

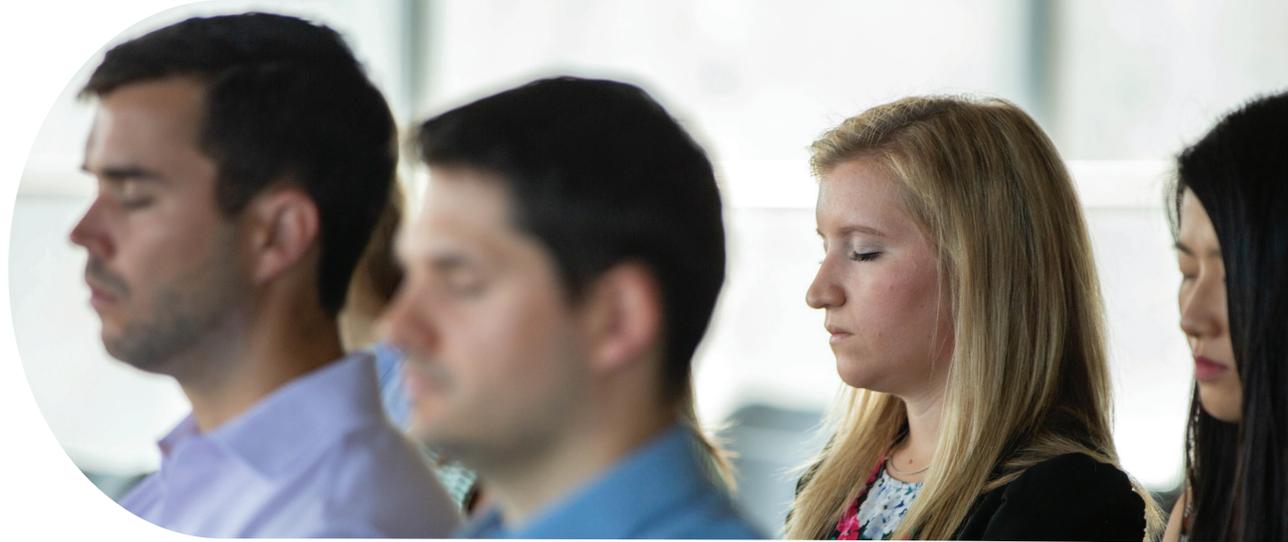


# MASTERMIND

*Corporate Mindfulness  
& Emotional Intelligence  
2021 Offerings*

# MASTERMIND

## Introduction



Mastermind delivers science-based mindfulness and emotional intelligence techniques to companies nationwide, including American Airlines, Deloitte, Turner Construction, FedEx, and Pier 1. Mastermind facilitators make meditation accessible with fully guided, secular, brain health-based mindfulness and emotional intelligence practices designed to reduce stress, improve focus and awareness and strengthen community and connection.

Did you know that the annual cost of employee stress-related health care and absenteeism is estimated at \$300 billion each year? Studies show that:

- Nearly 8 out of 10 employees regularly experience physical symptoms of stress
- 7 out of 10 regularly experience the psychological symptoms of stress
- More than 75% cited money and work as the leading cause of their stress
- Job stress is negatively correlated with job performance

Research shows that a regular practice of mindfulness can improve overall health and improve relationships. Benefits include:

### **Reduce Stress.**

Studies show that a regular practice of mindfulness and meditation can reduce the grey-matter density in areas of the brain related with anxiety and stress.

### **Cardiovascular & Immune Health.**

Researchers found that during a 5-year study the meditation control group had a 48% reduction in their risk of heart attack, stroke and death.

### **Mental Strength & Focus.**

A study demonstrated that meditators improved their performance on tests of cognitive skill, in some cases doing 10 times better than non-meditators.

### **Learning & Memory.**

Long-term meditators have larger amounts of gyrification (folding in the brain), which scientists suspect helps with processing, decision-making and memory.

### **Improves Relationships.**

A regular mindfulness practice increases grey-matter density in parts of the brain associated with self-awareness, compassion, and introspection.

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## Corporate Offerings



For corporations and non-profits committed to improving the wellbeing and supporting the personal growth of their employees, Mastermind offers custom mindfulness and emotional intelligence trainings that provide learning, practices, and key takeaway tools. Our most requested offerings come in the following formats:

### *Regular Mindfulness & Emotional Intelligence Meditation Classes (15-45 Minutes)*

Workplace meditation classes support employee mental health and wellbeing. These classes focus on mindful meditation practice techniques for relieving stress and include a brief introduction to the practice method and the brain health benefits of the meditation technique. The majority of class time is spent practicing mindfulness meditation. Corporations can choose specific class

themes such as "Intention," "Creativity," "Resilience," and "Breathe," among others, to meet company-specific goals.

### *Mindfulness & Emotional Intelligence Workshops / Speakers (30-75 Minutes)*

Mastermind-trained speakers offer compelling brain health research, a short practice period, and practical tips for applying mindfulness to daily life. Speaker events can range from 15 minutes to 75 minutes depending on the event, the audience, and the goals of the hiring company. Groups can choose from topics such as "Stress Management," "Mindful Digital Detox," or request a custom talk to match their event theme.

### *Mindfulness & Emotional Intelligence Trainings (1.5+ Hours)*

Our most in-depth options are comprehensive trainings in mindfulness and emotional intelligence based on the most timely and relevant research.

These trainings feature brain health / neuroscience learning, experiential learning, and a toolbox that participants may take away and incorporate into their daily life and interactions. Trainings can last from 90 minutes to 12 hours or over multiple days. Trainings can happen on-site or off-site as part of a company retreat. Contact us to learn more about how we can customize training content to meet your goals.

### *Packages*

Our mission is to help you instill measurable mindful cultural change in your organization. Research shows that ongoing sessions increase accountability and positively impact company culture. Therefore, Mastermind offers a discount to companies booking four or more sessions at once.

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## Mindfulness & Emotional Intelligence Topics



Ready to bring accessible, science-based mindfulness to your corporate office? Here are some of our most-requested mindfulness and emotional intelligence topics:

### *Intro to Mindfulness*

Learn what mindfulness is, how to practice mindfulness meditation, and the health benefits of training your brain. This session includes seated mindfulness practice and discussion. Participants leave with less stress, a deeper understanding of mindfulness and the foundation for establishing a practice.

### *Stress Management Through Mindfulness*

This workshop includes an overview of the mental and physical effects of stress, the brain health benefits of regular

mindfulness practice, and accessible ways to mitigate stress in daily life. Participants will leave less stressed, with better understanding of stress and their particular stress points, and a mindfulness routine for stress resilience.

### *Cultivating Grit*

This offering will deep-dive into the science of resilience or “grit.” Participants will learn how to use mindfulness techniques to cultivate strength and flexibility in the prefrontal cortex, the area of the brain associated with regulating emotions and regaining control of stressful situations.

### *Mindful Digital Detox*

Explore mindful ways to cultivate a healthy relationship to your digital technology. Participants will reflect on their current relationship with technology, understand and practice the power of single-pointed focus, and leave with tools for optimizing digital engagement.

“ I can’t thank you enough or your mindfulness session with American Airlines ... Being able to host this virtually with team members across the enterprise was a gift. The more focus we can give our wellbeing the better we are for family and our community. ”

**Amani L. Council**  
American Airlines

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## Mindfulness & Emotional Intelligence Topics



### *Focus & Memory*

Learn mindfulness practices designed to strengthen the circuits of working memory and attention. Participant will have a better understanding of habits that improve memory and focus, and things that we may be doing daily that deteriorate our ability to focus and connect the dots. This class includes mindful meditation to strengthen the brain pathways that drive memory and focus.

### *Finding Work-Life Balance*

In today's world of multi-tasking and 24/7 connectivity, work can seem omnipresent and overwhelming. In this workshop, mindfulness experts will offer practical strategies for incorporating mindfulness into work and life. Participants will practice single-pointed focus to increase engagement, happiness, and effectiveness in all aspects of their lives.

### *Building Emotional Intelligence*

Designed to improve awareness, connection and communication, and promote overall wellbeing, this training is based on the research-driven work of Daniel Goleman, and focuses on awareness and management of self and others. Participants will gain tools and mindfulness techniques that may be incorporated into daily living.

### *Mindfulness for Creativity*

This workshop will explore the brain's role in the creative process and how mindfulness can help you expand your ability to think outside the box and find new methods for applying creativity in your life. Participants will gain a better understanding of what creativity is, and how to foster its growth daily.

“ I have never been one to meditate, but with your navigation and visualization techniques I was truly able to ease some stress. I will definitely be meditating with you in the future. ”

**Meaghan Herlyn**  
Haynes and Boone

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## Pricing



While Mastermind trainings and classes are customized for your specific group and priced accordingly, following are starting points for some of our most popular offerings. Your exact pricing will be based on company / class size, specific goals of the training, location, and budget. Currently all trainings are done virtually via ZOOM unless you specify and provide an alternative video conferencing host.

- *Regular / Weekly Classes* \$750 per month and up
- *Workshops & Speaker Sessions* \$500 and up
- *Emotional Intelligence & Mindfulness Trainings* \$1,500 per session and up

*Discounts may be provided for monthly bookings or class packages.*

“The energy of the mind  
is the essence of life.”  
Aristotle