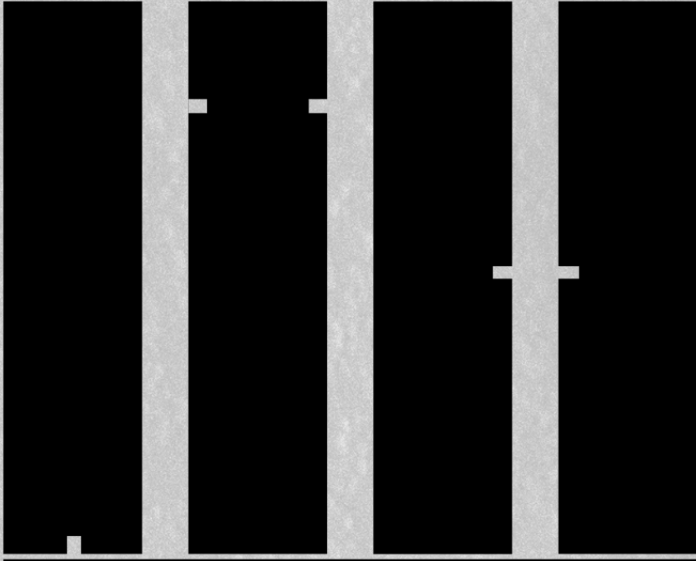


**RAEBEL**™



INSTITUTIONAL INTEGRATIVE HEALTH

**2023**

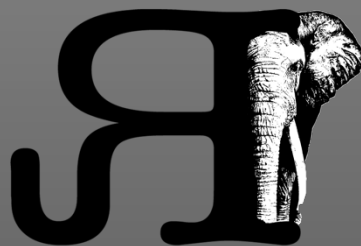


True wellness requires a  
comprehensive approach.

Mind | Body | Work | Life

*Simplify*

with *one* partner for  
*complete* health and wellness coaching.



# MIND

## FROM CONNECTIVITY TO PRODUCTIVITY, MINDFULNESS IS AN INVESTMENT IN THE ENTIRETY OF LIFE

In today's fast-paced environment, our attention has become a commodity that virtually everyone wants a piece of. Sadly, amid this battle, we are seeing a collective decline in attention span (Lornez-Spreen, 2019) and capacity to remain present; the effects of which can be catastrophic to our well-being.

Mindfulness-based training can help to increase attentional focus, present moment awareness and help us better manage stress and burnout. Backed by science and research, this traditional and incredibly accessible practice can help us live more joyous, connected and balanced lives, facilitate productivity, creativity, and serve as the foundation to our other wellness pursuits.

### A few key benefits of Mindfulness-Based Training at work:

- Decreased Stress (Aikens, et al., 2014)
- Improved Communication (Beckman, 2012)
- Improvements in Focused Attention (Roeser, 2013)
- Increased Energy (Aikens, et al., 2014)
- Decreased Frustration (Schultz, 2015)
- Decreased Occupational Burnout (Roeser, 2013)
- Less Mind Wandering & Rumination (Brewer, 2011)
- Increased Resilience (Aikens, et al., 2014)

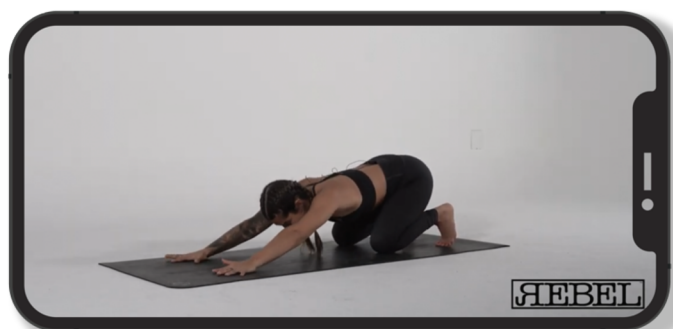
# BODY

## PHYSICAL ACTIVITY IS ESSENTIAL TO OUR HEALTH AND HAPPINESS

Though it's been long known, the importance of exercise and movement is becoming increasingly evident. In addition to our physical health, our activity level directly impacts virtually every other component of our health, including mental and social well-being.

Despite knowing this, many people often find it difficult to build regular exercise into their routines. Rebel helps by meeting people where they are by providing options for every level of experience and amount of time available. Solutions over excuses.

Through the new Rebel Health App, your team will have on-demand access to fully guided exercise programs and yoga/stretching routines. From at-home, equipment-free exercise programs and 9-minute yoga flows to advanced programming and high-intensity workouts, our constantly growing library of expert-designed programs aims to serve everyone.

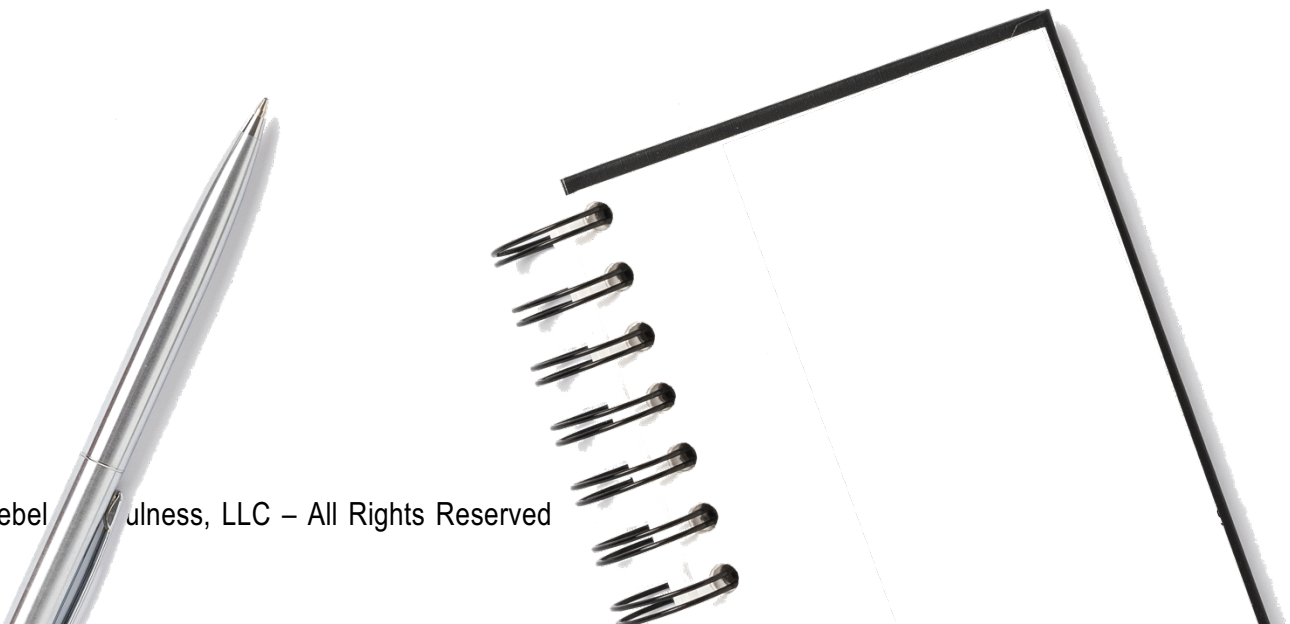


# WORK

SCIENCE-BACKED TOOLS TO NOURISH  
EFFICIENCY, PRODUCTIVITY  
& CREATIVITY

Burnout, wasted time and agitation are largely byproducts of ineffective or non-existent systems and techniques. And here is the remarkable part; we can simultaneously increase productivity, quality of work and creativity while decreasing stress and exhaustion. We just need to be shown how.

Rebel Health will introduce your team to various, science-backed techniques and tools that can enhance their total work experience and relationship to their work. The fields of behavioral psychology and neurology have shed light on what works and what we are doing so wrong; we can help to move in a better direction.



# LIFE

BALANCE, RELATIONSHIPS,  
PURPOSE, JOY,  
& MORE

Many of an individual's work challenges aren't work challenges at all. What is happening at home, in our social lives and in our lives beyond work play a significant role in our job performance, motivation and satisfaction. To ignore this a fundamental failure.

Balancing all the different components of or life can be challenging, even overwhelming at times; but it is possible. We can learn to be a more effective communicator, transition better between our different roles, improve our relationship to social media & technology, and so much more. All of which nudge us closer joy.

The individuals that comprise your teams and organization are your most valuable asset, and when you take care of them, they take care of you. Happy, healthy companies are made up of happy, healthy people. Let's help them unlock more joy and pleasure beyond the workplace.



# ONGOING SUPPORT

# MEASURABLE RESULTS

Keynotes and retreats are great and can introduce attendees to the potential benefits of a consistent mindfulness practice. However, real change demands the nurturing support that can only be realized with continuous practice, learning, accountability and meaningful dialogue. In addition to facilitating an environment of impactful growth, **you will also be showing your organization that this is a genuine commitment and not just a simple checking of a box.**

From the beginning, Exclusive Partnerships will have the option of using research-quality questionnaires and methods to monitor the progress of participants and help quantify the effectiveness of the coaching. This not only provides us with tangible measures of progress but will also serve as an opportunity to receive feedback and highlight any potential areas where adjustments may be beneficial.

Studies have demonstrated increased productivity, decreased health costs and increased job satisfaction with ongoing mindfulness training alone. A study conducted with healthcare giant, Aetna, estimated an **11:1 return on investment** in implementation of a mindfulness program while a **Harvard study estimates a 6:1 ROI** on employee wellness programs. Even on the low-end, wellness coaching is an incredible investment.

# CONNECTION

## COACHING SESSIONS, WORKOUTS & MORE

The specific combination and timing of modalities will be customized to fit your organization's unique structure, logistics and desires. The ultimate goal is to give your team access to the tools and wellness-resources they need and potentially direct additional resources to key groups or individuals, if needed.

**Here are the primary modalities included in all partnerships:**

### Monthly Coaching Sessions

*Conducted In-person, via Zoom or both – Approximately 60 minutes each.*

These sessions are the heart of the learning and growth. Each session will focus on a specific topic and allow time for discussion (in Exclusive Partnerships). Though mindfulness-based practices will initially be the primary focus, we will gradually work in other health- promoting topics related to physical-wellness, work and life.

### Weekly Text Support

Being mindful and present can be challenging but remembering to be present is the biggest challenge of all. Each week, all team members will receive a text message that is designed to provide support and reminders between the coaching sessions. A small reminder can really help us to pause, take notice, and move forward more effectively.

### Workouts, Yoga & App

Physical health is essential but knowing what to do can be difficult. Through the Rebel Health App, your team will have access to a growing library of expert-designed workouts, yoga routines and guided meditations; all with video instruction and connectivity to their favorite fitness-tracking devices.



# CONNECTION

## ADDITIONAL OPTIONS

There are no limitations to how we can design our partnership. **Here are some additional services that you may find supportive.**

### Private Coaching – Mini Sessions

In some organizations, we may find it beneficial to also work directly with individuals in high-stress positions or with leaders that can help facilitate the process and growth. Monthly, 30-minute sessions can be incorporated and provided to certain individuals or offered to different people each month.

### Private Coaching – Full Sessions

Full integrative health coaching can be provided to individuals within the organization. This includes weekly, 60-minute calls to discuss all facets of personal well-being. Individuals can only be rotated every three months with this service

### Retreat Days

Creating space to fully disconnect and dive deep can be a truly transformative and rejuvenating experience. We can design annual or semi-annual retreats for your team. These can be stand-alone experiences or paired with an existing event, like a corporate gathering or conference.

# YOUR COACH

## LUCAS G. IRWIN

With over 20 years in the health and wellness field, Lucas has found true fulfillment in helping others live healthier, more joyous lives. Practices like mindfulness can feel overwhelming and even inaccessible to some; Lucas takes tremendous pride in making these practices accessible to everyone.

- Rebel Mindfulness, Founder/CEO
- MBSR (Mindfulness-Based Stress Reduction) Certified Instructor
  - o Brown University
- Certified Performance Enhancement Specialist
- Certified Corrective Exercise Specialist
- Mindfulness Instructor
  - o University of Miami
- Sekwel.org, Founder
- Community Mindfulness Meet-Up Organizer
  - o Baptist Health South Florida
- Integrative Health Coach & Consultant
- Advisory Board, Holistic Life Foundation
- MBA, University of Miami School of Business
- Ex-NCAA Athlete, Football
- Poet & Published Author



# TRUSTED BY

THESE INCREDIBLE ORGANIZATIONS



...and many more.

# TESTIMONIALS

To whom it may concern:

We all know that the most valuable asset in any business is the people behind it. If leadership and the team(s) are dialed in on goals, expectation and communication, we as business owners feel that we should be successful. That said, everything starts with a mindset... and without that being right, no one gets out of the gates too well.

Lucas Irwin is the person that helps to construct that mindset.

Lucas and I have been working together now for more than three years. During that journey, we worked on all components of mental, emotional, physical, and spiritual frameworks. We discussed and agreed upon major and minor changes to my lifestyle and the results are significant.

Personally, I am content. The actual definition of content is “in a state of peaceful happiness” and I cannot stress enough how important this is. My family has directly contributed to this but more importantly benefited from this. As I worked towards mindfulness and contentment, my business followed and experienced a wonderful transformation. Work is rewarding once again and as a result we are experiencing unprecedented growth for a mature 20-year-old company... this year’s revenue is up more than 200% over last years.

In reviewing reasons why, I can confidently trace this success back to the work I have done with Lucas. He started as a stranger, became a non-negotiable line item in the budget and is now so much more. He is a mental north star on how to be a better, more mindful person. He is also a true friend, and a very good one at that.

I’m happy to discuss more of my experiences with Lucas with anyone that would like to understand with more detail.

Thank you and good luck,

Ari Rollnick, CEO



[kabookaboo.com](http://kabookaboo.com)

## Google, Inc. *(Amy Shamus)*

We asked Lucas to speak to our 60-person team of event producers and creatives about mindfulness and how to achieve a better work/life balance. Lucas has the unique ability to make complex subjects simple to understand. He has a clear and calming demeanor that left an impact on our audience. I would recommend him to any organization looking to incorporate balance into the workday.

## Christian Dior *(Kyle Briggs)*

As head of the Merchandising Department at Parfums Christian Dior I wanted to kick off a recent 3-day seminar for my teams from Latin America in a rather disruptive way. Communication in any setting can be challenging, even when you speak the same language and are working toward the same goal. But when you have remote teams, diverse cultures, and unique personalities, it becomes a challenge to keep everyone on the same page and forge a clear path. Creative professionals in a corporate environment are a bit of a paradox, so thinking outside the box was paramount. So, to kick off the seminar, I enlisted the help of Lucas Irwin, who listened and transmitted mindfulness teachings to my team that I never thought was possible in such a short session. Lucas disrupted the opening of the seminar by opening a few minds, offered new perspectives, and allowed communication to improve for the days that followed. I highly recommend him as a leader in this field.

## Forums, Inc. *(Ali Pena)*

Working with Fortune 500 companies, our industry is a stressful one and the environment can get overwhelming. Our work environment improved significantly with Lucas. Overall, our employees were happier and more relaxed, productive, and confident.

# 2023 PRICING

## Exclusive & Assembly

Rebel offers an Exclusive and an Assembly option for partnership. In the Exclusive Partnership, all Coaching Sessions are only for your organization, and you will choose your schedule. Assembly Partnerships help to lower costs by allowing multiple organizations to attend the same monthly Coaching Session and the date and time will be selected by Rebel Mindfulness.

### EXCLUSIVE PARTNERSHIP

**→ EXCLUSIVE**

- One exclusive, monthly coaching session with Lucas G. Irwin
- Flexible scheduling options
- Weekly text message support
- Meditation recordings
- Workout and Yoga Routines via App

**MONTHLY RATE\*: \$1,950**

### ASSEMBLY PARTNERSHIP

**➕ ASSEMBLY**

- One multi-organization, monthly coaching session with Lucas G. Irwin
- Weekly text message support
- Meditation recordings
- Workout and Yoga Routines via App

**MONTHLY RATE\*: \$500\* - See next page for more details**

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*\*For organizations with more than 50 people, the monthly rate will increase \$2 per employee. This price does not include add-ons, such as private coaching.*

# ASSEMBLY vs. EXCLUSIVE

The new Assembly Plan is a lower-cost variation of our Exclusive partnership. All the information, coaching, and resources are exactly the same! The only difference is that the coaching sessions will include multiple organizations within the same webinar... that's it!

RESOURCE	ASSEMBLY	EXCLUSIVE
Monthly Coaching Webinar	✓	✓
Webinar Recordings	✓	✓
Weekly Text Messages	✓	✓
Meditation Recordings	✓	✓
Printable Coaching Summary	✓	✓
Exclusive Webinar w/ Q&A	✗	✓
Online Yoga & Workouts	✓	✓
Monthly Rate*	\$500	\$2,100 Average

## New Rebel Health App - Included

Expert Designed Workouts and Instruction

Instructor-Led Yoga & Stretching Routines

Guided Meditations

Goal Setting & Accountability

Connect to Fitness Trackers & Watches



# ONE partner. TOTAL wellness.

Mind | Body | Work | Life

Thank you for your consideration and we genuinely hope to build a long-term relationship with you and your entire team.

Lucas G. Irwin

## CONTACT

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786.226.7196

<http://www.rebelmindfulness.com/corporate-mindfulness>

All displayed rates are valid for 90-days upon delivery of this document and subject to scheduling availability.