

A New Approach to Improving Employee Health, Happiness and Success

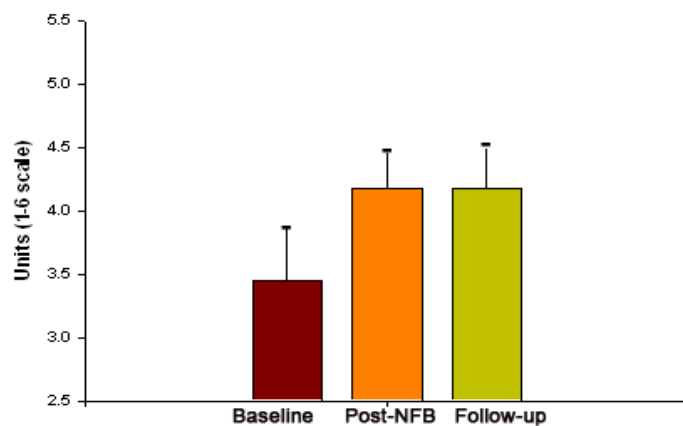
Can a new type of wellness effort increase your bottom line considerably and simultaneously make your employees happier and more successful?

Increasing Happiness is the Key to Future Health and Success

A recent review by a well-respected professor and researcher found that 157 of 160 studies showed that those who are happier at present are more likely to be healthier later in life. Another review shows they are also more likely to be successful.

We have created a new personal training system that enhances happiness and other positive feelings. These statistically significant enhancements last at least four months, probably considerably longer, after only five hours of training. The Peak Brain-Happiness Trainer produces long-lasting, biologically based, enhancements in health and success that will be a win-win-win for the employee and your company. After some further development, our self-administered Trainer can be incorporated into your company's wellness program and usage can be encouraged through low-cost incentives.

Subjective Happiness Rating at Pre- Post-Neurofeedback and Follow-up



[The Peak BrainHappiness Trainer](#) * is a unique type of brainwave biofeedback system, which is based on a new type of EEG measurement, the Neureka! Protocol. This measurement reflects the activity of the brain's system for processing new discoveries and rewards the subscriber for making them by creating positive feelings through activating dopamine, the neurotransmitter. Our Trainer helps its users to learn to activate this system through increasing their Neureka! brainwave rhythm. The feedback enlarges the size of the videos on their screen and/or the volume of the audio in response to the changing levels. When the Trainer responds to increasing levels of Neureka!, the trainee learns to switch on their Neureka! brain system, making them feel good. With practice, they learn how to find that mental switch instantly and keep it on. Our data demonstrates that their memory also improves significantly.

We believe that by working together we can develop an offering for your wellness program that will be very valuable for you. Happiness training will complement your current wellness program and be more attractive to many participants than the drudgery of exercise or the self discipline of nutritional control or smoking cessation. This approach is generating a lot of interest. If you act quickly, there is the possibility that we will be able to license the intellectual property and/or collaborate with you to develop it further and integrate it into your employee wellness enhancement system.

157 of 160 Studies Link Current Happiness to Future Health

Now for some of the important findings in a bit more detail: A press release from the University of Illinois on March 2, 2011 stated: "Happy or positive people tend to have better health and live longer than their counterparts who are unhappy, U.S. researchers say. Ed Diener, professor emeritus of the University of Illinois at Urbana-Champaign, and colleagues reviewed more than 160 studies involving humans and animals under stress." The UPI [article*](#) quotes Dr. Diener: "All of these different kinds of studies point to the same conclusion: that health and then longevity in turn are influenced by our mood states. Happiness is no magic bullet, but the evidence is clear and compelling that it changes your odds of getting disease or dying young." Dr. Diener, who is one of the major researchers in positive psychology, posted the full [article*](#) on his website.

The Large Australian Study Shows 50% Better Odds of Being Healthy

One of the articles that Diener cited is the study done by the Australian Dept. of Labour and analyzed by Siahpush et al., [\[See Abstract online\]*](#) They surveyed nearly 10,000 people in 2001 and again in 2004. Siahpush et al's results indicated that those who were happy most of the time in 2001 were over 50% more likely to be both healthier and free of long term health concerns in 2004. That's a huge potential payoff!

Happiness Leads to Success

There is another huge payoff: Enhancing happiness may also improve success. Lyubomirsky and Diener published a review article supporting this idea [\[See Abstract online\]*](#) They discussed several different kinds of success - marriage, friendship, income, work performance and health -- and came to the same conclusion for each. Offering happiness training to your employees should increase your bottom line.

Peak BrainHappiness Training Produces Long Lasting Happiness

Dr. Estate Sokhadze (Dept. of Psychiatry, Univ. of Louisville) and Dr. Jon Cowan (Peak Achievement Training) used the same question about happiness that the Australians used in their study to evaluate the effects of the Peak BrainHappiness Trainer. After the twelve Neureka! training sessions in [the study*](#), the subjects reported themselves 32% happier. They now have evidence from a follow-up study using the same question that the enhanced happiness lasts at least 4 months. The responses to the follow up question showed the same value for happiness improvement as the original measurement did right after training. No loss! This indicates that they learned happiness quite thoroughly after just five hours (12 sessions, 25 minutes each) of training. The study was awarded a Citation by the Association for Applied Psychophysiology and Biofeedback, when it was presented at their 2011 Meeting.

[Three previous studies*](#) of the Neureka! Protocol also indicated that it measures positive feelings such as happiness, love, gratitude, satisfaction, joy, and pleasure.

Let's Collaborate to Enhance Happiness and Health

These studies bring us closer to the reality of enhancing happiness, health and longevity of people all over the world. It could save your company a lot of money while making it more successful and a happier place to work. That's a real win-win win! We would like to discuss this opportunity with an appropriate person at your company and arrange for a presentation and demonstration. Please expect a call from us within the next two weeks to discuss next steps. If you're ready to talk sooner, please call Peak Achievement Training (800-886-4228).

*To view in a browser with active links go to: <http://tinyurl.com/3gnc3bb>