

# Wellbeing Future Series (R)Evolutionising Business and Living

*"Wellbeing culture is the oxygen of the Covid and post pandemic era"*

*Anni Hood*

Wellbeing in a Post Covid World  
Masterclass Series For Leaders

Launching January 2021



# Masterclass Series Wellbeing in a post Covid world

## What is it?

A six week participative masterclass series designed as a roadmap for re-imagining sustainable business and living with core human values at the centre.

The series will provide a framework as well as bespoke formulas offering insight, intelligence and joined up knowledge that will empower delegates to innovate, recalibrate and potentially transform their contribution to the 'new normal'; through their work, leadership, community and most valuable of all, through their own personal consciousness.

## Contents

This six week series provides a rich seam of joined up intelligence that outlines how businesses, government, leadership, society and individuals can find practical and focused routes to sustainable success.

No matter what industry you are a part of, valuing and prioritising wellbeing as a fundamental weave through your brand, operations and delivery is as necessary as the air you breathe. That means more conscious leadership, reacting to new consumer priorities, it means awareness of employee expectations, social value as a given, technology collaborations for scale and efficiency, policies that reflect societal needs and mental health as a primary focus.

## Duration and cost

18 hours over six weeks

£900 per person (excludes VAT)

## Included;

1. 60 minute 121 consultation for each delegate
2. 18 hours of expert insight, discussion and coaching
3. Week to week support and guidance as necessary
4. Access to our high calibre network for introductions, products, skills and specialist support



## Content Summary

**Week One: Defining business priorities and the shift in consumer habits and expectations** - The kick-off week will outline the fundamental shifts relative to a more wellbeing led, sustainable future; for business, society and individuals – personalisation is winning over privacy.

**Week Two: Policy maker attention, Social Innovation, Impact and Value** - Week two will share and discuss some of the grassroot initiatives being adopted by companies and governments, why progress matters and how far the value of social innovation is reaching.

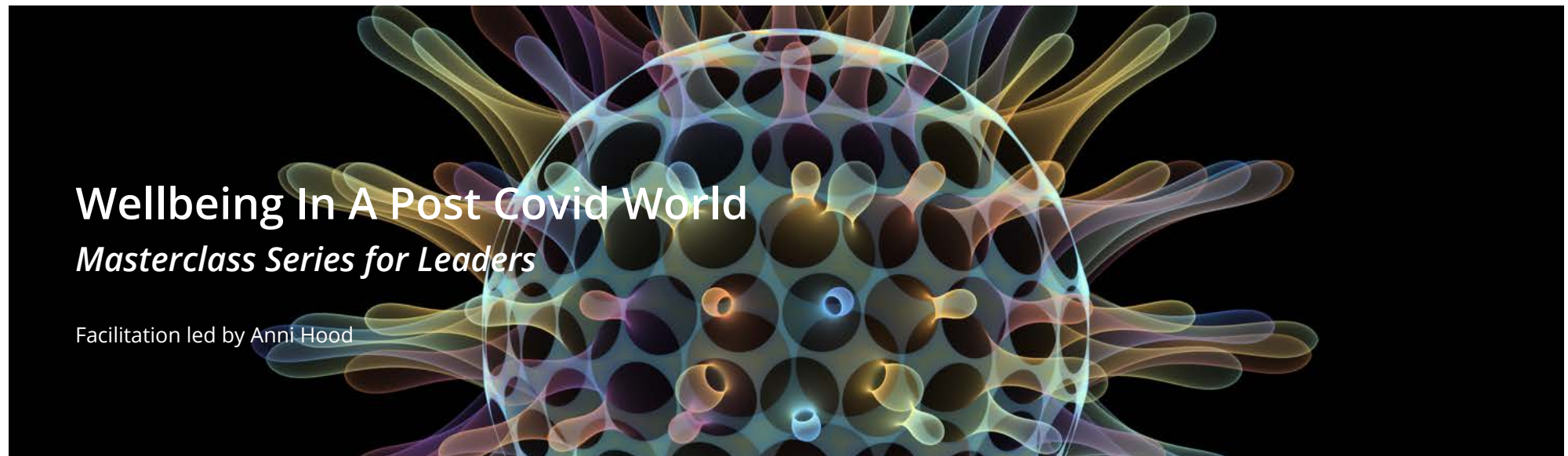
**Week Three: Conscious leadership; what it means, why it matters, where to begin?** The contents of this week is critical both on a personal level as well as for young and seasoned leaders alike. It amounts to successful growth within business, the economy and cohesive society.

**Week Four: 'Consensual' employment contracts, supply chain value and financial wellbeing** This week will include sample contracts as an archetype for change and how the fundamental differences are taking shape as both expected evolution and Covid responsive.

**Week Five: Technology - "the future of wellbeing will be driven by tech but defined by humanity"** Technology integration is critical to the scaling and accessibility of wellness services and whole person wellbeing for myriad reasons. This week reflects on the prominence of tech growth in 2020 and map where it is heading.

**Week Six: Loneliness, mental health, sustainable living and strategies for business success** The final week of the series is a focus on nourishing people, a round up of the previous masterclass topics and wellbeing related strategies for business success.

# Masterclass Series Wellbeing in a post Covid world



## Context

Wellbeing is no longer a trend, it is a deepening culture that is being increasingly interwoven through business, government, society and lifestyle. Wellbeing as a priority (along with big tech, policy maker attention and concern for the planet) has become a pandemic winner. That doesn't just mean higher sales in personal wellbeing related products, it means a deeper more meaningful integration of human and planetary health into myriad aspects of daily work, life and play. This (r)evolution relates to the fundamentals of how we do things – in systems, structure and processes, how problems are diminished, effective solutions delivered and responsive ethos integrated.

## Who is this for?

Pro- active leaders in a post-Covid world. You recognise the need for business agility and responsive strategy. You need practical knowledge to be able to achieve business success, compliance, resilience and employee duty of care. This Masterclass Series will give you and your company the edge on wellbeing insight, intelligence and solutions.

You are invited to join a progressive, cross-industry gathering of change-makers and game-changers, all eager to drive the value of human wellbeing throughout business and society by placing as much value on people centric culture as on fiscal success

**- this Masterclass Series will show you how.**



# Masterclass Series Wellbeing in a post Covid world

## Week One – Defining business priorities and the shift in consumer habits and expectations

The gamut of evolution and influence is a universal wave of increasing awareness: a constant reminder that the wellbeing of people and the health of the planet are inseparable. Further to that, a growing realisation that we're at the tipping point of a re-set that means old structures, old thinking and dispassionate transactional attitudes are fading in the evolution of consciousness, self-care and a more focused purpose. Knowing what the 'new guard' looks like, also informs a shift in consumer habits and expectations. Understanding market resonance for product, communications, branding and company values is essential in this new world era.

The kick-off week will outline the fundamental shifts relative to a more wellbeing led, sustainable future; for business, society and individuals—personalisation is winning over privacy.

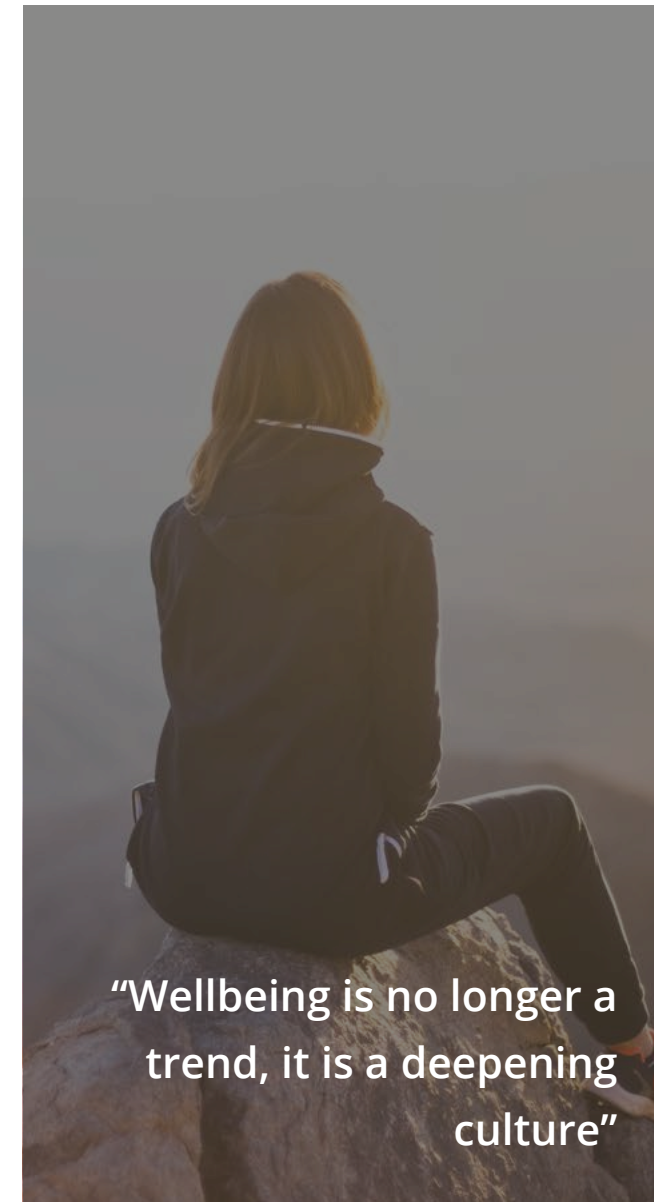
1. Macro to micro trends in wellness and wellbeing
2. Six cornerstones for reshaping business in the Covid era
3. What has changed in consumer habits and expectations?

## Week Two - Policy maker attention, Social Innovation, Impact and Value

Beyond the consumer there are several other perspectives to consider, not least, the attention that wellbeing policy is garnering from governments globally. There is accelerated embrace of wellness culture that is being captured through social impact, innovation, value and people focused policy. The New Zealand government have already put wellbeing specific policies in place and the ripple effect of President Elect Biden is likely to influence policies globally, including the UK. For businesses this will mean awareness and considerations that are in tune with the infamous 'new normal'.

Week two will share and discuss some of the grassroot initiatives being adopted by companies and governments, why progress matters and how far the value of social innovation is reaching.

1. The countries (and governments) leading in wellbeing culture integration
2. Why social impact and value matters and what it means as a contribution to business and community
3. What does a re-set look like for a 'Covid' and 'Post Covid' revolution?



**“Wellbeing is no longer a trend, it is a deepening culture”**

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## Week Three - Conscious leadership; what it means, why it matters, where to begin?

There is demand for a new consciousness in business and leadership – extensive research by Fred Tsao and Chris Laszlo has shown how changing or rather, evolving a person's consciousness unlocks their full potential to lead and enables them to thrive in times of uncertainty and instability. "A wider range of practices of connectedness hold the keys. The journey to higher consciousness changes people at a deep intuitive level, combining embodied experience with analytical-cognitive skill development. "Whether public or private sector, SMEs or multi-nationals, leadership calls for a greater sense of humanity – it begins with a greater connection with ourselves."

The contents of this week is critical both on a personal level as well as for young and seasoned leaders alike. It amounts to successful growth within business, the economy and cohesive society.

1. Establish what conscious leadership looks like and why it matters?
2. What does a path to a more evolved consciousness entail?
3. How can greater awareness affect not only individuals but culture, brand value and financial success?

## Week Four - 'Consensual' employment contracts, supply chain value and financial wellbeing

In 'building back better' after the pandemic, the need for the culture of companies to change significantly has several perspectives. A new 'consensual contract' is expected between employer and worker. In short, what is required is a commitment from employers to safeguard and support the wellbeing of their people, and a commitment in return from employees to take personal responsibility for their own wellbeing relative to the performance of their role. The extension of respect and equity in supply chain terms and conditions matters as both a societal anchor and a brand stamp that reflects an inclusive spirit that recognises the importance of financial wellbeing and fairness for all.

This week will include sample contracts as an archetype for change and how the fundamental differences are taking shape as both expected evolution and Covid responsive.

1. Establish the expected shifts in employment contracts as a result of employee expectations, WFH, mental health and wellness specific.
2. How does end-to-end wellbeing become integrated within companies committed to authentic wellbeing culture?
3. How and why financial wellbeing will become a more significant focus in the years ahead.



"...a roadmap for re-imagining sustainable business and living."

# Masterclass Series Wellbeing in a post Covid world

Week Five - Technology – “the future of wellbeing will be driven by tech but defined by humanity”

A pandemic winner - from online meeting platforms to managing desk occupancy in offices, using biometrics, online exercise, shopping, education, the list is endless, every single industry has been forced to integrate (and embrace) digital solution as extensively as they're able – this is unlikely to diminish. Technology is with us to serve and affirm humanity, it is not its antagonist. Technology is not only a route for driving sales but a way to build relationships, loyalty and longer term spend. From a physical and mental health perspective, epigenetics, bio-metric wearables, mindfulness – the marriage and the potential of wellbeing and technology is boundless. The Personal Data Economy is a growth area to watch. Recent research from McKinsey suggests personalisation is trumping privacy as a priority to consumers – the correct collaborations and partnerships to create secure infrastructure will be critical to optimise advantage whilst protecting customers.

Technology integration is critical to the scaling and accessibility of wellness services and whole person wellbeing for myriad reasons. This week will reflect on the prominence of tech growth in 2020 and map where it is heading.

## Week Six - Loneliness, mental health, sustainable living and strategies for business success

Living life in optimised health goes beyond what we eat and how much we exercise. Feeling connected to others, contributing to a community, being able to ask for support and feeling heard, are all significant contributors to a sustainable life. The reality for millions of people today is an existence that is still far from whole person wellbeing. The support networks that are now available for those with mental health challenges are much improved from a few short years ago but there are still significant gaps. A culture that nurtures and nourishes is a one that flows through work, life and play. The nature of Covid-19 has meant enforced isolation, financial pressures and for some, the removal of hope for the future. Loneliness infects our entire world view and especially our sense of wellbeing with respect to the world around us. A King's College study asked 2000 eighteen year olds and their siblings to describe their neighbourhoods; the more isolated siblings perceived it as "less friendly, less cohesive and less trustworthy" than

their more socially connected brother or sister. Infrastructure in communities and through employers means a lifeline to many but what does it look like? Where are the gaps?

The final week of the series is a focus on nourishing people, a round up of the previous masterclass topics and wellbeing related strategies for business success.







# Wellbeing in a post Covid world Masterclass Series for Leaders

NB The series will be delivered live online

Booking the Masterclass Series can happen in a few different ways:

Individual places at  
£900 per person

Company or  
organisation centric  
by prior arrangement

Bespoke series  
by prior arrangement

## Inaugural series

January 26 - March 2 2021 and monthly thereafter

Every Tuesday - 1600- 1900

# About your facilitator

Anni Hood is the founder and Chief Executive of the Well Tech Intelligence Holdings portfolio. The portfolio includes three brands and platforms that have developed organically over the last ten years and now operate together as an agile powerhouse of business intelligence, analysis, visionary solution and individual programming. All brands fundamentally anchor to the optimisation of human wellbeing in every guise. The collective brands are evolving in response to a more acute need for knowledge and infrastructure that will inspire a more embedded culture of illness prevention and pro-active health.

**Well Intelligence:** a research, insights, strategy and education hub delivering market evidence, analysis and solution models that makes the case for wellbeing investment in business, society and for individuals.

**Well Business Solutions:** an international advisory firm working with public and private sector organisations who seek advice and global expertise in the rapidly evolving and increasingly fused sectors of wellness and leisure hospitality, integrative (medical and wellness) health, work- place, lifestyle, community wellbeing and wellness tourism.

**K.I.S Lifestyle:** designed initially as an online wellness community, now providing white label solutions to companies needing rapidly available options for employees and clients alike. KIS provides a whole person system, designed to educate, guide and inspire towards 'feeling better' and the pursuit of optimised health.



"Whether public or private sector, SMEs or multi-nationals, leadership calls for a greater sense of humanity – it begins with a greater connection with ourselves."



# State of the nation



Wellbeing, nature and technology are the net winners of the Covid-19 pandemic. Uncertainty remains but a number of aspects are taking root that will define the future of every industry. Wellness practice and the pursuit of whole person health is fast becoming a culture, not a trend. Why?

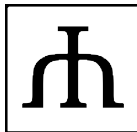
1. Self-reflection, contemplation and soul searching – the global stop sign that Covid-19 has signalled has been profound on many levels. For individuals it has given time for introspection. People have become more acutely aware of what is important to them. Health and wellbeing is rising to the top of their lists.

2. Concern for the planet – the rapid improvement of planetary health globally when air traffic and general consumption ceased has been a wake-up call to consumers. That, along with growing realisation that human and planetary health go hand in hand is driving an adjusted decision process in the minds of consumers.

3. Fresh receptivity toward improved health – it has become obvious that Covid-19 will not disappear over night. Optimised health is the hottest commodity but there is no silver bullet. It is conscious choices that support that quest. Still fun, enjoyable, relaxing and engaging and also with 'feel better, be better' value through the lens of wellbeing.

4. Policy maker attention – New Zealand, Bhutan and Scandi countries are running the gauntlet on wellbeing policy, budgets and priority. The minds of governments globally are being brought into sharp focus in this unwell global landscape. Decreasing the costs of health is overtly necessary. Improving the wellbeing of the global populations will take on a more public focus.

## A sample of clients - past & present



Metaphysiks

