

Happier and Healthier Employees Create a Healthier Bottom Line!



COACH **CHRIS**
CUCCHIARA

Solutions For Employee Wellbeing For Small To Medium Sized Companies

“Employees are a company's greatest asset - they're your competitive advantage. You want to attract and retain the best; provide them with encouragement, stimulus, and make them feel that they are an integral part of the company's mission.”

— **Anne M. Mulcahy**

Former chairperson and CEO
of Xerox Corporation



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CHRIS CUCCHIARA



Having lead successful businesses, large sales teams, and high achieving individuals, I am passionate about helping people and organizations reach their full potential in life! Regardless of what business you are in, we are all in the people business.

Whether you manage a few people, lead a large group, or run an entire organization, you are already in the business of managing employee wellbeing.

I invite you to review the enclosed information and upon completion contact me and I will walk you through the exact process that will transform your employee's health, and in turn, transform the health of your company!

When we speak, we will discuss how you can:



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- ✓ Establish the baseline health of each employee, key executive, and Board members!
- ✓ Increase your sales!
- ✓ Lower healthcare premiums!
- ✓ Decrease work comp claims and sick days!
- ✓ Increase employee morale and productivity!
- ✓ Increase the longevity of your key employees!
- ✓ Increase the overall value of your company!

Extensive research has been done on employee wellbeing, and the findings are quite clear: Your **workforce's wellbeing** has a direct impact on your organization's **bottom line**.

Over the last decade Gallup has studied hundreds of organizations looking at the overall wellbeing of their employees. Company leaders that implemented employee wellbeing programs were able to create greater returns for the organization. Conversely, when they choose to ignore employees' wellbeing, it erodes the confidence of those who follow them and limits the organization's ability to grow. In contrast, the most progressive leaders not only understand that they are in the business of boosting their employees' wellbeing, but they also use this as a competitive advantage to recruit and retain employees.

Even if you have never thought of your employees' wellbeing as "your business," each person's wellbeing is critical to achieving an organization's goals and fulfilling its mission.

Every day in your organization, people don't show up, don't give their best effort, erode productivity, and cost you millions of dollars because poor mental and physical health. You also have employees who engage their colleagues and customers, generate new ideas, and save your organization thousands of dollars in healthcare costs because they take responsibility for their health. Simply put, the wellbeing of your employees can be measured, managed, and quantified.

Gallup conducted a comprehensive 50 year global study of more than 150 countries giving them a lens into 98% of the world population in how they view a thriving life from one spent in suffering. These would be areas of our lives

that are important to us and that we can positively affect.

The study concluded the following five elements: **Career Wellbeing, Social Wellbeing, Financial Wellbeing, Physical Wellbeing and Community Wellbeing**. They found 66% are thriving in at least one area, with only 7% thriving in all five.

The study also showed a very interesting distinction between those thriving in their careers versus those struggling in their careers. Those thriving in their careers are living a very healthy and balanced life outside of work. Those struggling in their careers are also struggling in their personal lives.

We work with employers committed to providing proactive lifestyle management solutions that support their employees overall health and wellbeing. And in doing so, results in increased productivity and profitability for your company.

By implementing an integrated and holistic approach to optimal health and wellbeing, we are able to affect significant change in your employees' wellbeing. Our integrated "whole person" approach has delivered measurable results for thirty-five years.

Depending on your goals and objectives, Coach Chris will customize a program that meets and exceeds your expectations. All you need to do is call (805) 202-2077 to set an appointment to speak with Chris directly. You can also email him at coachchriscucchiara@gmail.com.

Understanding The Three Businesses You Are In

As a company, regardless of size, there are **three** businesses you are in.

1

The first business is serving your employees and creating a fun loving culture that ensures employee happiness and longevity.

2

The second business is serving your customers while creating raving fans that want to continue doing business with you.

3

The third business is making a profit and building a financially healthy company, accompanied by an abundant lifestyle, for you and your family while creating a company that sustains beyond your lifetime.

Most businesses are great at their second business. They have invested a lot of time and energy sharpening that skill set.

The big question is, how much time and resources have you invested in maximizing your first business which has a direct result on your second and third businesses?

Happy and healthy employees, create happy and loyal customers that result in a profitable and sustainable company!



Investing in Your First Business

What I have uncovered over the past thirty-five years is that it's very difficult to change behaviors, especially those behaviors that have caused sabotage from time to time in ones life.

Through my own research in working with thousands of individuals, I have found the most important step in changing one's behavior both personally and professionally is to first address the areas they are struggling in and get to the core issues behind those struggles. This is where we dig deep in mastering relationship with self. Supporting your employees in achieving and maintaining a balanced lifestyle, will pay significant dividends to your company!

Mental and Emotional Wellbeing

The area we tend to avoid most is our mental and emotional wellbeing. Over the past ten years I have experienced a significant increase in people living on what I call the "treadmill of life". Their lives are extremely busy and are running faster and faster than ever before and do not know how to get off this treadmill. My initial question to these clients is...what are you running from? It's amazing how this simple question begins bringing up many emotions. My specialty is unpeeling the onion and getting to the core of the issues that hold people back from reaching their full potential in life.

Just 8% of American workers strongly agree that their organization does things to help them improve their overall wellbeing.

As the Gallup study shows, employees that are thriving in their careers are also thriving in their personal lives!

Stress At Work

Most employees bring their problems (stress-es) of their personal lives with them to work, which negatively affects their job performance. Not to mention the additional stress they feel from work. Those employees that are mentally, emotionally, nutritionally and physically healthier are better able to manage stress levels and are far more productive.

A wide range of nutritional deficiencies and lack of exercise can affect the general state of wellbeing and are scientifically proven to contribute to the onset of chronic disease.

Due to the poor quality of our foods today, a majority of the population are overfed and undernourished. And as a result we are experiencing, in epidemic portions, an increase in diabetes, obesity, stress and fatigue, which is driving up healthcare costs and costing small businesses billions of dollars per year.

Additional factors that contribute to lost productivity and decreased profits include: Absenteeism, prescriptions, medical claims, disability, workers comp and rising healthcare premiums.

Happy and healthy employees create and sustain a healthier bottom line... **MORE NET PROFIT!**

If you have a company with 5 or more employees, and you are committed to investing in your most important asset (your first business) then this is the program for you!

About Coach Chris Cucchiara

Coach Chris has been a dedicated entrepreneur since he was eight years-old. He has been coaching individuals and businesses for thirty-five years in the areas of business and human development; leadership and lifestyle management.

He is currently the Founder and CEO of Cucchiara Enterprises; a personalized coaching and consulting company focused on leading individuals and businesses through specific mental workouts that ensure peak performance in all areas of life.

His coaching philosophies were sculpted through his "real life" experiences as an eight year national title holder in competitive body building and as a successful entrepreneur for thirty-five years.

Chris knows what it takes to run a company as he owned and operated successful health clubs for over seventeen years and led hundreds of employees in various departments.



As a sought after consultant and business coach within the direct sales industry, Chris' most recent success was leading a merger between a \$10 million company into a \$100 mil-



lion company where he was also responsible for coaching and leading their large sales organization.

With an insatiable passion and relentless drive to make a difference, Chris is the visionary Founder behind Prevention on Purpose, a social enterprise focused on serving local communities through the education of **proactive prevention, versus reactive intervention.**

He is also a published author and sought after speaker. Chris resides in Arroyo Grande, CA with his wife Julie and two adult children, Chris Jr. and Sophie.

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