

COACH **CHRIS**
CUCCHIARA



**HAPPIER AND HEALTHIER EMPLOYEES
CREATE A HEALTHIER BOTTOM LINE!**

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

COACH **CHRIS**
CUCCHIARA

2 JAMES WAY, SUITE 212 PISMO BEACH, CA 93449
(805) 202-2077 | www.chriscucchiara.com

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:

- ✔ 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!



 /chriscucchiara

**Call Coach Chris today at
(805) 202-2077 for a
complimentary wellness
assessment**

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 40 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 (stresses) 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, a former national competitive bodybuilding champion, and a recognized seasoned professional in the health, fitness, and wellness industries.

He has been coaching individuals and businesses for over 25 years in the areas of business and human development, leadership, and lifestyle management.

His coaching philosophies were sculpted through his own "real-life" experiences as an eight-year national title holder in competitive body building, and a successful serial entrepreneur for forty-three years. Through his teachings, Coach Chris has enjoyed seeing thousands of people reach entirely new levels of personal breakthrough, clarity of purpose, self-assurance, and optimal health.

Coach Chris is the leading voice on the Central Coast in preventative health, wellness, and fitness.

He has been a pillar in this community for the past fourteen years.

With an insatiable passion, relentless drive, and determination to make a difference on the Central Coast, Coach Chris opened ReGenesis360 in November of 2017.

Located in Pismo Beach, ReGenesis360 is an innovative lifestyle concierges center built upon the latest scientific research in body performance & optimization.

Coach Chris continues to stay ahead of the health, wellness, and fitness trends. Understanding the demand for safe, effective weight-loss and natural hormone balancing strategies, Coach Chris and his daughter Sophia opened the very first BeBalanced Center in Pismo Beach California!

Coach Chris is also a published author and sought-after speaker. He resides in Arroyo Grande, CA with his wife Julie of 23 years and has two adult children, Chris Jr. and Sophia that also live in Arroyo Grande.



SEE WHAT COMPANY CEO'S AND BUSINESS EXECUTIVES ARE SAYING ABOUT COACH CHRIS

Over the years, we have partnered with a number of consultants that have played a major role in our ability to annually increase productivity and core efficiencies. In our efforts to maximize our productivity, we have found that it is important to encourage our team members to likewise strive to be the best that they can be. We have been partnering with Chris Cucchiara for over 5 years and I have found that Chris has a very impressive and unique ability to help people break out of poor production stealing habit patterns and move to levels of high achievement. This fits perfectly with the path that we have set for the Aqua team. I highly recommend Chris to work with your leadership staff to help them improve on basic life skills that will stimulate improved productivity and move people into higher levels of performance.

- **Dana A. Nafziger**, CEO of Aqua Systems

When it comes to servant leadership and success coaching, Chris Cucchiara is in a league of his own; and for good reason! He is truly one of the best in the industry and leads by example. It is a rare occasion indeed, to find such a multi-talented, purpose-driven professional with genuine integrity. Chris was uniquely qualified to serve as our Head Coach where he was instrumental in leading our sales force. He was also an integral part of our inner-circle executive team where he helped develop tools and systems that supported our entire team in both their business and personal lives.

- **Terry Newsome**, Executive Vice President of TriVita

In the 2 years Coach Chris consulted with the Amazon Herb Company, he was able to unite our entire sales force, and increase the moral of the corporate team. Chris was initially brought in as part of a new management team to help turn our company around. It was Coach Chris that encouraged me and the Board to find a larger company to merge with. He was very instrumental in leading the merger into a \$100 million company.

- **Amazon John Easterling**, Founder and CEO of Amazon Herb Company



I am forever grateful for the ways Coach Chris has helped me evolve since I started working with him in 2014. I never felt like Coach's calls were pre-scripted, as if to say coaching can be cookie-cutter caliber. Instead, each time I met with Coach, I felt it was individualized and tailored around what I was going through. Having gone through a major family loss just prior to working with Chris, I feel like his coaching helped me on a personal level, beyond my professional career as a Holistic Health Practitioner. He helped me rediscover my values, which surprisingly changed after losing a family member. He helped me regain my inner strength by realizing the blocks I had put up mentally. He gave me tools to use as a team leader in direct sales as well as in my holistic health practice. And my health coaching business is fully enrolled since. The areas of change are still unfolding as I reach for the phrases he used or the tools he offered. I highly recommend his services. The results will be unique to your needs, and they will be aplenty.

- Stephanie Austin, HHP

Holistic Nutrition & Lifestyle Coach



Everyone needs a coach! One of the BEST decisions I have made in my life was to work with Coach Chris! We can't put a price on our overall health and wellbeing! Coach Chris helped me deal with many issues stemming from my childhood that were sabotaging me to move forward in both my personal and business life. To me, Coach Chris is my own personal Tony Robbins, who brought me through many BREAKTHROUGHS! The change in me is evident not only in my thoughts and beliefs, but also in my smile. If we truly want to make a LIFE LONGLASTING CHANGE, that CHANGE starts from WITHIN. When I made changes to my inside, my outside lit up. The knowledge that I have gained from Coach Chris I am now able to pass onto my clients. Working through my personal challenges with Coach Chris has allowed me to be a better coach. It's a WIN-WIN for all! We can't put a price on our life, and I am thankful to know my worth and willing to do my work. If you truly want to become the BEST you can be, in ALL aspects of your life, Coach Chris is the one to trust! Coach, I am truly grateful that GOD brought you into my life. You are a BLESSING from above to us all!

- Gretchen Crass

Lifestyle Transformation Coach

SEE WHAT OTHERS ARE SAYING ABOUT COACH CHRIS

Coach Chris Cucchiara has a back to basics leadership approach to help you decide, succeed and profit in key areas of your life. - **Paula Quinlan**

Chris has proven himself over & over in business. He now offers to you that ability. He will coach you to success, and have fun doing it! - **Bob Colasanti**

Chris is a born leader. He has a big heart, always gets the job done and has fun while doing it. He's the "go-to" person I can depend on. - **Patty Gleeson**

As a body builder and trainer, Chris is quite focused and helps everyone stay the course. I have always liked the way he has treated people. - **Ron Seger**

Chris has an engaging, humble and empowering approach in his motivational presentations in which to help others gain success. - **Corrine Switzer**

Chris is a trusted business professional with true integrity and a commitment to helping others. I highly recommend him! - **Anthony DePlacido**

Chris is a True Leader. One would be Wise to follow his Advice! - **John T Burns**

Chris is a powerhouse when it comes to motivation, coaching and teambuilding! - **Jack Grossman**

Chris has a strategic mind and is constantly innovating. A real think-outside-the-box kind of person. - **Dave Huntsman**

Chris has a unique ability to communicate complex ideas with ease. - **Mary K Weinhagen**

Chris is a solid, steady and truthful coach, the best kind! He encourages potential and tells it like it is. I admire his leadership with compassion and his integrity. Chris is a gem for all who know and work with him. - **Joy Taylor, Purposeful Success Trainer**