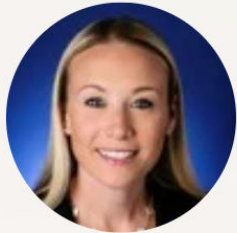


The BurnAlong HR Leadership Series Presents

# Strategies for Supporting Your Workforce in 2021



**Melissa Fridman**

Global Head of HR  
Investment Bank, Deutsche Bank



**Adriana Machado**

Former President & CEO  
GE Brazil



**Bea Olavarria O'Malley**

Former Global Head of HR  
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*Moderator*





# THE BURNALONG SOLUTION

'Bringing People Online What Works In Person'



## 1 CHOICE AND DIVERSITY

▶ 5,000+ Online videos from 750+ instructors across 45+ categories.

## 2 SOCIAL MOTIVATION

▶ Including option to invite others to join you live for real motivation.

## 3 PERSONALIZATION

▶ Machine Learning for guidance.

### Optional Social:

See & hear people you know live.  
Class is synchronized across your group (iOS, Android & web)

# DEEPER DIVE: IMPACTING PEOPLE TRADITIONALLY NOT INCLUDED

**29%** of Users take Specialty & Emotional Support (Fast-Growing Area)

## SPECIALTY

- ▶ Adaptive Workouts
- ▶ Arthritis
- ▶ Diabetes
- ▶ Fit Over 50
- ▶ Parkinson's
- ▶ Physical Therapy
- ▶ Prenatal
- ▶ Nutrition

## EMOTIONAL SUPPORT

- ▶ Life Coaching
- ▶ Meditation
- ▶ Mental Health
- ▶ Mindfulness
- ▶ Parenting
- ▶ Sleep
- ▶ Stress Management
- ▶ Travel



ADAPTIVE WORKOUTS



ARTHRITIS



DIABETES



FIT OVER 50



MENTAL HEALTH



PRENATAL



NUTRITION



LIFE COACHING



PARKINSON'S



MEDITATION



PARENTING



CANCER WELLNESS



PHYSICAL THERAPY



TRAVEL



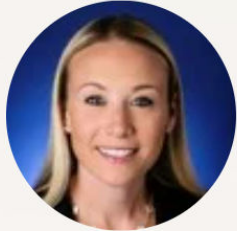
STRESS MANAGEMENT



SLEEP

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