups in Europe and across Northern America, leading marketing and business development teams. Later Olga founded number of companies in fashion, media, and information technology while in parallel pursuing her passion for human technologies.

As a philanthropist and social innovator, Olga traveled the world spreading her passion for social transformation, participating in opening schools in rural areas of developing countries, speaking on collaborative business models and sharing her vision about alternative business incubation approaches and social entrepreneurship.

2010 led her to profound transformation that caused Olga shifted her focus to a mission of expanding human consciousness.

Her advanced transformational method PhysioEmoDynamics gained recognition for its high success rate in instantly healing a variety of clinical conditions including depression, paralysis and many others. Her work helped to save people from suicide and murder.

What started as private sessions for healing and shifting awareness found application in corporate transformation in the form of training for better collaboration between cross functional and cross organizational teams.

Her dream is to spread her transformation method as well as framework of collaboration into prisons and orphanages and other high-risk groups.

After marrying Jan Hutchins, an accomplished leader, politician (former mayor of Los Gatos), television journalist, and yogi, the couple added started joint advisory practice and developed program that focus on personal and interpersonal transformation and its implications for individuals, families and our culture, including global business and politics.



JAN HUTCHINS:
Managing Partner &
Chief Inspiration Officer,
PhysioEmoDynamics Institute.

A former TV sports and news anchor, Mayor of Los Gatos, owner the Yoga Center of Los Gatos and now Managing Partner of PhysioEmoDynamics Institute, Jan Hutchins has been professionally involved with conscious transformational practices, health, sports, and yoga for nearly 40 years. His charismatic leadership, authentic spirit, healing energy, wisdom, sense of humor and attention to individual needs make his executive coaching sessions a transformational experience.

A Yale graduate (1971, B.A, History), Hutchins has lived transformation, excelling at several careers prior to becoming Executive Coach and trainer for PhysioEmoDynamics Institute. For 20 years he was an award-winning television journalist in the San Francisco Bay Area of Northern California in the United States. Being a charismatic speaker, he ran Community PR for the San Francisco Giants major league baseball team. He produced Emmy award winning children's television programs for American Champion Media, a company he helped take public to advocate emotional intelligence programming for kids.

He is active in the ManKind Project (mkp.org), an international organization dedicated to reclaiming the sacred masculine for our times. He continues doing his own inner work while helping initiate men into their masculinity as a Ritual Elder in his MKP community.

Please see Jan's [speaker profile here](#).

ABOUT THE INSTITUTE:

PhysioEmoDynamics Institute is a research, advisory and program development group focused on personal and interpersonal transformation and its implications for individuals, families and our culture, including global business and politics.

PhysioEmoDynamics Institute conducts experiential and empirical research on what technologies, modalities and techniques work, how individuals and leaders use these tools, how to help these technologies penetrate culture, how they are implemented in education, art, business, commerce, entertainment, politics, communication, and other walks of life.

Among the complex problems that are at the heart of the **PhysioEmoDynamics Institute** agendas are:

- Reducing implementation time and resistance to transformational technologies and methods to enable more universal uses for individuals and organizations;
- Closing information gaps and healthcare cost gaps across class, race, gender, age and nations, so that access to the technologies can provide equal opportunities for healthy living, personal development and emotional liberation for personal and societal well-being;
- Accelerating innovation through collaboration with organizations and practitioners to promote programs, products and services that better meet human and organizational needs.

By bringing change in lives of individuals we aim to effect corporate and political transformation, leading to shifted awareness about actions and underlying motives.

PROGRAMS:

PhysioEmoDynamics Institute pursues its mission in a number of ways, all built on our core belief in the power of collaboration. In cooperation with other organizations and practitioners we organize educational and experiential programs and co-funding and co-marketing opportunities. We bring together practitioners and relevant organizations to work collaboratively on research projects and community events that integrate the most successful practices.

Findings are taught through community programs, often via social as well as adventure travel events. Even though our events are designed around entertaining themes for broader consumption, they always focus on exercises that consider various aspects of medicine, physiology, neuroscience, psycho-emotional training and various transformational methods.

TESTIMONIALS

"I found you to be filled with warmth and caring. Gentle and spacious. This allowed me to settle into the session in a way that created safety and confidence. I have been able to take the information I learned and begin to develop a practice that will serve me in the midst of any crisis. I can see and feel myself whole, knowledgeable, beyond that moment of hardness. I am so grateful for that!"

– **Eva, HR Director.**

"You are my heroes. Your work saved my work relationships and my career in general – I was ready to quit, but you helped me to realize that I am the common denominator of all my conflicts and can change the dynamic of my relationships by changing the way I perceive things!"

– **Dillon, Marketing Director.**

"You truly cared and were very present and compassionate. That alone was very transformational. I didn't feel ashamed or guilty, contrary to how I feel when my boss patronizes me. After a few executive coaching sessions I felt freer from the particular pattern I was having. Felt more open and alive. Had more awareness when the pattern arose so I had more choice in following it or not."

- **Dan, Project Manager.**

"You guys embraced a vast cocoon of space that is altogether grounding and transformational. In effortless, conscious, wholesome neutrality you reflect clarity into the heart of circumstance and perception. Your training was a true gift for me from my organization."

- **Katrina, Customer Service Director.**

"Our work together helped me through a confusing and overwhelming time in my life. I run a large sales organization. To the outside world, my life seemed close to perfect; I am very well educated, well dressed and mannered and known as a great communicator. I spent my entire life making sure to reflect the same image of perfection to the outside world. However my divorce made me a wreck. I was repressing my anger and sadness as there was no safe place to show or release it. I still needed to be a role model to my team. Through our numerous coaching sessions, we processed the 'old junk' that had kept me harnessed to my past with anger and resentment, especially male colleagues. Through our work, I was able to see things clearer, from a different perspective and with a higher level of understanding and thus, found the ability to move forward with my own life. I took notes after most of my sessions, and re-read those notes often to ground myself and remind myself of the journey I am on. I like how unstructured the sessions were and we would just start talking and intuition would just guide each session. Your team is incredibly gifted and I am indebted to you for eternity for all your support. You have the power to know what people need before they themselves know what they need. I think that one of the greatest things I walked away with from our sessions was the tools to handle life's challenges and the confidence to know that I could face these on my own."

– **Jennifer, VP of Sales.**

"It was powerful, direct, and impactful. The training helped me get to the truth of why I resent people who seem more accomplished and successful than I am. I've learned who I am and what I need. I feel more in control of fulfilling my role as a man, and at the same time am no longer afraid to finally ask for what I want in life." Did I say I got promoted in 2 months after our training?"

– **Ken, IT Manager.**

CONCLUSION:

To change ourselves or change some element of the world around us, we cannot simply wish for transformation or hope that our organizations will be altered through circumstance. If patterns of thought and behavior remain unchanged, results will continue to unfold much as they have. Patterns can be overcome with self-examination and courage. It is bravery that allows you and your organization to question the choices you have made thus far and turn to “human” innovation. To break free from unconscious patterns we all have to challenge our assumptions on a most basic level.

And... we must take actions...

NEXT STEP:

Contact **PhysioEmoDynamics Institute** to discuss how we can help your organization incorporate Emotional Reviews in your on-going wellness and team building programs to reduce stress-related healthcare costs and increase employee productivity, loyalty and retention.

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