

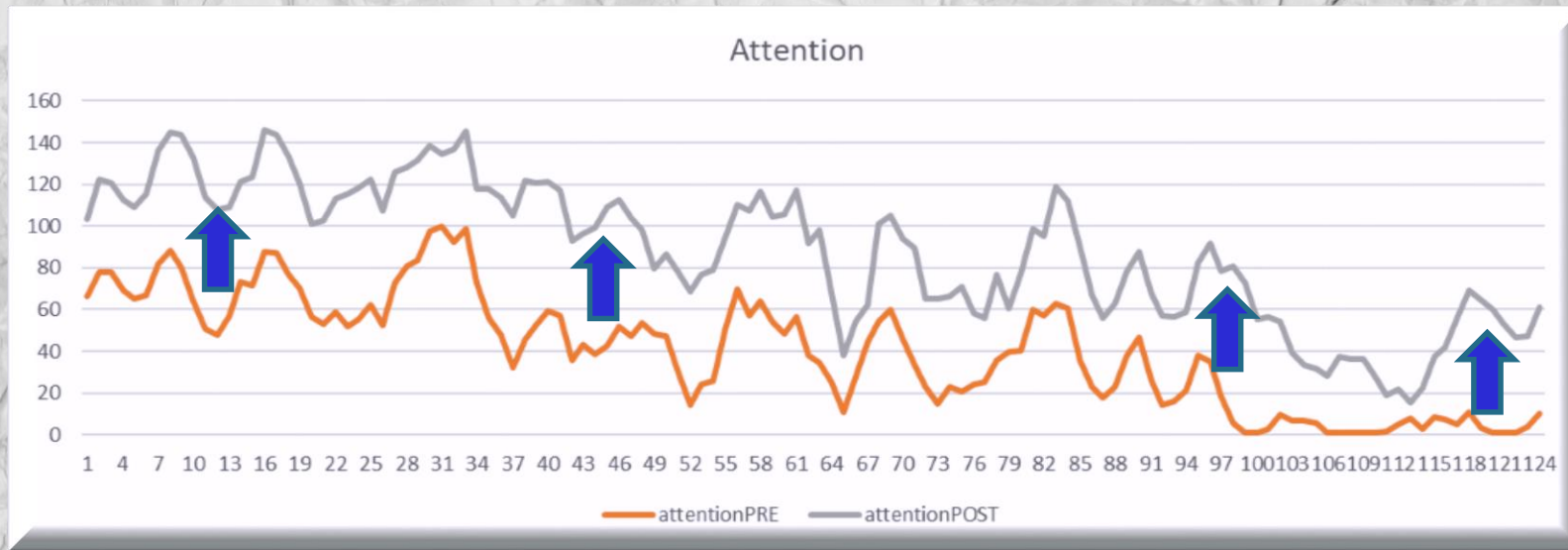
Le Neuroscienze Benefici per Persone e per Aziende

Roberto Luongo

Ceo

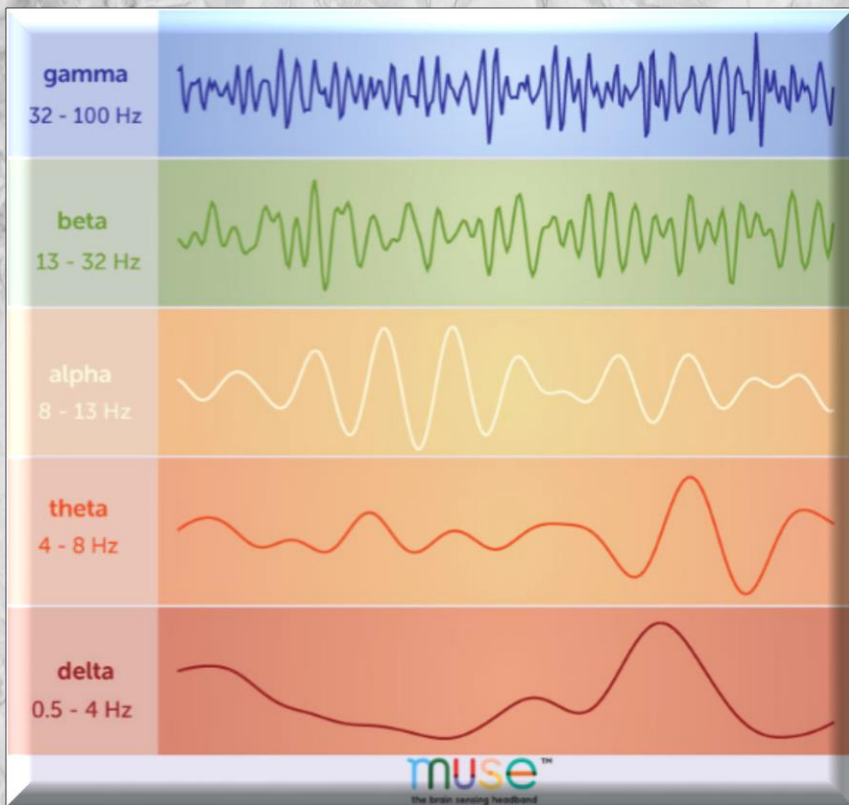


**SET MY
BRAIN**



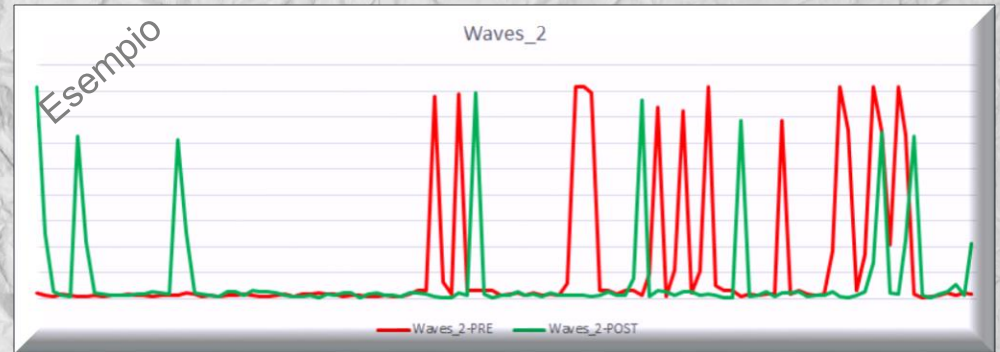
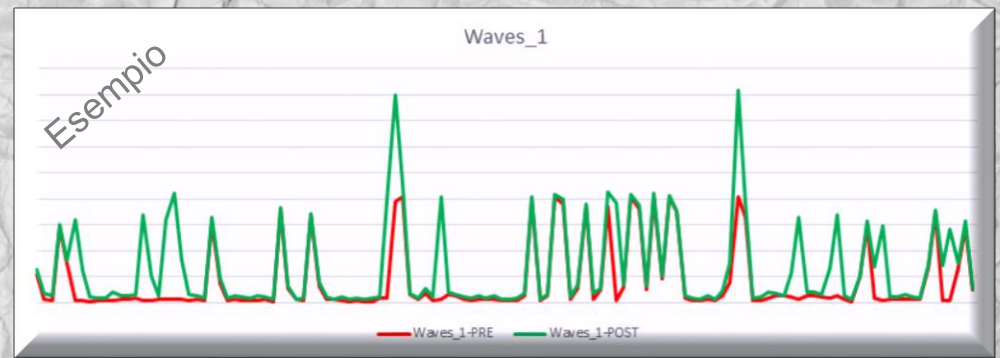
Company KPI





Beta - Wide awake, alert, focused, analyses and assimilates new information rapidly, complex mental processing, peak physical and mental performance [...]

Theta - Associated with memory access, learning, deep meditation, sensations, emotions, the threshold of the subconscious, dreaming.



FOCALIZZAZIONE SELF-CONFIDENCE
STABILITÀ EMOTIVA RESILIENZA
LUCIDITÀ CONCENTRAZIONE ...

Presidiare task routinari delicati e ripetitivi ma critici

Lavorare in progetti con scadenze pressanti

Gestire la complessità del team working



Avere sempre il controllo della situazione e dei dettagli

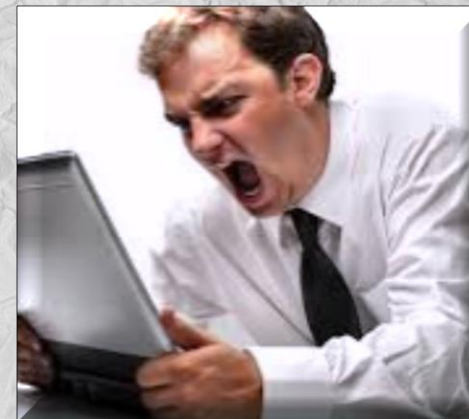
Rispondere a richieste non pianificate e non pianificabili

Preparare report “entro ieri”

Prendere decisioni veloci ed efficaci a fronte di sollecitazioni continuative o improvvise



La risposta spesso è “di pancia” anche se addestrati e allenati





Motociclisti e
Piloti italiani e
stranieri

NASA
astronaut
training
centre



**Manager,
soprattutto in
multinazionali US**



AC Milan – progetto nel 1999, poi
seguito dal Real Madrid e
successivamente dal Chelsea nel
2009

Singapore Olympic Sports
Council

Norwegian Olympic
Training Center



Taiwanese
Olympic Team

English Institute of
Sport (Olympic
Training Center)

United States
Olympic Training
Center

Canadian Olympic team –
2009 - Progetto “Top Secret-
Own The Podium”

West Point Military Academy

US Special
Forces and
Navy Seals
training



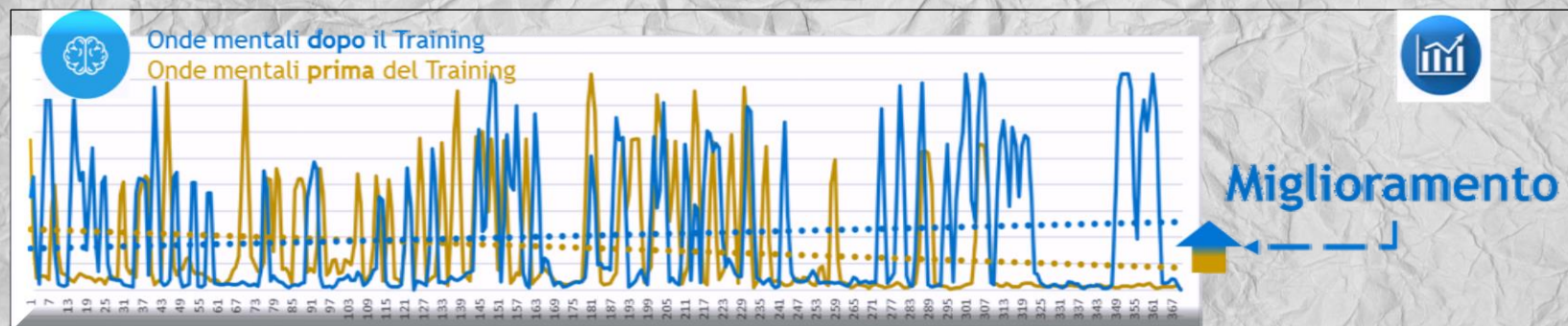
Israel
Mental
Gym
Project

Human Performance Institute,
Australian Special Forces

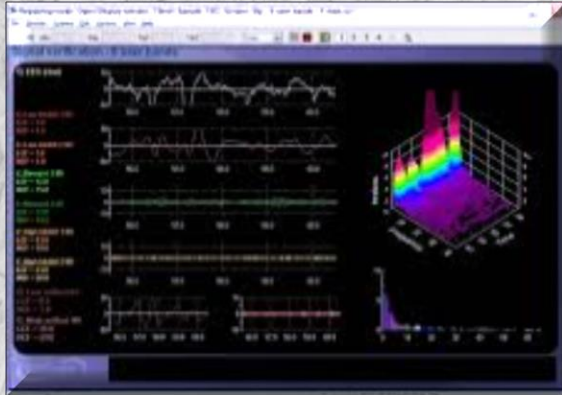
Alexandre Bilodeau
(Canada – olimpiadi
2010 - oro)



Wingate Institute of
Sports & Physical
Education, Israel



Misura (PRE)

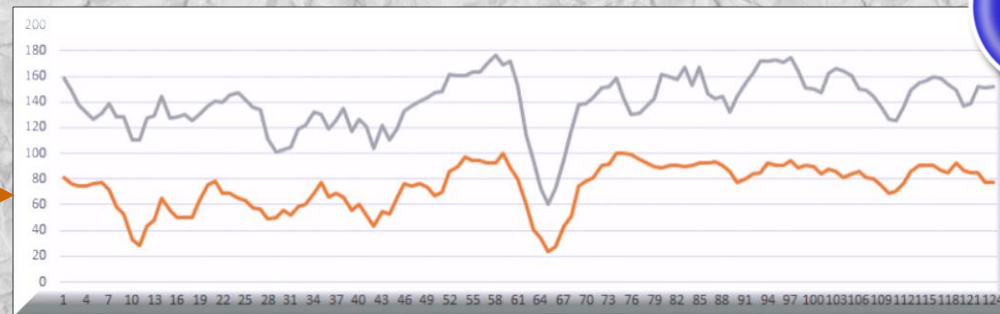
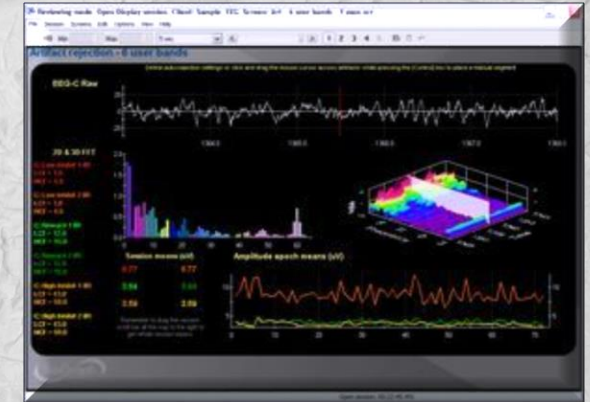


Interventi basati sulle Neuroscienze



SET MY BRAIN

Misura (POST)



Within a dynamic work environment, workplace mindfulness is positively related to **job performance**.
Within a dynamic work environment, workplace mindfulness is negatively related to **turnover intention**.

II ROI investendo sul Wellbeing

[...] employing mental health programmes resulted in significant positive impacts on employee wellbeing, reduced absenteeism and increased productivity(*)

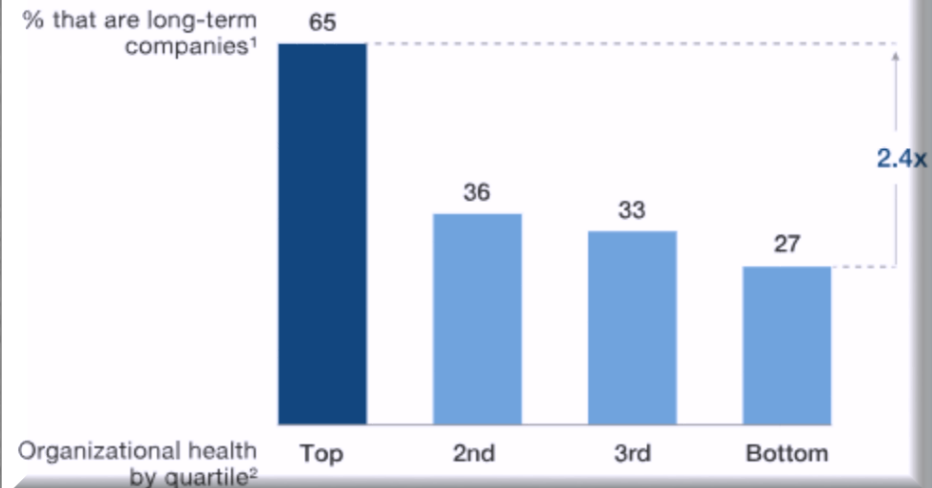


[...] . The evidence for these propositions is substantial, and it underscores the fundamental link between organizational health and performance. (**)

Table 27: Summary of benefits and costs of mainstreamed programmes by sector (€ and €billion) for a one year period

	Without programme	Universal		Targeted		Treatment	
		Workplace Improvement (WI)	Acceptance & commitment therapy (ACT)	Stress Management (SM)	Email CBT (ECBT)	Exercise (Ex)	CBT
Effects							
Effect on depression rate	-	-34%	-80%	-45%	-25%	-72%	-43%
Programme costs							
Cost of programme per person	-	€ 15.8	€ 68.2	€ 487.8	€ 478.0	€ 722.8	€ 1,204.9
Cost of programme	-	€3bn	€11bn	€14bn	€14bn	€11bn	€18bn
Opportunity cost of recipients' time	-	€28bn	€22bn	€4bn	€2bn	€4bn	€2bn
Costs by sector							
Healthcare system	€63bn	€56bn	€46bn	€61bn	€62bn	€44bn	€52bn
Social welfare system	€39bn	€38bn	€36bn	€39bn	€39bn	€36bn	€37bn
Economy	€242bn	€229bn	€212bn	€237bn	€239bn	€209bn	€222bn
Employers	€272bn	€235bn	€186bn	€257bn	€263bn	€178bn	€215bn
Total costs	€617bn	€558bn	€480bn	€593bn	€603bn	€467bn	€527bn
Benefits							
Net benefit	-	€28bn	€103bn	€6bn	-€3bn	€135bn	€70bn
Net benefit per person	-	€ 171	€ 631	€ 202	-€ 90	€ 9,125	€ 4,708
Benefit-cost ratio by sector							
Healthcare system	-	€ 2.94	€ 1.60	€ 0.20	€ 0.11	€ 1.80	€ 0.64
Social welfare system	-	€ 0.47	€ 0.26	€ 0.03	€ 0.02	€ 0.29	€ 0.10
Economy	-	€ 5.03	€ 2.73	€ 0.37	€ 0.21	€ 3.12	€ 1.12
Employers	-	€ 3.36	€ 5.66	€ 0.81	€ 0.47	€ 8.42	€ 3.04
Overall benefit-cost ratio	-	€ 11.79	€ 10.25	€ 1.41	€ 0.81	€ 13.62	€ 4.91

Companies with a strong long-term orientation were predominantly the healthiest.



(*) Matrix Insight (2013), ricerca commissionata dalla European Agency for Health and Consumers

(**) <https://www.mckinsey.com/featured-insights/performance-transformation/the-yin-and-yang-of-organizational-health>

Case Study – Aetna (<https://www.aetna.com/>)

aetna



The results since launching these programs in 2011 show that they do actually help. Employees participating in our initial mind-body stress reduction pilot programs (mindfulness and Viniyoga) showed significant improvements in perceived stress with 36 and 33 percent decreases in stress levels respectively.

In addition to improving health, these programs can improve employee productivity and decision-making. With the success of the pilot, the program was expanded to all Aetna employees. More than 13,000 employees have participated in one of these programs over the past three years. Participants are regaining 62 minutes per week of productivity with an approximate dollar return, in terms of productivity alone, of more than \$3,000.

<https://news.aetna.com/2014/09/journey-personal-organizational-wellness/>



Grazie

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