12 Lunch and Learn Ideas Your Team WILL LOVE

By Jen Waak

keyboardathletes.com
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Introduction

In the following pages I’ll be sharing with you **12 Lunch and Learn ideas** that go beyond the traditional diet and exercise fare. You’ll walk away with a dozen innovative ideas that all include a 360 degree view of health and incorporate the latest neuroscience findings as relates to improving health, increasing energy, and improving productivity. I base my health and wellness practice on these ideas and teach them everyday to clients around the globe.

About the Author

**Jen Waak** is the founder of Keyboard Athletes and a health and wellness coach whose focus on neurophysiology and holistic health set her apart from others in her field. Each week she reads, digests, and synthesizes hundreds of scientific articles and abstracts so that she can incorporate the most recent research into everything she teaches. Her passion truly is helping people have the bodies they want – so they have the energy to do what they love.

Jen is a Z-Health Master Practitioner, Precision Nutrition coach, and kettlebell instructor (former RKC) with two decades of experience as a coach, consultant, and mentor. The author of the *Keyboard Athletes Guide to Pain Relief & Prevention*, Jen lives, works, and trains in Seattle, WA.

Jen teaches these lunch and learn topics regularly at organizations around the country, and would love to speak at yours.

*Email Jen at jen@keyboardathletes.com today to get a lunch and learn on your calendar.*

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#1. Instant Stress Busters

Managing stress is a huge challenge in the workplace, with 77% of employees reporting being stressed on the job. And, 44% of those people report being more stressed now than five years ago.

We know that stress makes us less productive, more reactionary, and isn’t good for our overall health. And in an interesting stress management paradox, while most people are eager for stress-busting solutions or ideas, at the same time don’t feel they can make time to be more relaxed – after all, there is simply “too much to do.”

Traditional stress management techniques revolve around suggestions that urge people to get out of work at a reasonable hour, turn off the email on their phones, and to get to the gym after work to reduce stress. And I’m a fan of all three. But, people often resist making those types of changes – they seem too big, too unattainable, and unrealistic. They aren’t, of course, but perception is reality – so we need to work with where people are at.

Because of the resistance to making bigger changes, it becomes important to provide employees with quick-fix solutions for stress. Are they perfect? No. Can they prevent unnecessary outbursts, reduce health risks, and make people feel better? Absolutely. And, these incremental changes are a gateway to the bigger changes.

Email Jen to schedule this lunch and learn for your organization.

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Lunch and Learn Program

The instant stress busters workshop includes topics such as:

- The physiology of stress (aka, why stress makes you reactionary, less smart, and less productive)
- 5 stress-busting ways to beat a deadline
- Why sitting works against you when you’re stressed
- Stress-busting alternatives to hitting up the vending machine
- Why the pomodoro timer is your friend
- 3 simple 10-second moves you can do to beat stress and get back to work

In this conversational-style workshop, I also include a process for finding an individual’s personal stress-busters so they can immediately implement what is discussed.

As with all behavior change, the hard part is never imparting the knowledge, it’s doing something with it.

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#2. Banish Computer Eyes

The dry, itchy, blurry eyes that come from staring at a computer screen too many hours per day is something I affectionately call “Computer Eyes.” And, those prolonged periods of staring at the screen do more than just cause discomfort – they also lead to myopia (otherwise known as nearsightedness).

Nearsightedness is on the rise amongst Americans – up 20% over just 30 years ago. While it’s impossible to know the exact cause, that increase is believed to be a function of our increasing usage of computers, tablets, and other handheld devices. More evidence that it’s lifestyle-based is found in the fact that office workers tend to be nearsighted while farmers tend to be farsighted from looking out in the distance over their fields.

How do computers contribute to nearsightedness? A large contributing factor are the movement compensations we create with our eye muscles to favor the muscles that are used for close-up work.

Each eye has six muscles circling around it that control its movement, so when we stare at a restricted area for extended periods of time we end up with fatigued muscles from holding our eyes in that limited range of motion as well as atrophied (weaker) muscles in the ranges of motion that we are neglecting. Just like the rest of the body, our eye muscles suffer from “use it or lose it” as well.

As you’ve may have already realized, because nearsightedness involves a deficient movement skill, in this case our eye muscles, we can improve our vision by reacquiring those visual skills.

No special equipment or corrective lenses required – just a small bit of time on a regular basis.

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Lunch and Learn Program

The Computer Eyes lunch and learn is a hands-on workshop that covers:

- How the eye muscles work
- Eye muscle activation exercises to restore lost ranges of motion
- The ins and outs of proper “visual hygiene”
- How to incorporate vision exercises into your work and home life – in minutes a day
- Tips and tools that will keep you doing the work days, months, and years after the workshop

This hands-on workshop teaches participants what they need to be doing as well as the tools they need to put it into practice the minute they return to their desks.
#3. Why Ergonomics isn't a Total Solution

An ergonomic desk setup is a great first step in helping employees avoid repetitive strain injuries and feel better on the job. But, it’s only the first step. Repetitive motion syndrome, carpal tunnel syndrome, and other chronic use injuries are a function of repeating the same movement while holding your body in the same position – so no matter how carefully constructed a workplace is, unless there is variety in the ways an employee moves, he or she remains at risk for a variety of repetitive motion syndromes.

As reported by a 2008 Microsoft study, 68% of all office workers report aches and pains as a result of their desk-bound lifestyle. So, by adopting a three-pronged approach of ergonomics, movement breaks, and movement variety to repetitive strain injuries you can significantly increase productivity and job satisfaction and simultaneously reduce lost work time and presenteeism due to pain.

When employees adapt their workspace to support a variety of movement, oftentimes they can get rid of wrist braces and no longer need (or less frequently need) expensive PT and chiropractic sessions. Establishing healthy movement habits that can be done at your desk – without disrupting productivity and increasing cost – is key.

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Lunch and Learn Program

This comprehensive lunch and learn includes topics such as:

- A discussion of no-cost ways to modify your existing workstation for better ergonomics. Topics include chairs, monitor height, trackball/mouse/trackpad
- A layperson’s overview of the physiology of repetitive motion and what that does to the body
- Why “stop doing that” isn’t the answer
- The need for variety in how you move and work
- Realistic and practical ways to change up your work habits
- An evaluation of – and suggestions for – at-home and on-the-road work setup
- The role of at-your-desk exercises in productivity and the reduction of discomfort

At the end of the workshop every participant will not only have a better understanding of repetitive motion, but will also know what they can do at their desk – the minute they get back – to alleviate their current symptoms or keep from having them.

Paired with a follow-up session on specific at-your-desk exercises, this would a potent duo.

(Interested in learning more about the at-your-desk exercises workshop? Turn the page.)
#4. At Your Desk Exercises

You probably know from first-hand experience the impact of being stiff and achy from sitting at a desk all day – and it’s not just you. As I mentioned on the previous page, 68% of all office workers report aches and pains as a result of their desk-bound lifestyle and the National Pain Foundation reports $100 billion dollars is lost to presenteeism in the U.S. alone as a result of chronic pain.

All of that is more than a bit terrifying, but there are very few solutions offered that still allow a business to function – after all, your team still has a job to do. What’s the answer? For most desk-bound office workers, some precise movements targeted to common areas of immobility is what’s needed.

Spending a lot of time at a computer causes some very distinct movement patterns (or more accurately, immobility patterns) – stiff hands and wrists from being curled over a keyboard and around a mouse all day, shoulder aches from holding the arms over the keyboard and mouse all day, a neck ache from being held still (or cradling a phone), a sore back from a slouched posture, and stiff hips and pelvis from prolonged sitting.

For as frustrating as those things are, that discomfort does not need to be something to just learn to live with.

When the problem is immobility, movement becomes the answer. And I don’t mean more time at the gym, although that can certainly help, but instead I mean small, precise, targeted movements that can be done at your desk in minutes a day. Just that small amount of effort will undo that stiffness and alleviate – or stave off – any aches and pains.

Lunch and Learn Program

My most popular lunch and learn, we cover:

- Why sitting saps your energy and reduces productivity
- The 6-10 at-your-desk exercises that benefit most office workers
- An on-the-spot assessment process to help each person find their personal high-payoffs
- Alleviating computer eyes
- Using these exercises in the day-to-day
- A Quick Guide handout to aid with remembering these exercises after the workshop ends

Participants leave with a personalized at-your-desk exercise program that can be done in minutes a day that will leave your team feeling more energized, less achy, and better able to do their job.

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#5. How to Foster Creativity and Problem-Solving

This lunch and learn topic was originally titled “How to Foster Creativity,” but I’ve come to learn that many people, far too many, don’t see themselves as creative and I didn’t want this topic to get glossed over.

For some, creativity is creating an amazing piece of art, for others it’s writing a brilliant and inspired bit of code, and for yet others it’s about dreaming up an innovative solution to a nagging business problem. We’re all creative, it’s just the “how” that makes us different. Which is why my creative solution to titling this topic was to add on “and Problem-Solving.” After all, it’s the same techniques that allow every masterpiece to be born – no matter if it’s the exquisite painting, the inspired bit of code, or the game-changing solution to your organization’s thorniest problem.

Creativity – and its twin sister, problem-solving – is one of those things that has definitely benefitted from the neuro-revolution. We know more than ever before about how we decide, what makes us creative, and what can stop us dead in our tracks.

This lunch and learn is jam-packed with ideas that can be done individually and as a team to boost creativity and enhance problem-solving.

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Lunch and Learn Program

To give your team the upper hand when it comes to problem-solving, workshop topics include:

- How to re-invent your workspace to enhance creativity and productivity
- 5 stress-busting ways to beat a deadline
- How to get stress working for us when we’re facing a deadline or thorny problem
- 5 ways to facilitate out-of-the-box thinking
- What we need to do to get the right and left sides of the brain talking

Your team will walk away with countless small, and large, things that can be done individually and as a team to deliver a better work product. And, they’ll get a cheat sheet so they can remember all of these tips and tricks long after the workshop ends.
#6. Be a Healthy Road Warrior

With over 400 million business trips taken annually in the U.S., that is an awful lot of people on the road for work. And odds are a number of them are in your organization. Clearly there are benefits, or companies wouldn’t pay for it, but it also takes a toll on the organization and the individual. Between potential time zone changes, wonky food, disrupted sleep patterns, and long days from clients that want to “make the most of the trip,” business travel can wear down even the healthiest traveler.

As someone who spent over half of my corporate career on the road – first as a management consultant where I spent my weekdays at the out-of-state client site, and then later as a remote worker for an out-of-state startup that I had to visit a couple times a month – I have more than a passing interest in and knowledge of exactly how grueling it can be to be on the road all the time.

Dealing with the challenges on the road range from “deal with it” to “easy, if you are prepared” – and the purpose of this workshop is to help your road warriors handle the “easy, if you are prepared” challenges as well as some of the “not-so-easy” challenges. While I’ve heard of some people who pre-ship their “healthy food” to the hotel so they can always be prepared, the solutions offered in this lunch and learn aren’t anywhere close to that extreme.

Instead, it’s about having a few tricks up your sleeve, spending a few minutes doing recon and preparation, and implementing some techniques to make the best of a suboptimal situation.

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Lunch and Learn Program

To best bulletproof your traveling workers, workshop topics include:

- The one hotel room trick that will help you get a great night’s sleep
- Workout options that can be done in your hotel room, in just minutes, and keeps you off that nasty carpet
- How to manage your personal energy bank to get back home with the most energy possible
- Your very best option for dealing with airplane air (and no, it doesn’t involve wearing a mask)
- Navigating the maze that is otherwise known as eating on the road

Appropriate for both veteran road warriors and newbies alike, this roundtable style lunch and learn ensures that everyone in the room walks away with new tips and tricks they can implement the next time they head to the airport (or train station).
#7. Better Communication Through Neurology

You already know that clear and effective communication is critical to all business relationships – both internal and external. I can’t even begin to tell you how many projects I’ve seen go off the rails because of a he-said/she-said dispute. And once things get unraveled, you find that it’s almost always a misunderstanding that leads to an assumption that led to an unintended consequence.

But changing communication habits is hard, because of precisely that – they are habits. Talking, writing, and transmitting non-verbal communication by way of body language is something we do all day long every day, so being vigilant about our communication habits can be downright tiring. And much like no one ever wants to be told they are fat, no one wants to be told that they aren’t an effective communicator. The key to changing communication habits is making it not about them, but about the process and about results.

By viewing communications through a neurologic lens, we can put that distance between the communicator and the message, harness what we know about modern neuroscience, and improve both written and oral communication. Instead of directly looking at the communication process itself, we look at all of the individual variables surrounding the conversation, how stress impacts your communication, and how you can quickly build rapport with your audience.

Lunch and Learn Program

A communications-focused lunch and learn that turns this topic on its ear looks like:

- How stress destroys any hopes of a good conversation
- How to leverage mirror neurons to build rapport in record time
- Why sleep is your friend when it comes to effective communication
- How to use body language to manage the energy of a room
- How mimicry can improve your email communication
- The two things to do before picking up the phone to help make sure you have a great conversation
- When to never, ever pick up the phone or send that email

Filled with real-world examples and practice time, this workshop will leave participants with a new perspective on why we communicate the way we do, and some tips and tricks to easily improve communication – all without really trying.

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#8. Better Breathing for Lower Stress

While breathing is an offbeat lunch and learn topic, about 90% of office workers exhibit improper breathing patterns – the side effects of which can cause some real health problems.

Poor breathing patterns lead to that generalized “meh” feeling that people frequently report, with symptoms including: frequent sighing or yawning for no apparent reason, dizziness, nausea, aching muscles, insomnia and nightmares, anxiety/phobia, ringing in the ears, tachycardia (rapid pulse), and erratic blood pressure, among others.

When the reversed breathing patterns persist we end up with something called chronic hyperventilation. While it goes largely undiagnosed due to non-specific set of conditions and no clear treatment path other than re-learning to breathe, chronic hyperventilation is nonetheless very impactful to those who suffer from it, leading to significantly increased levels of stress. Over time it simply wears people down, reducing energy levels, productivity, and overall health.

While the origins of chronic hyperventilation vary, the most common causes in today’s office worker are chronic stomach upset (including food allergies and intolerances, IBS, and acid reflux), abdominal or rib injury, or just plain-old long-term stress. The unfortunate part is that because breathing is a constant, unconscious activity, it only takes a few days to permanently alter our breathing mechanics for the worse.

Happily, chronic hyperventilation is something that can be reversed, with some changes being visible almost immediately. All it takes is a few minutes of daily practice – which can be easily done when reading reports and emails, on breaks, or as part of a before-bed ritual. And once those proper breathing habits have been restored stress levels are automatically lower, energy levels increase, and brain function improves – all leading to a happier, more productive employee.

Lunch and Learn Program

My lunch and learn centered around breathing for stress management covers:

- The symptoms of chronic hyperventilation
- The mechanics of respiration
- Breathing for stress management
- A self-assessment to determine if the participant suffers from improper breathing mechanics
- Correcting improper breathing mechanics
- Tips and tricks for easily integrating proper breathing into everyday life

Participants will walk away with a new strategy for managing acute and chronic stress as well as one of the most powerful and important things they can do for overall health.

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#9. Going Beyond Diet and Exercise

Diet and exercise are two very important parts of overall health. And, unfortunately, they are two of the most difficult habits to change – there is a lot of emotion and belief wrapped up in food and most people have never learned to like exercise. Fortunately, they are far from the only two variables that we have in the war on obesity and other lifestyle diseases. There are dozens, if not hundreds, of other positive lifestyle changes that we can make to begin the domino effect of better health – with higher energy and increased productivity being happy side effects.

But, to say that all of the health information floating around out there is confusing (and conflicting) would be a massive understatement – people become overwhelmed by the paradox of choice, there are simply too many choices, so they choose to do nothing. The challenge becomes breaking the myriad of options that are available down into a simple formula to help find the personalized, relevant information.

Fortunately, individuality isn’t as tricky, nor as time-consuming, as the so-called experts would lead you to believe. Because the body already knows the answers – you just have to know what questions to ask. Once you start asking the right questions, the answers are obvious and the changes almost start happening on their own.

Email Jen to schedule this lunch and learn for your organization.

Lunch and Learn Program

The Going Beyond Diet and Exercise lunch and learn covers:

- A proprietary assessment process to help attendees immediately figure out their personal high payoffs
- A framework that uses an easy-to-follow metaphor to help explain the integrated nature of the body
- A 360 degree look at an attendees life and habits – since life is more than what happens inside the cubicle walls
- Evaluations for movement, sleep, exercise, breathing, diet, stress, and other critical lifestyle components
- A customized jumpstart program for each attendee – built right into the workshop

With a focus on individualized, incremental change, attendees will start seeing near-immediate improvements – creating a solid platform of success to build upon.

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#10. The Right Foods For You

There is no such thing as the perfect diet – there is far too much individuality when it comes to both food sources and people for us to be able to say, “yes, this is what everyone must eat.” If you ask what diet I follow, I’d say that I eat “paleo-ish” – not because it’s the new trendy thing, but because I discovered years ago through trial and error that I simply feel better when I cut out processed foods, eliminate gluten, and don’t eat many grains.

Yet, I have friends who would be really sick if they ate what I ate. Due to allergies, intolerances, gut imbalances, and other factors no two people are going to thrive on the exact same foods.

And that is the idea behind *The Right Foods for You* workshop. Instead of a prescriptive, “eat this, not that” style of workshop, this lunch and learn focuses on providing a template so people can customize their food choices so it’s not a diet, but a lifestyle. It’s about identifying trade-offs so we can clean up some places in the diet and leave room in other places for favorites.

It’s about changing the definition of “not good for you” from the media’s definition of “bad for you” to a personalized “this doesn’t make ME feel good” version of “bad for you.”

The net is better food choices, weight loss, increased energy, and other tangible, visible markers of increased health.

**Lunch and Learn Program**

This popular workshop agenda includes:

- The common symptoms of food intolerances and food allergies
- The top 8 foods that cause food allergies in the U.S.
- How to tie common health conditions to certain types of foods
- The pitfalls of all food allergy testing, and the free alternative that is just as accurate
- How to find the right foods for you – a step-by-step process

Participants walk away with a step-by-step process to help them find the right foods for them along with a deeper understanding of how making poor food choices, even of “good for you” foods, can adversely affect their health, their job, their skin, and more.
#11. Break Through the Exercise Slump

For the majority of Americans, exercise is something we’ve relegated to the past – it’s what we did in high school or college but it’s not something that makes the cut in our day-to-day lives. Less than half of Americans exercise even three days per week, and the number who exercise on a near-daily basis is in the low single digits.

Given that exercise is the one thing that has been repeatedly proven to be the only real fountain of youth, has cancer-fighting properties, makes us smarter, reduces anxiety and depression, helps us sleep better, and controls our appetite it’s a bit surprising that more people don’t do it.

But for many of us, the idea of exercise conjures up unpleasant memories of high school gym class or slogging it out on a treadmill. *Fun, enjoyable, and rejuvenating* are not words we typically associate with exercise. And that’s too bad, because not only is exercise truly a miracle drug, but it can be fun, build friendships, and increase confidence. Employees who exercise regularly have improved immune systems, more energy, increased productivity, less sick time, lower health care costs, and are happier overall.

So the key is to turn exercise from a “have to” to a “want to” activity, which means making it something enjoyable, because when we think of human nature, we know that we are more likely to make time for what we enjoy – and when you find the right kinds of activities it can be fun.

*Lunch and Learn Program*

To help participants truly bust through their exercise slump, topics include:

- The neurology and physiology behind why exercise should be fun
- The *Drive* theory of motivation, and why it’s important when it comes to exercise
- The 19 benefits exercise provides to the body
- A step-by-step process to find, or remember, what you love, knock down the roadblocks to making it happen, and actually get started
- The pros and cons of goal-setting when it comes to exercise

At the completion of this workshop, we will have reframed the dreaded “exercise” word and given participants a step-by-step process to discover what they love – and make it practical to implement.

This course includes a free 29-page book, *How to Break Through the Exercise Slump* (and learn to love exercise once and for all).

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One of the things that modern neuroscience is teaching us is that regular movement is one of THE BEST things we can do to improve brain function. I don’t think it’s a coincidence that most of the uber-successful people have a habit of exercise – and they will do whatever it takes, including getting up at 4am, to make sure it happens. I believe that exercise is a key part of their success, and clearly they do, too, or they wouldn’t do it. Richard Branson says that exercise is the #1 thing he does in a day to double his productivity - and if that isn’t an endorsement, I don’t know what is.

But, it can be difficult to tie this rather abstract idea of “improved brain function” to exercise when there isn’t a clear cause and effect relationship. So, we put off exercise for “later” or “tomorrow” or put it in the “not important” category and instead put in longer hours in hopes of improving productivity, when in fact a 20-minute brisk walk would do more for us on several fronts.

So, the key is to make exercise easy – and fun. By combining those two things together it’s suddenly something to look forward to rather than dreaded and avoided. And there are many solutions inside the workplace and out of to facilitate healthy amounts of movement. When we can present those solutions, along with a way for an employee to adapt it to his or her life then we have a recipe for success.

### Lunch and Learn Program

We’ll boost your team’s brainpower through exercise with an agenda that includes:

- The 9 ways exercise helps you brain work better
- Why exercise does not have to equal going to the gym
- How to use exercise to reduce stress DURING your workday (without hitting the gym)
- Reframing the dreaded “exercise” word
- How to match your exercise program to your lifestyle to keep you from burning out

Attendees walk away with a better understanding of how making time for exercise is a career-advancing move, and how exercise can be made easy, fun, and attainable – even for the busiest lifestyle.

This workshop includes a free 29-page ebook, How to Break Through the Exercise Slump (and learn to love exercise once and for all).
“I’ll sleep when I’m dead” is a common refrain amongst the Type A crowd. The irony of that statement is that lack of sleep will definitely put you on the fast track to being six feet under. Lack of sleep is tied to obesity, depression, heart disease, stroke, diabetes, and accidents. It suppresses our immune system, increases brain activity (but not in a good way), and reduces our ability to make good decisions. Yet another irony amongst the sleep deprived is that they are the least likely to see the impact of their lack of sleep due to their impaired decision-making.

The golden rule when it comes to sleep is to sleep 7-9 hours per night, more or less waking with the sun and going to bed when it goes down. But, that isn’t always practical – life, kids, and work often get in the way. More sleep is almost always better, but you have to meet people where they are at. Changing sleep habits is hard for a lot of reasons, so we make the best of a non-optimal situation.

In a country where sleep deprivation is costing us $50 billion per year, putting together even a few small changes can have a real impact on both productivity and health care costs.

**Email Jen to schedule this lunch and learn for your organization.**

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**Lunch and Learn Program**

To help your team handle the challenges of sleep deprivation, topics include:

- How to set up your sleeping space to make the most of the sleep you do get
- 4 ways lack of sleep makes you fat
- Why melatonin doesn’t always work, and what you can try instead
- How and if napping should be a part of your sleep schedule
- 3 tricks to help you fall asleep faster
- How to survive a fractured sleep schedule

Attendees walk away with a number of practical tips – from over-the-counter supplements to room setup – that will improve the quality of the sleep they are able to get.
6 Keys to an Effective Lunch and Learn

As a recovering management consultant, I’ve sat through my share of lunchtime or afterwork brown bags / lunch and learns that left me with the very distinct “an hour of my life I’ll never get back” feeling. And I know you have, too.

So, what are the keys to finding a lunch and learn topic and presenter that your team will love?

1. **Makes it Relevant.**
   From a content perspective, there is nothing that grabs an audience more than having a topic presented in such a way that the attendee knows immediately why it matters to him or her and what problem it’s going to solve. The speakers that tend to be the best at this are those that have “been there, done that.”

2. **Makes it Interactive.**
   Somewhere between the interactivity of teambuilding exercises and one-way “communication” of a lecture there is a significant amount of space for conversation and interactivity. If the speaker engages the room, facilitates lively conversation, and leaves people feeling their questions have been answered you’ll have a higher rate of adoption and have people wanting to come back for more.

3. **Reads the Room.**
   A good presenter is someone that can read the room, adjust on the fly, handle questions and interruptions, and make sure his or her audience is engaged. They can intuitively read the energy level in a room and dynamically change tactics (or topics) to keep things from dragging.

4. **Provides Practical, Actionable Tips.**
   All too often the advice given is either to vague to be actionable or too daunting to be easily undertaken. And in both cases, you won’t get good adoption and implementation, which puts you right back at “an hour of my life I’ll never get back.”
5. **Speaks at Your Level.**

A good presenter can tailor the language to meet the audience where they are at – not overly technical, and not overly simplistic. And they can do it with grace and without making anyone feeling like they are speaking down to them. This means that they truly own the material that they are teaching and are accustomed to speaking to a variety of audiences.

6. **Gives You Takeaways.**

Handouts and action plans are great, and I always leave my audience with one, but it’s also important to leave them with just one or two big ideas. So even after the handouts have gone into the recycling bin they still have this big idea that they can hang on to.

When you find that speaker that meets all six of the criteria listed above, your team will walk out of the room feeling energized, motivated to adopt the recommendations made in the room, and eager for more – all signs of a super-successful workshop.

In vetting your speakers, don’t be afraid to ask for speaking samples, references, and testimonials. A short video, even if not on the same topic, will provide incredible amounts of information regarding the effectiveness of the speaker. And, if you want to know if he or she knows their stuff, ask for white papers, articles, or blog posts that they have written – most accomplished speakers these days have also done considerable amounts of writing in their subject area.

### Hire Keyboard Athletes

As a former management consultant, I am all too familiar with the cubicle-dweller lifestyle – it’s having lived that life and knowing what it did to me and still does to many of my friends that drove me to create Keyboard Athletes. It’s so easy to get lost in the bustle of the day-to-day that we lose track of taking care of ourselves, but it doesn’t have to be nearly as difficult as most people make it out to be.

And that is precisely what I am to prove with these lunch and learns. That anyone can do this, in minutes a day.

I have been doing public speaking for more than 25 years and am now a certified Master Instructor in a system that teaches neurophysiology. On my [speakers page](http://keyboardathletes.com/speaking) you can see my most recent Ignite talk, read testimonials from happy participants, and contact me to set up a lunch and learn for your organization.

**Contact me to arrange a talk:** [http://keyboardathletes.com/speaking/](http://keyboardathletes.com/speaking/)

[http://keyboardathletes.com](http://keyboardathletes.com)
The Keyboard Athletes®
Philosophy

I created Keyboard Athletes as a response to my own health, pain, and fitness challenges during my nearly two decades as a management consultant. I simply KNEW that how I and my co-workers felt couldn’t be normal, and was determined to find a simple, pragmatic, holistic approach to health that didn’t have to take over your life. After all, most of us just want good health to be there and not have to dedicate huge blocks of time to it.

It turns out that optimal health really is possible – and with a lot less work than you’d think. My years of studying neurophysiology have led me to find that there are virtually unlimited possibilities when it comes to increasing energy levels and productivity, decreasing pain, and improving overall health.

A 360 Degree View: The Energy Bank

I use a concept I call the Energy Bank to provide a more complete view of the whole person. Being in good health goes far beyond diet and exercise, and we must address those other pieces as well. When we neglect those other pieces it’s like believing the only way to address a revenue shortfall is by raising prices – we’re ignoring other really important pieces of the puzzle that can get us to our goals.

How the Energy Bank Works

Our body’s energy stores work a bit like a bank account. You start each day with your daily balance — the amount of energy you can draw upon to get through the day. From the moment we get out of bed until the moment we go to sleep we are depositing and withdrawing – but mostly withdrawing – from our energy bank.

As with a real bank, the end game is to raise your average daily balance to the point where you have a comfortable lifestyle. And, when you do that you:

1. Have more energy throughout the day, are more productive, and make better decisions.
2. Are better able to enjoy your off-work time – more energy to do what you love and replenishes you.
3. Develop the energy reserves you need to deal with the curveballs life throws.

http://keyboardathletes.com
Every topic in this white paper is presented within the framework of the Energy Bank. There is no such thing as a silver bullet, but when we make small, incremental changes in a number of places real change can happen. Just like in our revenue example above, if we raise prices a small amount, increase volume a small amount, and do incremental cost cuts in a number of areas suddenly we’ve affected real change to the bottom line. The Energy Bank Template does this same thing – but at the individual level as relates to health, wellness, productivity, and energy.

### Neuro-Everything

One of the hottest trends in business is neurology. It’s almost impossible to read a news or business publication and not find multiple articles talking about how our understanding of the brain is changing the face of business, politics, sports science, behavioral change, relationships, sales and marketing, communications, and more.

Indeed, from neuromarketing to neurophysiology, our understanding of the brain is affecting everything we do. Delving through the research is what I do, figuring out how to apply that growing body of research and increasing understanding of neurology to corporate wellness and making people more productive with higher energy levels – all in less time.

And just as every topic in this white paper is presented through the framework of the Energy Bank, every topic also has a neurological angle. The brain is inextricably tied to overall health, and by utilizing the most current neurological principles we can accelerate the process to better health.

I’d love the opportunity to chat with you about how Keyboard Athletes can improve the productivity and increase the energy levels of teams at your organization. Call me at 206-457-3449, email me at jen@keyboardathletes.com or fill out my contact form at [http://keyboardathletes.com/speaking/](http://keyboardathletes.com/speaking/) to start the conversation.

http://keyboardathletes.com