

# Brainfit®

## AT WORK

### Is burnout and brain overload affecting your staff and productivity?

**Your e-Guide to the Brainfit® At Work  
Programme.**



**Updated May 2024**

## Are you:

- Worried about the potential H&S impact of brain overload & burnout in your business?
- Looking for engaging new ways to support employee wellbeing and resilience?
- Keen to explore new ways to help improve team performance?
- Concerned about the productivity of some of your staff?
- Noticing increased absenteeism in your business?
- Interested in improving the speed and quality of decision making in your organisation?

**Then you are in the right place so  
please read on.**

# Introducing Brainfit<sup>®</sup> At Work

Thank you for downloading this Brainfit<sup>®</sup> At Work e-guide and congratulations on taking the first step to help improve your team's cognitive wellbeing so they can thrive personally and professionally.

We are delighted to share this exciting opportunity that can significantly benefit your team's productivity, creativity, and overall wellbeing. **Brainfit<sup>®</sup> At Work** is designed to enhance cognitive performance and address staff burnout, brain overload and brain fog.

As we all know, in today's fast-paced and competitive world, having a sharp and focused brain is crucial. The **Brainfit<sup>®</sup> At Work** programme is specifically crafted to address the challenges your employees may face, allowing them to maintain peak cognitive function across their busy working day. Brain overload has become a health and safety issue which undermines individuals mental & physical wellbeing, creates stress, saps confidence, reduces performance increases levels of absenteeism and can lead to staff churn.



Hockey NZ 'Brainfit At Work' Workshop

It's no secret that prolonged stress can negatively impact cognitive abilities, leading to decreased productivity and increased errors. That's where **Brainfit<sup>®</sup> At Work** comes in. Forgetting people's names, losing files, trouble focusing, working inefficiently, not feeling alert or sleeping badly don't need to be a 'normal' part of life. The **Brainfit<sup>®</sup> At Work** programme will show your staff how to optimise cognitive performance so they can thrive both personally & professionally.

The **Brainfit<sup>®</sup> At Work** programme focuses on the basics of how the brain 'works', why overload affects our memory and provides practical strategies for improving the way your brain and memory performs in meetings and other work settings.

**Brainfit<sup>®</sup> At Work** draws largely on the internationally acclaimed memory research completed by New Zealander Dr Allison Lamont (*see page 9 for more details*). Research shows that the human brain is growing and changing throughout our lives and the more you do to look after it, the better when it comes to brain health.

The **Brainfit<sup>®</sup> At Work** programme currently has the following two main offerings but we are continually evolving this programme to suit the needs of Kiwi Workplaces so please feel to reach out to discuss your bespoke requirements:

## Memory Boost For Work Seminar

This **1-hour facilitated seminar** in your workplace shows your staff how to keep the brain & memory sharp at work, regardless of age. This includes a 45min presentation and 15mins for Q&A. This is often done over a working lunch or similar and is a great way to get your employees thinking about living a Brainfit healthy lifestyle.

*Cost starts from: \$650 NZD +GST for up to 30 people (excluding travel)*

## Brainfit vs Burnout Workshop

This **2-hour workshop** in your workplace shows your staff how to build and strengthen brain connections, which serve as a valuable buffer against memory loss, brain overload and burnout. It is a fully facilitated face to face, interactive group workshop which focuses on practical tips and strategies for avoiding brain overload and burnout at work. It uses a range of techniques including quizzes, group work, personal reflection, and goal setting to help participants to become more productive without over doing it.

*Cost starts from: \$1400 NZD +GST for up to 30 people (excluding travel)*

# Why Brainfit<sup>®</sup> At Work?

## Productivity Gains through brain fitness:

Success in taking control of productivity is understanding the way the brain works and that memory is an active process, which can be improved. Like any other skill, memory improves with knowledge, practice and implementing new habits.

- **Refreshed Cognitive Reserve.** Understanding how the brain works enables workers to implement practices to lighten their short-term memory load. This avoids brain overload and enables improved focus on the task in hand.



- **Sharper Thinking.** Brain activity creates new neural pathways and habits that allow participants to observe and make decisions more quickly. Improved processing speed increases productivity.
- **Improved Recall.** Memory is more of a skill than a born ability so can be trained to recall information more quickly and completely.
- **Improved Creativity.** Thinking in new ways requires analysis and re-organising what is already known with new information. Practice helps creativity come more easily and quickly.
- **Faster Reactions.** A trained brain becomes more observant, aware of details and more responsive.
- **Heightened Well-Being.** Increased information intake and faster recall generates a sense of being in control and confidence. Productivity improves and workers become happier and more efficient.
- **Overcome Monotony.** Employees can become jaded with repetitive tasks which eventually affects productivity. Brain challenges and new thinking strategies help maintain an element of fun and innovation throughout the workday and productivity increases.

## Value for money:

Research commissioned by Xero and conducted by the New Zealand Institute of Economic Research (NZIER) found investing in employee wellbeing could actually make a business more profitable. One approach is organisational initiatives, which tend to be about forming and maintaining habits, behaviours and collective cultures that strengthen mental wellbeing.

Organisational approaches are proactive and preventative rather than reactive, and they are fundamentally about the combination of supporting performance and avoiding impaired mental wellbeing. The central estimate for the ROI ratio for organisational approaches in the New Zealand context is **5:1** (range 3:1 – 12:1).

## Keen to hear what others think of Brainfit® At Work? **READ ON!**

# Testimonials

**Just to give you a glimpse of the impact Brainfit® At work can have in your organisation, here's what some of our clients had to say:**

"Wow.... You have got a lot of the workforce talking after the Brainfit training! The staff who attended were blown away by what they experienced and the conversations that have followed since have been unreal. I've even witnessed a couple of staff members make complete lifestyle switches as a result because they resonated with your story and could see the path they were heading down too. Thank you so much Jude, I've truly loved partnering with you to bring this to Waipā and really look forward to the journey ahead together." - **Steph Curin, Manager Culture & Capability Waipā District Council**

"The presentation on the Brainfit At Work programme was a highlight for our August 2023 Workforce Development Day. With over 90 attendees ranging in age from their early twenties through to their late sixties, there was information that resonated for all and practical tips that could be implemented without cost to make a real difference. You could hear a pin drop during Jude's session and the chatter that continued amongst the team for the remainder of the week, sharing reflections and key takeouts, highlighted just how valuable everyone found it. Thank you Jude - you were superb - **Jennah Wootten, Chief Executive, Aktive**



"We had such great feedback from your Brainfit At Work session and it was definitely a highlight for many. Thank you so much for bringing not only your story and energy to the room, but giving us all some sound, practical and achievable advice, and solutions. The wellbeing of our people is so important, and your session was so valuable" - **Rachel Minton-Smith, Capability Manager Hockey NZ**

"I wanted to again extend my gratitude for the remarkable Brainfit At Work session you led at the Summit. Your session was undeniably one of the highlights for so many of us, and it left a lasting impact on all those who attended. Your ability to distil complex concepts into practical takeaways was truly impressive. The insights you shared during the Brainfit session resonated with each of us on a personal and professional level. It was as if a lightbulb had illuminated, revealing new perspectives and actionable strategies that we can implement to better ourselves.

The session was not just informative; it was transformative - It sparked a renewed sense of curiosity and a commitment to lifelong learning. We walked away with actionable steps that we can incorporate into our daily lives to enhance our cognitive fitness and overall well-being so thank you for sharing your expertise and insights with us in such a relatable and impactful way." - **Emily Ingoe, Sales Excellence Manager, Lion NZ**

"I really enjoyed the workshop you put on for us and there were several points that I took from the workshop that were very valuable and have stuck with me.

The first being to take time in the morning to organise my day. If I'm not careful, early appointments eliminate the time I have allocated to prepare for the day, which then leads to a cycle of feeling out of control. I used to make sure I practiced this in my previous business, and I learnt how important it is, so have reinstated it following your workshop. I have a feeling of 'You've got this' as a result, maybe this is my personal power statement.

I was particularly impressed with your top 6 tips for looking after one's brain and avoiding overload and I have to say these tips have been very helpful. Reducing the amount of info I'm trying to hold by ensuring I diarise as much as possible is a big help, but also preparing campaign calendars that are written down and shared, then referred to is a big help with managing multiple tasks/programs/campaigns at once, which is something we have to do all the time. Resisting the temptation to try and multi-task and focus on one thing at a time is also helpful as one of the top tips. In terms of finding ways to reduce stress, I have reinstated time for physical exercise, which was something I had let slip badly, and this was starting to impact my health and well-being. The last of the top tips but not least, is sharpening the memory. I have been engaging the 'focus, connect, rehearse technique and one area it helps me is remembering people's names, something that in this business, and in just about any walk of life, really makes a difference to people when you remember their names.

Thanks again Ina and I can highly recommend your workshop to any organisation, big or small. There is something there for everyone, it is entertaining, informative, and helpful." - **Steve Wyllie, One Agency**

*"I wanted to say a big thank you for the recent Brainfit At Work session you led with my team. The way you seamlessly blended scientific knowledge with real-world applications allowed us to grasp the concepts in a tangible way. Your passion for the subject matter and your engaging presentation style made the experience all the more enriching. What stood out the most was the universal resonance of your session. It wasn't just about absorbing information; it was about recognizing the potential for growth and improvement within ourselves. Your ability to touch upon areas that everyone could relate to created a sense of unity and shared purpose and we are genuinely grateful for the opportunity to learn from you." – Kathy, Auckland*

**Does this sound like something  
your team would benefit from?**  
**YES!**

# Who are Brainfit<sup>®</sup> World?

At Brainfit<sup>®</sup> World we are cognitive wellness educators who offer a range of online and face to face training programmes as well as books and support resources that empower people to take control of their cognitive health, regardless of age. Our evidence-based programmes educate people about how memory works and how to keep it sharp with practical strategies to help avoid memory loss, brain overload or burnout.



Initially developed by our founders ‘*The Memory Sisters*’- Dr Allison Lamont and Gillian Eadie, our New Zealand based Brainfit<sup>®</sup> programmes draw on the internationally acclaimed memory loss research by clinical psychologist Dr. Allison Lamont and to date, we have supported more than 20,000 people, aged 22-96 on their brain health journey. We would love you and your teams to be next!

The focus of all our various Brainfit<sup>®</sup> programmes is on improving the way your brain and memory performs in everyday life thanks to a range of memory strategies developed from Allison’s research, which are taught either face to face or online and practiced via a variety of fun activities.

## **Our Vision:**

To build a world where cognitive wellness is as valued, understood and cultivated as physical health, empowering individuals to thrive personally and professionally.

## **Our Mission:**

To empower people to harness their full potential through evidence-based programmes that give them the knowledge to take control of their brain health journey, regardless of age.

## **Our Values:**

- Empowerment – We empower our clients to thrive.
- Integrity – We operate with honesty and transparency in all our interactions, ensuring that promises made are promises kept and we will treat everyone as equals regardless of their background, beliefs, or cognitive abilities.
- Innovation – We embrace innovation and creativity in developing the best possible coaching methods, tools and resources whilst adapting to evolving knowledge sources.
- Collaboration – We foster collaborative environment where clients, coaches and other specialist areas experts work together as partners to achieve cognitive enhancement goals.



## Is Brainfit® research-based?

**Yes!**

In 2008, Dr Allison Lamont, PhD (Psych), MA (1st), CPsychol (BPS), NZPsS, APS, ASSBI published her ground-breaking research into age-related memory loss.

Following that, world-wide interest in her findings resulted in Allison addressing conferences in Atlanta, New York, Chicago, Edinburgh, and New Zealand.

Allison's research identified **six key areas of memory skill** that are pivotal in maintaining confident, **active, productive, and independent** habits throughout life. These 'Big Six' form the basis of the Brainfit® system with online and face to face training programmes, books & neuro-games available. All are packed with practical, easy-to-do tips, tricks and strategies using everyday, accessible language.



Today, Brainfit World is lucky enough to be supported by Dr. Jian Guan Chief Neuroscientist, and Dr. Vishakha Mahajan Research Scientist to ensure our programme remains best in class.

## Ready to make a start?

We appreciate the fact that no two organisations are the same, so we are more than happy to discuss our Brainfit Programmes further with you to understand your objectives and develop an approach that works best for you and your teams.

**Contact us now to set up an initial meeting via Zoom.**


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Jude & Ina

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**Proudly championing lifelong  
cognitive vitality and resilience  
in New Zealand workplaces.**