

## WORKPLACE HEALTH & WELLNESS

### *Can You Imagine A Better Workplace?*

#### SPECIAL WELLNESS EDITION

#### Covid's Toll on Well-Being

As we know, the pandemic has rattled our workplaces and taken a toll on employee physical/mental health. Employers continue to try to find ways to support their employees and help them stay stable and strong during these tough times. Employers who are willing and able to provide resources and offer assistance will reap the benefits of a dedicated workforce. Wellness Programs and Employee Assistance Programs (EAPs) can make a big difference.

#### Employee Mental Health

It is no surprise that data polls are showing a sharp climb in anxiety during this time. Even prior to Covid hitting, employers were seeing a rise in mental health issues. Today, 1 in 5 Americans will experience a mental health challenge. Not only should employers understand their legal obligations under FMLA/ADA laws, they should proactively keep a pulse on employee well-being to ensure issues are addressed early and support can be provided.

#### Health & Safety Policies

This is a good time to revisit workplace policies. Providing flexible work arrangements and access to EAPs (if an employee is struggling with a mental health or substance abuse issue) can go a long way. Such policies and programs send a message that the company sincerely cares about employee well-being. This is also an ideal time to gain input through a survey or assessment. Employees get an "energy boost" when they are given a chance to provide feedback.



Prioritizing health and wellness of ourselves and our organizations has never been more important. To work at full steam and stay productive, people need to feel good.

It's not a surprise that "workplace well-being" is top of mind for many employers. When people feel energized and engaged, they work harder and smarter.

Leaders and HR managers continue to seek out ways to increase overall workplace well-being - we have many resources that can be great starting points!

# SPOTLIGHT ON...

ANDRONIKI (NIKKI) CHRISTIDES UMINA, MPT, Owner of Active Health Physical Therapy

## Get to know Physiatrist Androniki Christides Umina, who serves patients in Brecksville, Ohio

Nikki Umina is a physical therapist and the proud owner of Active Health Physical Therapy, a private clinic in Brecksville, OH. She is a Brecksville resident, the wife of Sam, and mother to 3 beautiful children – Mikalea (15) Alexia (6) and Nico (4) who all attend schools in the BBHCSD. Nikki grew up in Euclid and attended Baldwin-Wallace College graduating with a Bachelor of Science degree in Biology and Sports Medicine. She went on to receive a Master of Science degree in Physical Therapy from Walsh University. Nikki played sports all her life and went on to compete in figure competitions as she has always had a passion for health and wellness.

Nikki is an active member of the community and is a member of the Brecksville Chamber of Commerce. She and her family attend St. Paul Greek Orthodox church where her children are part of the youth group and she coaches the girls basketball team. The Umina's love to bike and travel.

Nikki is celebrating her One Year Anniversary of the grand opening of her private physical therapy clinic. Active Health Physical Therapy opened its doors in November of 2019. The clinic offers post-operative rehabilitation, injury prevention sports programs, pain management, balance programs, spinal therapy, Graston technique, and dry needling. They also offer exercise classes (core/leg blast) in the safest environment using the gym equipment.



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**In celebration of the clinic's anniversary, she is hosting a COVID-friendly open house on Thursday 11/12 from 5-7pm. At the open house she will be giving away a free 4-week exercise class package and Graston massage packages too. RSVP to me or Nikki if you'd like to attend... hope to see you there!**

MICHELLE TOTH, OWNER OF BRILLIANT MUSE

## How One Business Prioritizes Radical Well-being

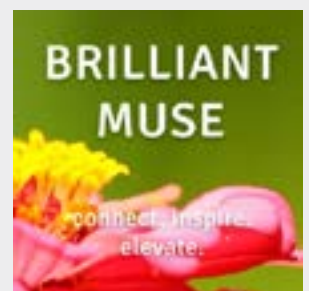


As we transition to Fall/Winter, the heaviness of the last 6+ months is ever-present. For most of us, that means more time indoors, children home for online learning, and the continuing uncertainty of the world around us.

It's more important than ever for us to prioritize health – both

mental and physical wellness. Strengthening immune systems, managing stress, and creating healthy emotions helps us as individuals, which results in stronger teams and companies operating at peak performance. It's time we embrace radical well-being.

Michelle Toth, the founder of Brilliant Muse, works with technology giants such as Google, Cisco, and Paypal. She knows from personal and professional experience that when we feel good, we show up for life. Our bodies automatically move toward balance and we can reach our full potential.



Visit [brilliantmuse.com](http://brilliantmuse.com) to learn more about Michelle and her mission to connect, inspire, and elevate. Be sure to join the [Good Vibe Tribe](#) Facebook Group if you're interested in radical well-being and having fun!

# SPOTLIGHT ON...

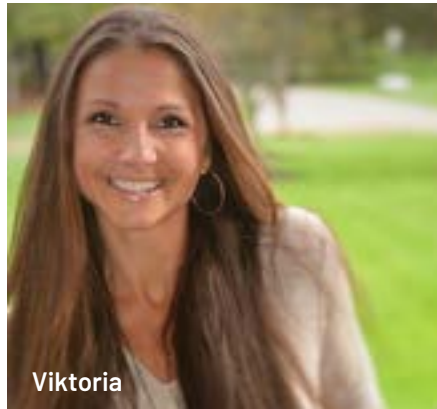
**VIKTORIA LEVAY HIGGINS**, Corporate Health Coach and Resilience Trainer

**Experience an Inspiring Approach, Learn Practical Solutions and Easy to Adopt Techniques That Will Improve Your Lifestyle and Create Sustainable Healthy Habits**

Meet Viktoria! When discussing a healthy workplace, Viktoria believes in the importance of building resilient employees and creating long-lasting healthy habits. Given the difficult times businesses have been facing, helping employees grow from challenges and hardships is becoming a key organizational priority. As a resilience trainer, Viktoria works with business leaders and teams to help them manage stress, bounce back from adversity, and increase their energy and engagement. She believes organizations that invest in healthy and resilient employees will have a competitive advantage.

Viktoria's Resilience Advantage Program is an evidence and science-based approach to transform, strengthen and improve participants' mental, physical and emotional health. This Program teaches effective stress and energy management and has many benefits; improved personal and workplace resilience and

*Nourish with Viktoria*



Viktoria

increased composure in challenging situations and mental clarity and focus to achieve better performance. This Program uniquely combines HeartMath tools and techniques with holistic health and wellness coaching to achieve effective, powerful and progressive results.

Viktoria is a native of Hungary and has been in the States for 16 years. She lives in Cleveland and, after having her own health struggles (autoimmune, chronic inflammation, digestive issues), she discovered food as medicine to

successfully turn the state of her health around. Today, Viktoria focuses on supporting and inspiring clients to develop and maintain sustainable healthy lifestyle changes, address their stresses, raise awareness of their emotions and live a more balanced life. She also has her own all-natural, organic skincare products, juice formulas and healthy recipes that support a holistic approach.

Contact her at [nourishwithviktoria@gmail.com](mailto:nourishwithviktoria@gmail.com) or visit [www.nourishwithviktoria.com](http://www.nourishwithviktoria.com) for more information!

**DAVE HOY**. FOUNDER & CEO of RAW SALT

**Providing Executive Experience, Insight,  
Engagement & Growth Coaching**

**For the Health of Leadership, Sales & Marketing Professionals**



Dave

- When was the last time you took a hard look at your Leadership, Sales or Marketing Teams?
- Are you getting the most out of individual talent, bottom line effort, outcomes and results?
- Have you invested in training and development for your Leadership, Sales or Marketing Teams?
- Do your employees view their role at your company as a "just a job" or a fulfilling career?

*Continued...*





## DAVE HOY. FOUNDER & CEO of RAW SALT

RAW SALT is a sales & leadership training company dedicated to helping leaders and organizations reach their goals and optimize performance. Dave Hoy, founder of RAW SALT, brings a unique style to his proven approach. Dave founded RAW SALT to help teams and individuals transform their everyday lives into extraordinary journeys. Through his customized leadership, sales and marketing program, teams and individuals find the success they deserve. Dave's approach is honest and transparent... with a "roll up the sleeves" mentality and a "let's get to work" style. Here are a few things about Dave:

- Former senior level executive with 25+ years of delivering impact and results oriented coaching to leadership, sales, marketing, customer support and operations
- Extensive experience with building, expanding and reorganizing teams to maximize outcomes through a unique approach of potential opportunities vs. perceived obstacles
- Collaborative and innovative approach to strategic partnership affiliations, channel expansion and key referral development

### Ready to Grow Yourself, Your Sales, Your Marketing & Your Business?

Similar to a new Workout Plan, Diet or Meditation – Your Health Improves with Action, Not Just Thoughts of Action!  
Inspire Engagement | Embrace Potential | Accelerate Opportunities | Stimulate Growth | Drive Bottom Line Results

For More Information, Contact Dave Today at [dave@gorawsalt.com](mailto:dave@gorawsalt.com) or 216.702.6028

## How Healthy Leaders, as well as A Heathy Sales & Marketing Team, Contribute to Overall Organizational Well-Being

### Interview with Dave Hoy, Founder of RAW SALT

The concept of organizational well-being is not just a buzz phrase. It's what makes all the difference. And as we know, sales is the lifeblood of a company... and HR is the heartbeat!

Dave and I see many synergies in what we do. Dave is an expert trainer and has helped hundreds of leaders, salespeople and marketing professionals prosper and find greater success. Dave's approach focuses on the individual, the teams, leadership and overall corporate environment. All must be aligned to maximize performance and achieve desired results. In HR, we also focus on the people, culture and management to optimize productivity and accomplish goals.

To achieve sales and "get the blood flowing" within an organization, clear metrics and accountability are key

as well as a challenging but achievable vision. In HR, we know that motivating people and keeping their "hearts pumping" with excitement takes a lot of work; listening, collaborating and making sure employees feel valued. Sales and HR are similar with both requiring consistency and intentionality in order to work at full throttle. Here is what Dave had to say:

#### How would you describe the feeling salespeople have most days/weeks?

Sales is a blue and red roller coaster, sitting side by side on two separate tracks, both fired up and ready to roll, each promising it's very own excitement-filled, fear-laced, adrenaline rush ride; but the excitement of each, is also the problem of each, in that the two rides never seem to end.



The blue car is sales-related. It's when the individual slowly ratchets up the enormous hill ready to start his or her day. Not remotely able to see where it crests, the day is blanketed with residual anticipation of "when will I finally make it" (aka - close a sale). Then the "what if" concern introduces itself with thoughts of the coaster jumping tracks, going too fast/not fast enough or the seat belt breaking (aka - accounts aren't interested, they're happy with what they are doing or they're just indecisive and dragging their feet). The rider begins to lose interest, confidence in the products/services they sell, confidence in themselves and even confidence in the company. But just as they begin looking for a way off or out, a sale closes and forward progress is made. And all of a sudden, the excitement begins again and the hands go up in the air just as they finally reach the top of that enormous hill and before flying down toward the unknown bottom. Great ride, right? Well, you forgot about the unexpected twists of the corkscrew that come out of nowhere (aka - buyer's remorse, a product/service failure, competition trying to retain their business). The rider isn't even sure how much longer they can hold on (to the account) or if they're going to lose their grip (to the sale).

The red car is conscious-related, occurring between every single sales person's ears on a daily basis. The ride is exactly the same as being in the blue car, but it's all the internal up and downs, twists and turns. The anticipation before the day and the self-reflection in the mirror at night can be just as positively exhilarating or negatively treacherous to one's mental state of mind.

Having your plan, goals, expectations, routing, specific targets, impact messaging and confidence to deliver all of the above is the only way to truly cultivate and harvest maximum accounts, while providing a balanced, healthy quality of life for that individual and/or team. In my experience, continual assessment, development, coaching and training is the best way to address sales professionals, keep them buckled in and driving toward maximum results.

### **When you are about to kick off a sales training/coaching session, what do you hear the most?**

Without question, there are as many verbals as nonverbals shared prior to a coaching or training event. Some of the most popular verbals I've heard are: "I'd rather be in the field or on the phone selling," "this is such a waste of time," "this will never work with my customers or in my territory" and my favorite "I already know all of this." And the nonverbals are even more priceless. They range from eye rolling to head nodding, looking around the room and, my personal favorite, dozing off during a session.

All of the above has or will happen to every single sales leader or coach, but - how it is pre-addressed, expectations that are set ahead of time, how the value and impact are served up (the need and/or opportunity), why the session(s) are necessary and what's in it for each of them professionally and/or personally. The icing on the cake, which makes it all stick together is the accountability that follows after the coaching. All in all, the difference between an incredibly painful or extremely productive meeting falls squarely on the leader's shoulders.

### **How can leadership be crucial to increasing sales?**

Great leadership practices are beyond crucial to both increasing sales (revenue, margin, new and existing accounts) and even more critical to effectively investing in people, developing their strengths, supporting them to improve their identified areas of opportunity and ideally retaining them for the long term by providing a path for upward mobility that is earned.

The challenge with leadership is time and band-width. Daily activities, tasks and necessities occur continually, while curveballs, inconsistencies and headaches seem to rear their heads at the worst time usually. Most leaders would agree they need to duplicate themselves because there's not enough time in the day or week or month, and they have to prioritize what absolutely must get done (aka - what's expected from their executive leadership). As a result, things like training, continual development, doing "ride alongs" with outside sales reps, "sit bys" with inside sales reps and other additional "time intensive" activities get bumped further and further out. The catch 22 is that sales professionals notice when leaders are stretched too thin, not following up, not spending or investing the time with or in them. Then, what happens is that they begin to mirror the behavior by picking and choosing what's most important to them with their goals and expectations. The example set by leadership is indeed the example that will be followed by the team.

### **What ultimately makes a sales team "strong and healthy"?**

I've always said, one of the most important aspects of any successful sales team is "consistency to purpose." Leadership has a hit list that must be embraced and executed consistently where they: set clear expectations, share visible goals and goal attainment, make continual investments in their team, drive the importance of always learning and growing, embrace the challenges as they come while demonstrating how



to face and resolve them, take the time to recognize every level of success achieved, and foster an open, honest and fully transparent two-way communication; inclusive of both professional and \*personal topics (\*within HR standards of course).

The reason I note personal and professional topics is because people take their personal lives to work and people take their professional lives home. There is usually never a definitive line or off button on either end. There may be something that someone is facing, going through or struggling with that is impacting one or the other, and while the role of a leader is not to be a professional counselor, his or her role is to be a human and help others in need. By doing so, it cultivates an environment of trust, where

constructive criticism and 'the good, bad and ugly' can be shared, cultivating a productive and positive relationship.

### How can someone get started?

It's really simple. I first meet with the senior leader(s) and talk with the sales team individually. By doing assessments, I gain a pulse into their strengths and areas of opportunity vs. sales process, goals and expectations. There may be inefficiencies that they do not see because they are too vested or close to the situation. I bring an objective viewpoint, and provide a customized plan of action that enables individuals and teams to not only maximize their performance but also to feel balanced. Getting started is as easy as sending me an email.

## As an incentive to close out 2020 as strong as possible and prepare yourself and your teams to catapult into 2021, Dave is offering a No-Cost Consultation to the first 20 people who contact him (a \$499 value!).

- \*Discuss where you/your team are at and where you/your team want to be
- \*You have nothing to lose, aside from more time, revenue and growth
- \*Absolutely no obligation

**CHECK YOUR CALENDARS & CONTACT DAVE TO SCHEDULE A CONSULTATION TODAY**  
[dave@gorawsalt.com](mailto:dave@gorawsalt.com) (\*these always fill up fast!)

**November:** 11/9, 11/10, 11/11, 11/16, 11/17, 11/18, 11/23, 11/24 & 11/30 (\*9-10am OR 1-2pm) // 11/19 (\*9-10am only)

**December:** 12/2, 12/2, 12/3, 12/7, 12/8, 12/9, 12/10, 12/14, 12/15 & 12/16 (\*9-10am OR 1-2pm) // 12/3 & 12/10 (\*9-10am only)

**Location:** Dave can either meet with you at your place of work or over a coffee (\*whatever is most convenient)

HR is about helping people be their best (personally) and contribute their best (professionally). Nikki, Michelle & Viktoria work tirelessly to inspire people to live a healthier and happier life through healthy habits and a positive mindset. Dave brings a healthy perspective and fresh new ideas to workplaces by helping leaders feel more balanced and sales teams more energized. They all bring endless passion and commitment to what they do!

# FREE Virtual Workplace Coffee Talk

NOVEMBER 18th, 9-10am

## Workplaces Running Wild: How to Stop Reacting and Start Responding

The current pandemic has made the value of proactivity ever more meaningful. When everything seems urgent and your attention is pulled in different directions, it's critical to pause, plan and preempt unnecessary stress.

Play the ball before it plays you! Have you heard this phrase before? While I don't know much about sports (I leave that to my husband and three boys!), I have heard this phrase in different contexts but implying the same thing – whether as a bystander watching a game or when listening in on business strategy meetings, there is an important point being made – **being proactive rather than reactive will lead to better consequences and outcomes.**

I'm often asked questions like the following (especially now when Covid has created a lot of uncertainty) – How do we guard against lawsuits? How do we keep our employees productive and happy? How can we function more effectively and manage more efficiently? Being "proactive rather than reactive" is the first thing that comes to mind and while the majority of companies are simply in survival and reactionary mode at the moment, I believe there are ways to maintain proactive practices (where you are thoughtfully responding instead of impulsively reacting). Impulsive reactions are one of the main reasons employers end up in litigation... and this can be avoided.

I find that this type of proactivity starts with a mindset (for instance, a business owner choosing not to be addicted to the usual chaos that has become a workplace norm and deciding not to put out fires all day). As we know, however, intentional choice and sound decision-making can be muddled by our hectic circumstances and survival mode mentality if we don't have the capability to get back to a centered and rational place. And, as my workplace coffee talk partner often says, our "fight or flight" reactionary responses are triggered when



The flyer features a coffee cup on a tray with the text "WORKPLACE COFFEE talk" and "with jill stella & cindy". It includes the date "November 18th - 9 am - 10 am EST" and the title "What To Do When Workplaces Run Wild!". The flyer lists speakers: Stella Skajac (ImagineHR), Jill Windelgepicht (Talent Specialist Consulting), and Cindy Holzheimer (NOACC). It contains a sign-up link "SIGN UP: ct2020.eventbrite.com" and a quote: "Reset. Readjust. Restart. Refocus. As many times as you need to. Just don't quit." It also lists sponsors: imagineHR and NOACC.

we face difficult situations, and this can undermine our ability to be intentional.

In his classic book – The 7 Habits of Highly Effective People – Stephen Covey (author & businessman) lays the foundation for all healthy habits emphasizing the need to be proactive. Specifically, he notes: Being proactive is a posture you take towards the world. It requires an individual to accept responsibility for his situation (no matter how dire) and take the initiative to make things better. Instead of letting their conditions and circumstances be the driving force of their decisions, proactive people allow their values to determine the choices they make.

Covey discusses the story of Viktor Frankl as a supreme example of being proactive even when circumstances feel hopeless. Frankl was a psychiatrist

who was imprisoned in a concentration camp during WWII where he was subjected to unfathomable cruelty. But it was in these awful circumstances that Frankl had a life-changing epiphany – despite losing all freedoms, there was one freedom the guards could not take away – how he would respond to his circumstances. In his seminal book – Man's Search for Meaning – Frankl makes the profound case that "between stimulus and response there is a space, and in that space is our power to choose our response." Frankl consequently chose a different response than the default. He chose hope and meaning in what was happening.

While it's important to have proactive written policies in place, it's especially imperative that your managers and team members are handling issues in a calm, balanced and consistent way. Our default in difficult situations is to get defensive or angry, but if we remember there is a "space between" the incident and our response, we can lessen the likelihood of making a bad situation even worse. Workplace well-being and proactivity go hand-in-hand. A healthy workplace culture is a proactive culture.

**SIGN UP: [ct2020.eventbrite.com](https://ct2020.eventbrite.com)**



**Thank you for taking the time to read my newsletter.**

I will continue to share important information on relevant workplace topics and spotlight businesses and consultants here in Northeast Ohio making a difference. Feel free to reach out anytime at [stella@imaginehrconsulting.com](mailto:stella@imaginehrconsulting.com) or 440.897.1991 for more information.

[imaginehrconsulting.com](https://imaginehrconsulting.com)

*imagineHR*