



17 October 2002

**Content Summary:**

- Bottom-line strategies for productivity and profits
- New programs for improving the stress / performance ratio
- Invitation to a “Briefing” at The Westin, Sydney, plus sample workshops.

Dear Colleague,

I am writing to invite you to share some recent advances in the understanding of human performance in high-pressure environments.

Stress and its consequence on human capital is one of the major financial burdens facing business today.

The problem is a complex one and there have been few interventions that have made a real, sustainable difference. This is where our programs can assist.

**Below are results from our short interventions with more than 1,000 staff of 5 global companies. Results are sustained as shown at 6 months after delivery.**

- a 41% reduction in intent to leave the job
- a 24% improvement in the ability to focus
- a 25% improvement in listening ability
- a 45% reduction in exhaustion
- a 60% reduction in anxiety
- a 17% improvement in home/work conflict

These types of achievements are common across cultures and demographics and result in a typically more than 25% improvement in bottom line productivity.

The Macquarie Institute (Aust) Pty Limited represents HeartMath LLC, a leading international training, consulting and coaching organisation. **Over the past 10 years, our HeartMath methodology program has been delivered globally to more than 50,000 individuals at all levels in hundreds of companies including Shell, Hewlett Packard, Sony, Boeing, BP, Motorola, Unilever, Adobe and Cisco.**

Business indicators also include morale, personal performance, innovation levels and safety performance as well as health indicators such as blood pressure and stress reduction that have convinced major organisations to embrace this technology. Many detailed case studies are readily available to demonstrate these significant results. All include pre and post training data and can be seen at the address over the page.

In collaboration with chief medical officers and senior business leaders, the programs we offer have clearly shown that individuals can learn techniques that not only enhance their *intellectual* performance and creativity but also improve their *physiological* flexibility. Support tools, coaching and various metrics are also available.

**We have also attached a multiple invitation** to attend events being held in November. Several opportunities exist to learn more about the programs from one of the architects of the HeartMath system.

**Our invitation to events include:**

- a 90 minute **Leader’s Briefing with optional 90 minute Leader’s Workshop** both at The Westin in Sydney. **Monday 11/11/02, 5-30pm till 7pm, then 7-45pm till 9-15pm.**

**Sponsors of the event include:**



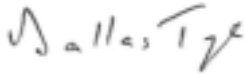
- **A second Workshop (3.5 hours), at the Mercure Lawson Hotel.**

**Wednesday 13/11/02 1-30pm till 5pm.** A shortened version of the one day program, presenting the same material currently being delivered globally.

We look forward to welcoming you and your peers to one or all of our events, or speaking with you privately to discuss your individual needs.

Please register now to secure you and/or your team's position, or contact us if you have any questions.

Sincerely,



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**Dallas Tye**

**Director**

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### What clients are saying about our consulting and training programs

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"...is a rare gift in a complex and demanding world...HeartMath is a tool that is simple and easy to use, but which when used, provides so many personal and professional outcomes. It has helped my team & I enormously in handling ourselves, and others around us, in more constructive and effective ways. This will be a tool that stays with me & not be put away with the other 'training manuals'..."

**Tracey Luscombe, Manager- Human Resources, Fairfield City Council, NSW**

"In my opinion, attending HeartMath training was a positive step in both my professional and personal life. The skills are both practical and user friendly. In a large organisation you are exposed to many activities involving making decisions where outcomes effect large numbers of people and business performance. The skills have assisted in clarity of thought, leading to greater objectivity and more effective dealings in day to day business."

**Suellen Taylor, V.E.Training Coordinator NSW /ACT Coles Institute**

"... highly practical approach at the heart of business and personal success in the new millennium... [HeartMath® is] a potent combination of biomedical and research validation with heart-based technology."

**Ken Blanchard, co-author, The One-Minute Manager and Gung Ho**

"The program not only works as a "problem fixer," but more importantly it enriches one's life...Equips you to cope not only with all the stress in life, but then goes way beyond in introducing *positive, lasting changes*."

**Bob Morgan, President, Council of Growing Companies**

"HeartMath has given us tools to make the difference between required courtesy and genuine care."

**Tom Wright, Chief Operating Officer, Delnor Community Hospital**

"...HeartMath's system has provided ideal and simple tools for the internal transformation within our people. The results speak for themselves. Our airline, Cathay Pacific, now prides itself on delivering an individual style of service, straight from the heart. This has resulted in consistently being rated as having the best in-flight service in the world."

**Peter Buecking, Director, Sales and Marketing, Cathay Pacific Airways Ltd, Hong Kong**

"HeartMath is making significant progress in developing the research underpinning's that explain the powerful benefits of IQM for the person and the organisation."

**Tim Stone, Vice President, General Manager, Broadband Wireless Systems, Motorola**

"... a unique stress reduction technique that is unusually effective for reducing anxiety and improving performance. Unlike many other services and products that make similar claims, it has a solid scientific basis, and has been thoroughly tested in the workplace and other settings that have clearly demonstrated these benefits."

**Paul J. Rosch, M.D., F.A.C.P., President, American Institute of Stress and Clinical Professor of Medicine and Psychiatry, New York Medical College**

"This a manual for anyone who wants to enhance their competitive edge through intuitive intelligence...and to adapt to more challenging times with effectiveness and ease."

**Vivian Wright, Strategic Change Services, Hewlett-Packard**

"It is a widely known saying that the simplest things are the most powerful in life. HeartMath is exactly that - one of the simplest methods known so far for performance improvement. And HeartMath provides lasting solutions too... what more can we ask for?"

**Biljana Batinic-Keogh, Managing Director, Quality Systems Consulting Pty Ltd, Sydney**

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See case studies and more on the web site:



[www.heartmath.com/business/client\\_success](http://www.heartmath.com/business/client_success)