



Leading a Fit Business™

LEADER TRAINING WORKSHOP

If people are your greatest asset, healthier people are invaluable.



Tyler Cooper, MD, MPH, and
Kenneth H. Cooper, MD, MPH

In today's competitive marketplace, healthier employees are a business advantage and necessity. Healthier people miss fewer workdays, are more productive, have greater job satisfaction and help control preventable health care costs. As a result, business leader support for corporate wellness programs is no longer a nice extra; it's a strategic imperative.

Cooper Wellness Strategies is the corporate health and wellness company of Cooper Aerobics and world-renowned Cooper Clinic in Dallas, Texas. We provide comprehensive expertise in worksite health management and more than 45 years of executive health care. We partner with employers, insurers, health care providers and benefits consultants to create healthier people, stronger cultures and management teams that add competitive business advantages.

We use tailored analytics, innovative communication campaigns and industry leading education tools to drive healthier people strategies for your unique group.

Our proven approach is built on evidence-based principles that have helped thousands of top executives, business line leaders and managers get in shape, feel better and function at their highest level; leading by example and influencing improved health in their people.

Kenneth H. Cooper, MD, MPH, pioneered the concept of preventive medicine and Cooper Aerobics continues to be an international wellness authority.

No other organization in the world has cared for the health and wellness of more Fortune 100-500 business and government leaders than Cooper Clinic™.

Our commitment to preventive medicine and organizational wellness has influenced our focus to ensure our client strategies are evidence-based and results oriented with a strict focus on employee well-being.

With more than 45 years of leading health and fitness research based on 265,000+ exams of 100,000+ patients since 1970, no other group speaks about the health and productivity of your management teams with the authority of Cooper Wellness Strategies.



“People want to know how much you care before they care how much you know.”

– Kenneth H. Cooper, MD, MPH, Cooper Aerobics Founder and Chairman



The Fit Business™ Program Aligning healthier management teams.

Business leaders and management teams are under the gun to perform and produce results. The unwanted results of a competitive environment are decreased output, excess mental fatigue and impaired critical thinking.

The Fit Business™ workshop is the management training seminar that integrates health as the core of an effective, authentic leader. Fit Business is an engaging experience full of fun, inspiring content-rich simple science and practical tips for leading healthier people and a fit business. Fit Business drives participants to connect their health to their performance, enabling them to excel and influence excellence in others.

SEMINAR SNAPSHOT:

- Half-day seminar
- Held at client site or on the 30-acre Cooper Clinic campus in Dallas, Texas
- Customizable content and branding to ensure integration with client culture
- Interactive participant session guide
- Engaging discussion with small group break-out ideation sessions
- Expert facilitator teams
- Minimum class size: 20



Core Principles. Hardcore Results.

The Fit Business workshop goes beyond traditional leadership programs—inspiring organizational leaders to be introspective and mindful of how their commitment impacts the commitment of others around them. Best of all, participants walk away from the workshop with a customized personal action plan built around proven core principles:

Leading by Example

Successful leadership is centered in the active demonstration of personal change. The Fit Business workshop leads with a discussion on being accountable for one's personal health.

Influencing Healthier People

Healthier people affect virtually every aspect of your business from employee mental and physical resiliency to the control of preventable health care costs. When organizational leaders connect their personal well-being to their leadership style and make influencing healthy change in others a priority, amazing things happen!

AGENDA

Session 1: Get Cooperized!™

Squaring off the curve: The fascinating evidence-based science around living a longer, healthier, more productive life.

Session 2: The Fit and Effective Leader

Does personal fitness directly relate to effective leadership and a healthy and energized workforce? Yes it does and we'll show you how.

Session 3: Leading with a Fit Mind

The amazing connection between physical and mental health and the direct effect it has on workplace stress, job satisfaction and mental resiliency.

Session 4: Leading with a Fit Body

The balance of energy we consume and the energy we expend is critical to sustaining optimal performance.

Session 5: Action Planning for a Fit Business

Facilitators lead participants through proven steps for creating a personal action plan. Participants come away from this session with a clear direction for individual success.



The Participant Experience

Real learning happens in an environment in which everyone works in unison for the sake of the individual participant. We pride ourselves on delivering an experience that impacts participants in a powerful and memorable way. Fit Business is an engaging experience in thought-provoking dialogue, spirited peer interaction and energetic session leadership.

Our faculty brings real-world business experience, strategic management expertise and fresh perspectives on how health drives greater output and leadership influence. Our teams include former executive business leaders, published subject matter experts, nationally-recognized health and wellness instructors and worksite wellness thought leaders.

Our facilitators carefully navigate a balance between theory and practice by inviting the audience into the content as active stakeholders. The Fit Business™ program curriculum includes small group breakout sessions, topical critical thinking questions and large group review.

“Fit Business was so impactful to our executive team that we included all 650 of our managers and directors.”

- Kate R. VP, Employee Engagement, H.E.B.

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