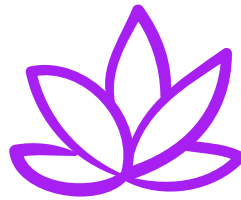


LIVE BREATH CALM

Employee Resource Program Summary



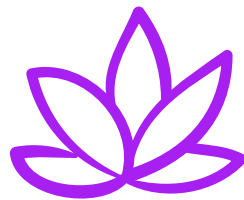
WHAT IS THE LIVE BREATHE CALM EMPLOYEE RESOURCE PROGRAM?



The **LIVE BREATHE CALM** Employee Resource Program was created as a tool to give businesses the opportunity to engage their employees in a clear and effective mindfulness program. Since the pandemic, organizations from across the globe are seeing a significant increase in the number of employees struggling with productivity, connection, clarity and so much more. Study after study, from reputable sources like the Harvard business review and the American psychology Association, have shown a consistent decline in overall mental health and hygiene across many segments of the population. While live breathe calm is in no way intended to replace mental health medicine, management, counseling, or any other mental health professional service, it is designed to give organizations and employees a 12-month resource to prompt personal mindfulness, reconnect with self and peers, and increase productivity.



WHY LIVE BREATHE CALM?



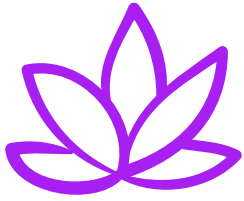
MISSION

The mission of **LIVE BREATHE CALM** is to support employees, businesses and organizations in achieving higher levels of mindfulness. It is our observation and belief that mindfulness often brings about happier and deeper connections with work, personal satisfaction and overall life vision.

VISION

Our vision is to empower over 1 million employees by 2025 to use mindfulness as a tool to increase their productivity, find more meaning in their work, build deeper personal relationships, maximize their work life balance and derive more joy in their every day lives.

THE APPROACH



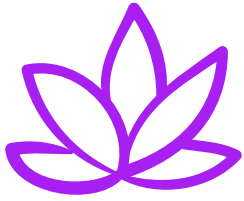
The Fundamentals:

The **LIVE BREATHE CALM** program is designed to cover 12 fundamental aspects of mindfulness. Each aspect is extremely important with regard to the development of introspect, peace, creativity, clarity and productivity. Based on years of practice, research, and experimentation, we have designed some of the most beneficial exercises and practices that we know have the ability to positively affect the work experience.

Affirmations:

Words and language are critical elements in the culture and success of any business. For decades, even centuries, we have obsessed over language in the workplace. At LBC, we consider language to be a verb. It has been scientifically proven that language affects our beliefs. Our beliefs affect our habits. And our habits affect our outcomes - good or bad. At LBC, we learn to use affirmations, or positive languaging, to affect our outcomes.

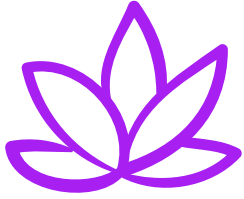
THE APPROACH



Meditation:

When most people think of meditation, they see (in their mind's eye) an individual in lotus pose, on the floor, eyes closed, reciting some type of funny sounding mantra. Hint: it's okay to chuckle a bit here. And we totally get it. But, that's definitely not the ONLY type of mediation that exists. Nor is it the most effective type of mediation. As a matter of fact, almost all human beings meditate at some time or another - even if they don't realize it. Zoning out to your favorite song, day dreaming or just sitting quietly are all forms of meditation. With our program we like to "meditate with intention". Meditation with intention brings about positive change. And guess what? The meditations offered within the LBC programs are usually less than 5 to 10 minutes and can be done sitting comfortably anywhere. Shocked, huh?

THE APPROACH



Mindfulness exercises:

The LBC mindful exercises are designed to engage employees in a way that directly reflects the fundamental lesson being explored for that month. The exercises are simple, yet powerful, tools to encourage users to think outside of the box, experience new perspectives and examine change in a way that can be rewarding. The exercises allow each participant to get a bit personal with the lesson. We like to refer to the moments immediately following the exercises as “me moments.” It is often in these “me moments”, when participants have unique epiphanies, new instances of connectedness and eye-opening revelations. Yep, all of that can happen in just 5 to 10 minutes once a month!



THE PROCESS (Employee)

The **LIVE BREATHE CALM** program was created with twelve (12) modules. Each module is designed to be completed over the course of one (1) month and the full program is to be completed over one (1) year. Each module has the same structure and covers a different topic.

The structure is as follows:

- 1. the introduction,**
- 2. the affirmation,**
- 3. the activity, and**
- 4. the meditation.**

On the initial work day of the month, employees spend no more than 10 minutes reviewing the module for the month. Every other day after, employees should spend no more than 5 minutes actioning the suggested activities for the month. Just a few minutes a day, with collective and conscious intent can truly transform person, group and organization.

THE PROCESS (Administrator)

To assist the administrator with announcement, distribution and engagement, the **LIVE BREATHE CALM** program comes with the following:

- 1. Opening video or email script to introduce the program**
- 2. Monthly email script to introduce monthly module/workshop**
- 3. Suggestions for what time of day to email**
- 4. Survey templates to assist and monitor program engagement**
- 5. Weekly inspirational and motivational email templates to support employee engagement**



In every leadership role I have had, someone always asks, "How did you get those results?" Or they ask, "How in the world did you get [your team] to meet those goals?"

For me, the answer is always the same, "It's about getting your team to find and experience joy in the work. If you can get them to do that, you can get them to achieve almost anything."

It has always been a win - win. If I can have a happy team and a positive imprint on the bottom line, then why not?

ABOUT US

The **LIVE BREATHE CALM** Employee Resource Program was designed by Sharifa R. Salam, MBA. Sharifa is a 25+ year student of meditations and affirmations. After a very successful corporate career, spanning two decades as an award-winning marketer, Sharifa realized that what she loved even more than marketing was inspiring her teams, and helping them to find happiness and harmony in their work.

Upon this realization, Sharifa had a vision and made the commitment to develop a program to help others find happiness in the work, increase productivity and set and meet new goals.

Sharifa holds a Masters in Business Administration from the Isenberg School of Management - University of Massachusetts Amherst. She is currently a candidate with the Chopra Institute (from Deepak Chopra) and is scheduled for Chopra Certification in January 2022.