

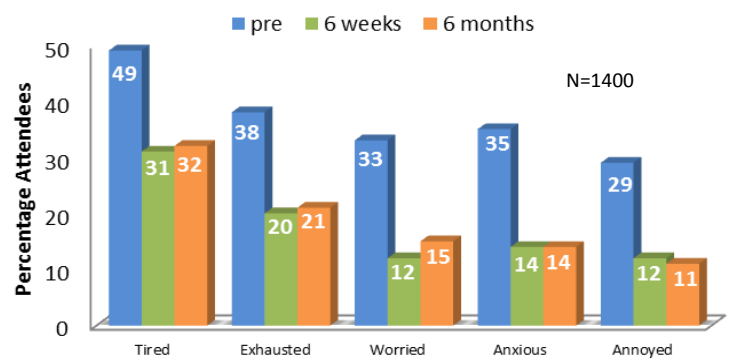
# Improving Performance

## Key Issues

Most organizations now accept that continuous change and transformation have become the norm in a global economy, while the pressure to deliver in this environment is having a major impact on business performance in addition to impairing the health of employees. Many organizations realize they have both a desire and responsibility to act.

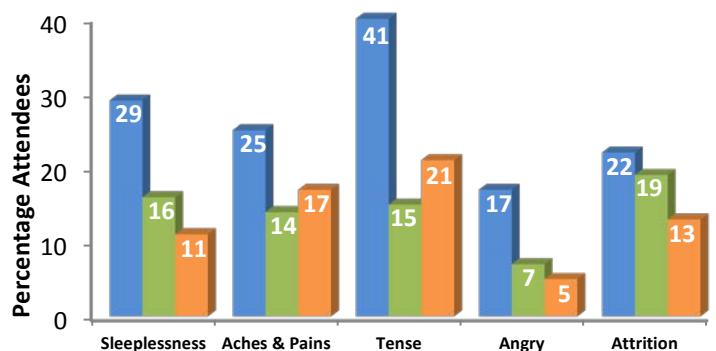
The issue for these companies is that there have been few interventions that can be objectively measured to make a positive impact and even fewer that can be sustained over time. In short, companies have struggled to find a solution to what has become a major obstacle to business performance in the 21st century.

Numerous scientific studies have now shown that excessive pressure directly impacts the internal physiological processes of individuals. This impact upon the internal processes undermines performance, reduces perceptual clarity and directly impairs personal performance. Conversely, studies have demonstrated that peak performance can be achieved and sustained, and the underlying mechanisms are now well understood.



## Evidence of Impact

HeartMath interventions go beyond the theory of behavior management and have been shown to deliver measurable and sustainable improvements globally in personal performance, staff turnover, personal health and thereby organizational effectiveness.



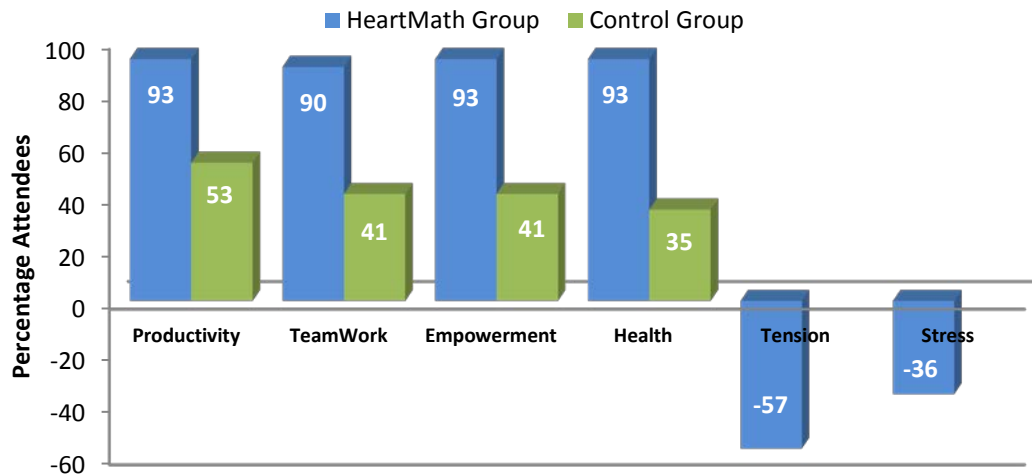
## Subjective Data

**Table 1: Improvements in well-being before, six weeks and six months after intervention.**

All of the data outlined here have been generated through projects at Shell, BP, Unilever, Cisco, Boeing and others working closely with their medical and others working closely with their medical and organizational development staff. *(Percentage of individuals responding to the top two of five possible answers)*



**Table 2:**  
**Improvements before and 6 months after intervention delivered at an international electronics corp.**

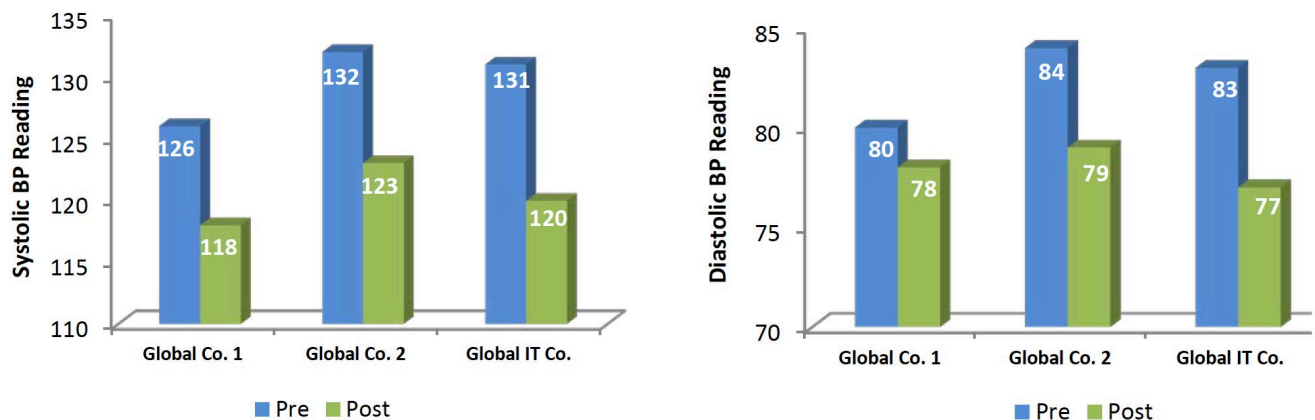


### Objective Data

**Blood Pressure.** High blood pressure affects one in four adults in North America and Western Europe and is considered one of the most important public health issues facing the industrialized world.

HeartMath interventions have been shown consistently to reduce blood pressure. The size of this effect has been measured at double the improvement that an exercise program normally delivers and, if it were repeated across the entire population, it could reduce the incidence of stroke by approximately 50%.

**Table 3: Blood pressure data before and 3 months after intervention (sample size 78)**



**Contact your HeartMath® Certified Coach for more information.**

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