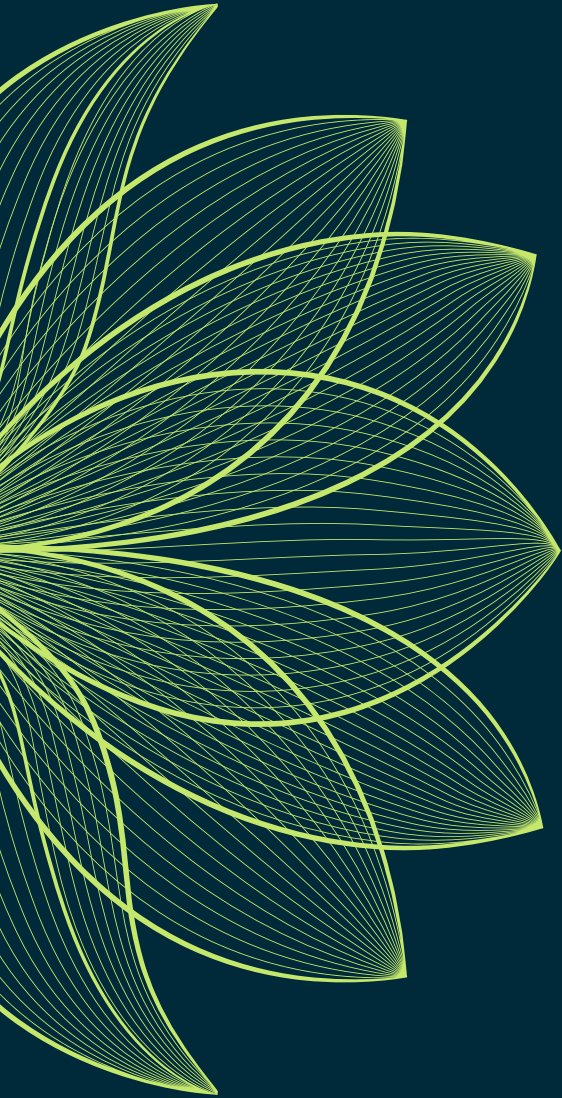


**MARK** > **BUNN**

SIMPLE WISDOM FOR CONSCIOUS LIVING



# The future of healthy, happy, high performance businesses.

**BY MARK BUNN**

Health Researcher, Best-selling Author & Keynote Speaker

High brain wave coherence... you're hired!  
Low coherence... you're fired!



# The State of Play

Gym memberships, fruit packs and on-site massages are old news. Pedometers, mindfulness and in-house yoga classes will not be far behind. Yet, despite constantly evolving technologies, we are seeing constantly declining worker and workplace health. How so? What's ahead? How do we embrace technological and digital advancement without destroying the foundations of individual and collective health – connection to Mother Nature and even more importantly, interpersonal relationships and human connections?

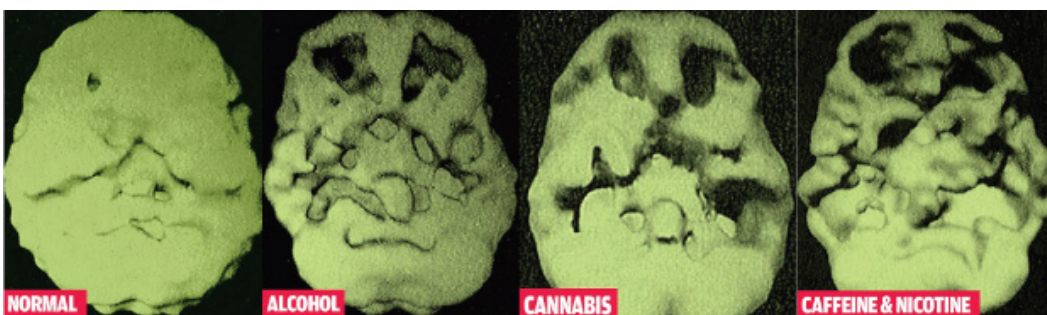
**What will be the next 10 big changes to revolutionise health and performance and how can you and your workplace start using them now to get ahead of the pack?**

**Strap yourself in and get ready for a new world.**

## #1

## Brain Testing – Are You Brain Fit?

Applying for a new job or a promotion? Previously employers might have requested you to take some sort of personality or psychological test. Soon, due to recent advances in neuroscience and what's known as 'brain mapping' – where scientists can quickly map the health of your brain including cognitive function, decision-making ability and emotional processing - you may be looking for another job... unless your brain is up to scratch. Studies have shown that **individuals who fail to combat the effects of high stress and have an unhealthy lifestyle (excess drinking, smoking, caffeine intake, drugs etc) develop 'functional holes' in their brain.** See below.<sup>1</sup>



These holes indicate regions of our brain that have lost functioning and will alert employers that our potential for completing jobs based on those functions will be significantly compromised.

### Look out for ...

- Companies not just talking about but actually testing for neuroplasticity and neurofluidity (to determine if personnel are suitable for key jobs, promotions, employment etc).
- High brain wave coherence and minimal functional holes = you're hired!  
Low coherence and functional holes, you're fired!







# #2

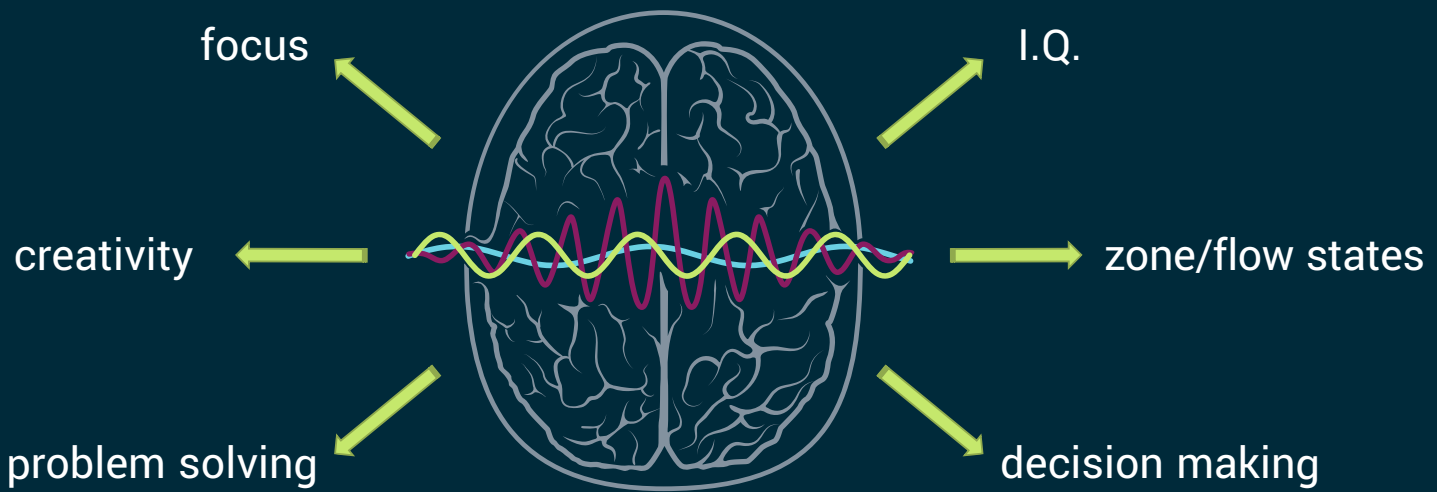
## From Mindfulness To 'CONSCIOUSNESS'

Today, business people are learning mindfulness in great numbers. This has been a fabulous advancement in the health and performance landscape. Mindfulness, basically a westernised version of an ancient Buddhist meditation, is a terrific 'circuit breaker' for the busyness of life and has been shown to be very effective in reducing things like stress, anxiety and pain.

The next big wave however, particularly for business performance, will be the regular practice of mental '**technologies of transcendence**' – specific meditation techniques separate and distinct to concentration or mindfulness. **Such techniques including Transcendental Meditation (or TM) and some advanced Tibetan Buddhist practices, have been shown to actually repair functional holes in our brains (described above), develop previously dormant regions of our brain and promote what's known as 'global brain coherence'.<sup>2</sup>**



## EEG coherence benefits



### continued from previous

This means all the different regions of our brain can effectively communicate with each other leading to what is known as 'maximum EEG coherence'. EEG coherence is strongly correlated with everything from increased IQ, enhanced decision-making, zone or flow states, resistance to stress (resilience), high level focus, concentration, ability to switch on and off when needed, plus a whole range of other benefits critical for business and life success.

In short, these mental technologies (also deriving from ancient eastern meditative traditions) actually increase and expand our brain's capacity and potential, literally developing, expanding and **raising 'human consciousness' itself**. (Instead of using say 10% of our potential, we can progressively use 15%, 50% and eventually 100%.)

#### Look out for ...

- Transcending based meditation techniques being taught company-wide.
- Meditation rooms (that actually get used) in every work place.
- **Compulsory meditation**, tracked and enforced by employers as a condition of employment.  
**I.e. if you're not maximising your brain functioning we're not employing you!**
- 5-10 minutes **group transcendence** before team meetings or strategy sessions to reduce stress, enhance productivity and maximise effective collaboration.



# #3

## Happiness 'Before' Success!

With the recent pioneering research of Shawn Achor and other positive psychologists, the future of business performance is likely to see a direct reversal of the out-dated and broken formula of 'Be successful and happiness will follow'.

Two hundred studies on almost 300,000 people and Shawn's own research in over 45 countries has shown that focusing on raising our level of happiness first produces the most profound effects in terms of improved job performance and success.

**By focusing on 'happiness creation instead of success' for as little as 2-3 minutes a day can improve our productivity by 31%, sales by 37%, stress resilience by 23% and make us 19% faster and more accurate.<sup>3</sup>** It's called the 'happiness advantage' and is already changing the nature of work places worldwide. Trying to improve workers health, productivity or results without first making them happier is proving to be a recipe for greater stress, employee resistance and a massive waste of money.

### Look out for ...

- Individual and workplace **happiness becoming the primary focus of business success.**
- The motto for high-success companies becoming '**Happiness first**'.
- Gratitude, positive journaling and happiness creation being replaced by how we create greater meaning and '**higher purpose**' for workers. (See #9)







## #4

# Working Anywhere Anytime

The last decade has seen a big shift in flexible hours. What's next? What's next is a transition to complete work time and work place flexibility. The old paradigm of being at one's desk for 'x' hours a day will be gone. **Companies like Google, Apple and Yahoo know that it doesn't matter how or where work gets done but that it gets done.** That's why Yahoo has in-house masseurs, Google employees can ride scooters, play video games and bring their dogs to work and the Patagonia company have a 'Go Surfing' policy. Richard Branson summed it up when he said, "fun is the secret to Virgin's success". All this is an extension of the previous point on happiness whereby companies will allow greater worker flexibility and even organise and pay for fun (work-life balance) activities ... assuming 'the job gets done'.

### Look out for ...

- The **complete abandonment of conventional work hours** or even work being 'paid by the hour'.
- 'If you can do the same work at the same quality (or higher) in less hours or in a different location, then good for you'.





# #5

## Internal Health and Happiness Coaches

No, I'm not talking about coaches for your internal ...'gut' health (though that will be part of it). The next few years are likely to see companies employing full-time health coaches within their organisations. They will be on hand to give personalised 1-to-1 coaching and consultations to workers.

**Having trouble sleeping? Go see the health coach. Anxiety or depression affecting your work productivity? Go see the happiness coach.** Just had your monthly performance review. Now go have your monthly physical and mental health review.

### Look out for ...

- Regular, 'in-house' health consultations to monitor sleep (companies to analyse workers sleep using sleep monitoring software soon), diet, exercise, stress levels and mental health.







## #6

# The Science Of Workplace Orientation

Which direction does your desk face? **Do you think your work performance can be affected by whether your work desk faces north, south, east or west?** Recent brain research has shown how facing a certain direction is critical for integrated cognitive functioning and maximum mental performance.<sup>4</sup> (Business success in a nutshell.)

That's right. Based on the principles of correct building orientation as outlined in many traditional Eastern sciences, e.g. Vedic science, studies on peak brain function have shown that the firing patterns of neurons in the thalamus (which regulates sensory information and levels of awareness) are significantly different depending on which direction we face.

Basically, cells in our nervous system detect and respond to changes in body position. Look in one direction and a specific set of neurons activate. Look in another direction and a different set activate.

**So what is best direction for optimal brain performance and work success? EAST.<sup>4</sup>**

That's right. From the research findings, it is strongly indicated that facing east is by far the best direction for peak work performance and all round mind-body integration. The next best is north. The early studies suggest facing east for more 'creative thinking' and north for more 'clear thinking'. South and west are considered unfavorable and should be avoided where possible.

**The direction we face is not only important at our desk but also when conducting business meetings, negotiations, making presentations and the like.** So if you're selling something and are perfectly clear on your pitch, you may prefer your audience faces east, so they 'more clearly see' the benefits. If you're presenting at a meeting, is it more important that you present the information clearly, or that your audience can assimilate the information better? You may vary the direction you face to suit. So what does the future of workplaces look like?



## continued from previous

### Look out for ...

- › Workers struggling with concentration, focus, decision-making or other mental functions, **changing their work station or desk orientation to face east** (or north if east is not practical).
- › Companies restructuring office spaces to have workers facing east or north.
- › **Entire new workplaces being built according to ancient sciences of correct orientation.**
- › New office blocks and **buildings being built to face true east and only have east or north facing entrances.** (Ever wondered why many of the great structures of Egypt, Asia etc. face specific cardinal directions?)
- › **Re-orientation of meeting rooms, boardrooms and seminar rooms** etc. to enhance effective communication and outcomes.
- › The emergence and increase of **shared and diversified working spaces**, increased **workspace flexibility** and workplaces that support a company's brand and culture.<sup>5</sup>







# #7

## Reconnecting Work With Mother Nature

'Sick building syndrome' and research on how most modern offices are disastrous for health and productivity have been around for over a decade. (Artificial lighting, lack of fresh air, toxic furnishings!) Most workplaces however have done little to improve the situation.

The next decade will likely bring big changes in this area as the latest science shows how small changes can bring significant improvements. E.g.

- › **Morning sunlight** exposure can significantly help depression and improve sleep.
- › **Office plants** can reduce 'sick leave' up to 60%, and reduce stress & negativity by 40+%.<sup>6a</sup>
- › **Natural light** can improve subjective mood, attention, cognitive performance, physical activity, sleep quality, and alertness in workers.<sup>6b</sup>
- › **Earthing** can reduce the electrical activity in the human body by 50+ times.<sup>7</sup>

I've been writing and speaking consistently over the last five to six years about the science of how small doses of early morning sunlight exposure and earthing (the simple practice of connecting to the earth or ground without shoes) are absolutely critical for human health and work performance. Morning sunlight is vital for regulating and promoting proper sleep as well as optimising mental health, happiness levels and positivity. The early clinical evidence on earthing suggests it is a powerful natural antidote for sleep problems/insomnia, pain management, general health maladies and potentially reducing inflammatory based chronic illnesses.<sup>7</sup>

### Look out for ...

- › **Small outdoor areas within workplaces** where people can connect to the sun and earth for short periods during the day. (Where this is not possible due to high-rise workplaces etc., **then company policies will be included to help workers get outdoors more regularly.** E.g. lunching in a park, having outdoor walk-and-talks with team members or clients.)
- › Increase use of **handheld voice recorders and accompanying voice recognition technology** to enable **more work to be done outdoors.** E.g. recording computer based work (emails, reports write-ups etc.) while outside walking/exercising, getting sun exposure, fresh air, and even earthing.
- › **Natural full spectrum lighting** to replace artificial office lighting.
- › A greater awareness of the need for '**earthing**' and the use of indoor earthing products (more below).





## #8

## Indoor Office Earthing Products ...

If having team meetings barefoot in the local park is a bit of a stretch (think Beijing or Mumbai...where the air is cleaner indoors than outdoors!) don't worry, **there's another revolution on its way – indoor earthing!**

Yes, **new products that allow people to be 'earthed' or 'grounded' to the same degree they would standing barefoot on Mother earth are now available.** I've been working with an earthing mat while on my laptop and sleeping on earthing bedsheets and pillows for about two years!

These products which work on the 'earthing' or grounding wire in any electrical outlet have been shown to significantly reduce the EMR (Electro-magnetic radiation) from low frequency appliances common in every household and office place.<sup>7</sup>

Basically, being earthed is said to create a protective shield around the body, with anecdotal **evidence from people using these products saying they feel much fresher, more energised and alert at the end of the day, as well as enjoying much better sleep and clarity of mind.** No research has yet been done on whether these earthing products can reduce the harmful effects of high-frequency radiation such as that from mobile phones and wi-fi, but early reports suggest promising possibilities. Formal studies should not be too far away.

**Look out for ...**

- **Individuals bringing earthing products to work.**
- **Indoor earthing products to be purchased by companies** for all employees.
- **Computer and technology suppliers to include indoor earthing products** with their own products or services.
- **Companies to use multi-meters to record electrical activity** in the workplaces.
- **New workplaces to have earthing features built-in.**





# #9

## More Mind Body Typing and Higher Purpose

The corporate world has had various personality and psycho-physiological typing for decades – Myers Briggs, DISC, Enneagram, but really how much do we really use them in the cut and thrust of business today? With the ever-increasing speed and challenges of business in the future, this is likely to change. More than just basic personality typing however – expect to see the introduction of complete mind-body-spirit typing dovetailing into highly tailored job roles. (Some companies will even create new jobs based on highly valued employees' skill-sets and passions).

Also, with **research showing millennials will be highlighting 'meaning and purpose' as a key priority for job selection (rather than simply money, status or work flexibility)** companies and organisations that are quickest to marry issues like work fulfillment and greater purpose into their hiring policies and ongoing employee engagement will likely be far ahead of the game.

### Look out for ...

- The introduction of complete mind-body-spirit typing allowing individuals and companies to know not only what roles and positions workers will be best suited to (and having employers only selecting those likely to 'thrive' in particular roles) but also **allowing for individually tailored diets, exercise regimes and work-life balance/work schedules.**
- The use of more traditional **Eastern-science personality typing**, such as those from Ayurvedic medicine.
- Advances in **companies helping employees to connect work with their individual 'higher life purpose'** – the vocations and job roles that give them the greatest sense of purpose and meaning and even promote a **'spiritual' aspect of higher service.**



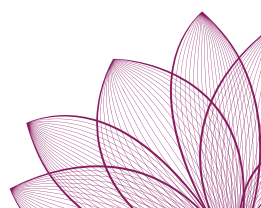


# #10

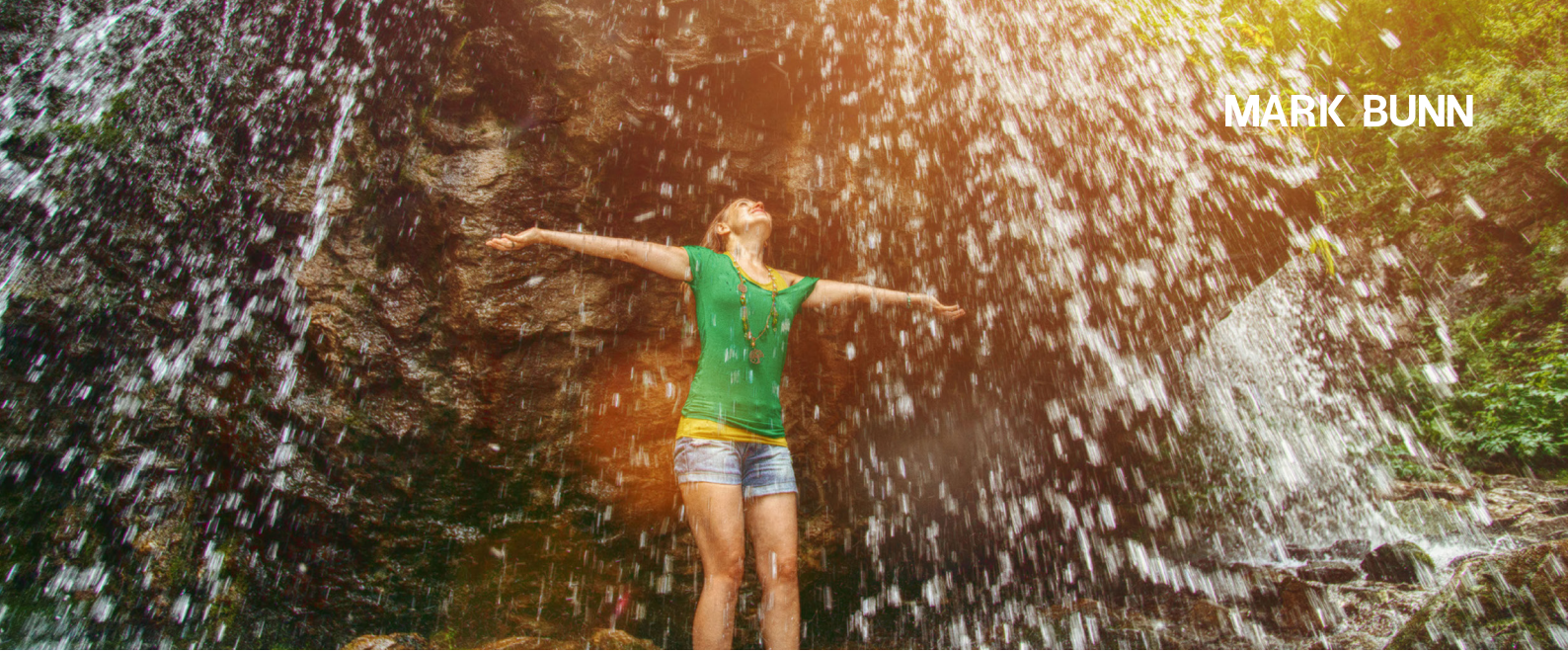
## Overcoming Biology Damaging Technology

Are the rapid changes and growing exposures to new technology affecting our biology (our bodies and brains)? Absolutely. Research and experts worldwide are uncovering how the technology we use each day is literally rewiring our brains.

- Adam Gazzaley, a neuroscientist from the University of California, San Francisco, summed it up in 2010 when he said, “We are exposing our brains to an environment and asking them to do things we weren’t necessarily evolved to do. We know already there are consequences.”
- We’ve known for years how **bright light exposures** at night from computer and phone screens adversely affect our brain chemistry and seriously **impact sleep quality and duration**. From an average of 8.5 hours sleep a night we now average about 7 hours.
- **Excessive smartphone use** can cause neck strains, RSI symptoms and potential brain risks.
- Andi Horvath’s fabulous 2015 article – ‘How does technology affect our brains?’ – highlighted how **technology adversely affects** our **memory, attention span and focus**.<sup>8</sup>
- Lindsay Holmes’ Huffington Post article, ‘Sneaky Ways Technology Is Messing With Your Body And Mind’ outlined how “**Wifi exposure** may lower men’s sperm count, too much screen time can increase headaches or eye-strain and Googling can cause anxiety.”<sup>9</sup>
- Technology has been linked to **reductions in social skills**, feelings of **isolation** and **decreases in satisfaction and happiness levels (depression)**.<sup>10</sup>
- Never before has our human organism being subjected to so many ‘unnatural’ exposures, e.g. **electro-magnetic radiation**, the results of which are ... yet to be known!







## continued from previous

While the latest research is showing the incredible impact of technology on our human biology, what does the future hold? How can we best cope and adapt?

Well, just as athletes train at high intensities to create positive physiological adaptations, but also need to rest and recover more powerfully in order to build-up not breakdown, we business people will have to do the same. Some of the suggestions already made here – transcending-based meditation techniques, earthing etc., – will be used to both reduce and counteract potential damage to our biology, but more will need to be done.

### Look out for ...

- **Natural user interfaces** to reduce/eliminate screen time and potentially promote social interaction, connection and wellbeing.
- Companies promoting **in-house worker detox** and **rejuvenation programs**. Think health retreats are just something for the rich or health conscious at the end of the year? Soon they will be seasonal necessities for high performance.
- Workplace massages and weekly yoga classes being replaced by company-promoted and 'paid' **'digital detox programs, off-site health retreats and annual conferences where binge-drinking till 3am is replaced by turmeric teas, daily enemas and 10pm lights out!** Okay, maybe the enemas ... and 10pm beddy-byes are still a few years away!
- The **increasing use of 'nanobiotechnology'** (or DNA nanotechnology) to target specific health issues, e.g. diabetes. I.e. the use of **targeted 'smart' drugs** that are active only when certain DNA is present or certain genes are expressed.<sup>11</sup>





# Summary

## Wellness Not Engagement to be the New HR Metric

Just as athletes cannot maintain high-level performance without absolute optimal rejuvenation and body care, the ever-increasing impact on our biology from technology and change means that only the healthiest individuals will be able to adapt and thrive.

As a result, the overriding focus of business and our workplaces will soon change. This new landscape was recently proposed by the leadership firm LeadingWell. The pitch goes as follows;

“Most HR professionals today need no convincing on the ROI for achieving high staff engagement. Statistics linking engagement to customer loyalty, productivity, sales revenue and workforce productivity have been amassing for decades. Yet when we look to the top performing organizations in the engagement stakes globally, their concept of engagement is evolving into a new dimension. These organisations are not merely focused on engaging their people to lift performance and thereby sustainability, they are taking stewardship of the wellbeing of their people and making their workplace THE place to change people’s lives through raising the bar on wellness. Why? Because evidence is mounting that high achievement based on wellness is an extremely attractive proposition and one that is proving surprisingly infectious (no pun intended).” (Full article here)

### In a Nutshell

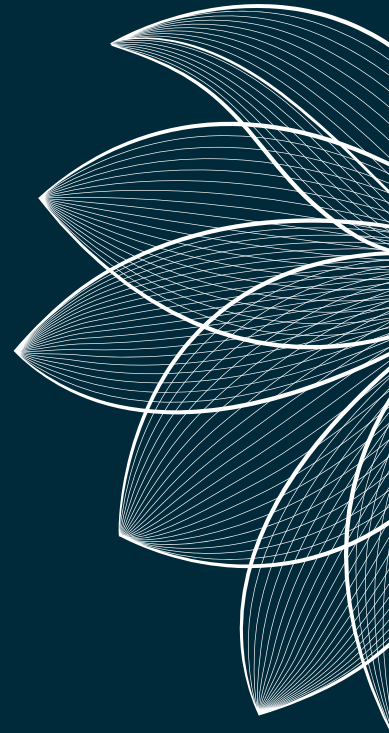
So there you have it. The future of health and performance will be far different to anything we’ve seen before. Are you and your company or workplace ready to embrace the changes necessary to stay ahead of the game and to enjoy the best of health?

I hope so and wish you and your team good health ... now and for the ‘future’!

**Mark Bunn**







## About the author

Mark helps individuals and businesses simplify the SHIFT to conscious living, creating healthier, happier, stress-free lives through the collective wisdom of East meets West.

He is author of the three-time bestselling 'Ancient Wisdom for Modern Health' and one of Australasia's most popular health, happiness and high-performance speakers.

He will soon be releasing a new keynote - 'The Future of Healthy, Happy, High Performing Business' – along with his other transformational seminars.

For more contact your favourite speakers bureau or visit ...

[markbunn.com.au](http://markbunn.com.au)

Thanks to Rebecca Tapp for the inspiration for this article.

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