

The BurnAlong Leadership Series Presents

HR Strategies for Building a Resilient Culture



Ken Cooper
Head of Human Resources
at Bloomberg



Dipti Sirisinahal
People Strategist
& Leadership Coach at Google



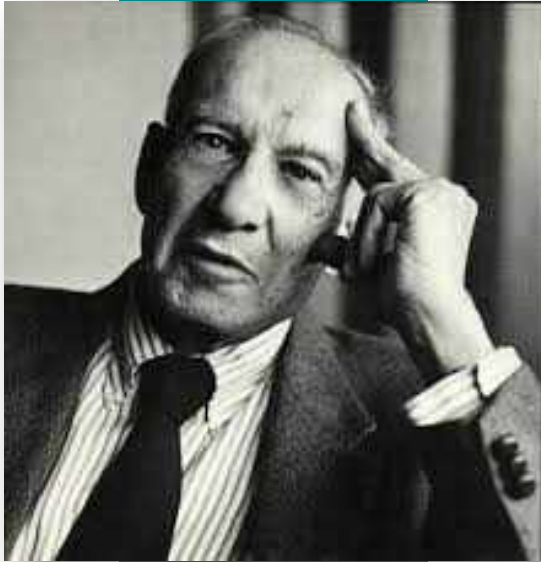
Bob Ravener
Former CHRO at Dollar General and
Executive at PepsiCo, The Home
Depot, & Starbucks



Daniel Freedman - Co-Founder/Co-CEO BurnAlong
Daniel@BurnAlong.com www.BurnAlong.com
Moderator



“WHOLE MIND, WHOLE BODY, WHOLE LIFE”



“You cannot prevent a major catastrophe, but you can build an organization that is battle-ready, that has high morale, that knows how to behave, that trusts itself and where people trust one another.”

– Peter Drucker



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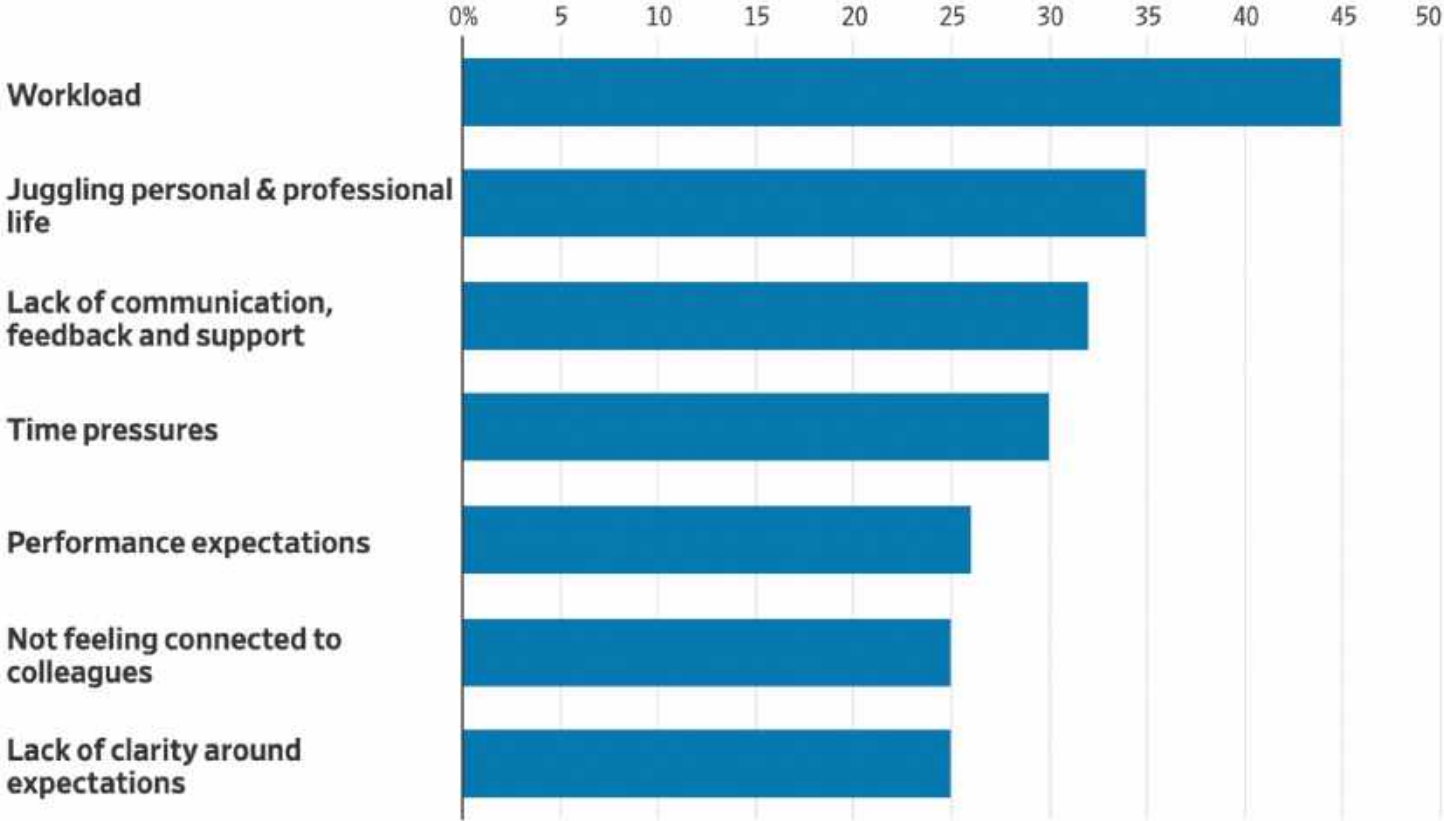
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www.BurnAlong.com – *Whole Mind, Whole Body, Whole Life*

REASONS FOR FEELING BURNOUT DURING COVID

Crash & Burn

Top reasons employees are feeling burnout from work amid Covid-19



Note: Survey was conducted April 8 to 10 across a random sample of 1,001 U.S. employees.
Source: Eagle Hill Consulting



STRESS IS EXPENSIVE

\$190B In Annual U.S. Healthcare Costs

**The Relationship Between Workplace Stressors and
Mortality and Health Costs in the United States**

Joel Goh

Harvard Business School, Boston, Massachusetts 02163, jgoh@hbs.edu

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Graduate School of Business, Stanford University, Stanford, California 94305
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On top of an already pre-COVID systemic problem:

▶ People don't do the health & wellness programming they need.



**40% Obesity
Among Adults**



**78% Adults 55+
Have Chronic
Conditions**



**Only 41% of People
Dealing with Mental
Health Issue Get Help**



**-15% NPS Score for
Corporate Wellness**

The BurnAlong Solution

Bringing People Online What Works In-Person



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



01 Choice and Diversity: Catering to Everybody.

*Online videos from 100's of
instructors across 45+ categories.*

02 Social: Real Live Motivation.

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

03 Personalization:

Machine Learning for guidance.



Extending the social experience to something you can see, hear & feel!

Invite others from your social circle to join you live!



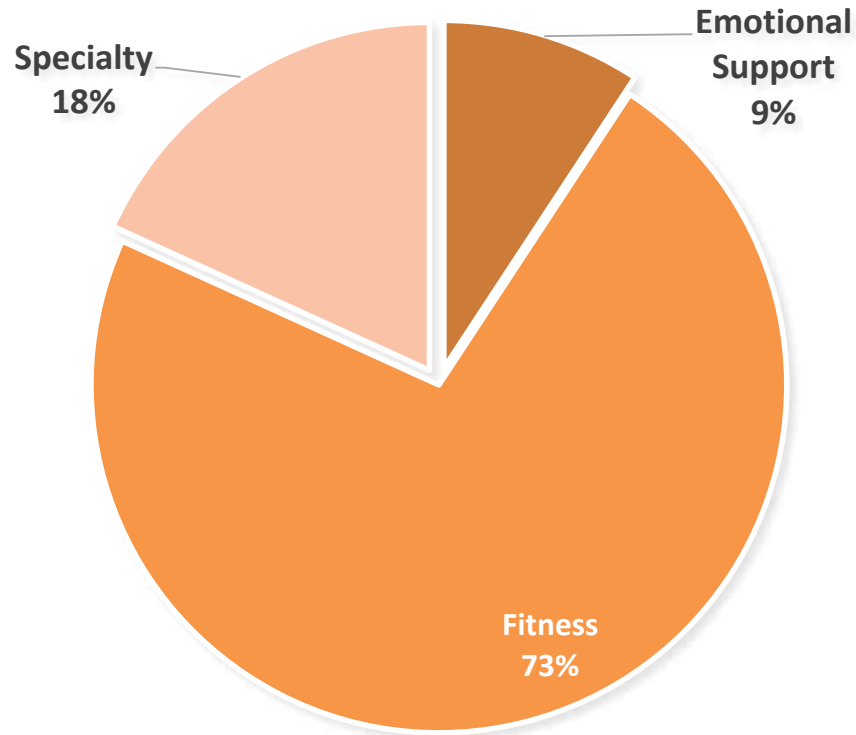
Spanning Physical, Emotional, and Financial Wellness for all Ages, Levels, and Interests

Partial List

"Meet employees where they are. Employees have varied health needs or priorities based on age, gender, and tenure at the company."
- CDC



Inclusively Supporting All the Needs of a Diverse Population



27% of Classes Taken are 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



Business

**The
Economist**

The importance of people people

The coronavirus crisis thrusts corporate HR chiefs into the spotlight

In a pandemic, a chief people officer can make or break a company



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THANK YOU!



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