

**APEX Holistic Well-being**

**@**

**{{Client Company Name}}**

{{Proposal Date}}

{{Contact Name}}

{{Contact Title}}

{{Client Company Name}}

{{Client Company City}}

Dear {{Contact Name}},

Thank you for your interest in the APEX (Achieving Personal Excellence) Program from the Art of Living Corporate Programs. We’re pleased to share with you our proposal for APEX Holistic Well-being for your team at {{Client Company Name}}.

**About Us:**

The Art of Living is an educational and humanitarian organization engaged in personal and community development programs, with its presence in over 180 countries. APEX has trained more than 500,000 employees at over 500 organizations spread across 30 countries. <https://corporateprograms.artofliving.org/apex>

Some of our satisfied clients include:

* **Public Sector**: ONGC, BHEL, BEML, BEL, Hindustan Aeronautics Limited, Bank of India, State Bank of India, Canara Bank
* **India**: Larsen and Toubro, Sudarshan Chemicals, Adani, Tata Consultancy Services, Tata Coffee, Mahindra, Future Group
* **International**: Shell, Accenture, Honda Cars, Cummins, Siemens, IBM , Google, Barclays, Toyota Kirloskar Motors, KPMG, BMW, Bosch, Coca Cola, Capgemini, Nokia Siemens
* **Institutions:** NASA, World Bank, Reserve Bank of India

**Our Understanding of Your Requirement**

Well-being focus areas:

* Holistic physical and mental well-being
* Elevate energy and enthusiasm and increase engagement
* Improve emotional resilience to withstand challenges
* Enhance sense of inner well-being to promote better connectedness within the teams

**Our Overall Approach**

This approach note proposes a journey consisting of interventions spread over 21 days. The core APEX intervention – Holistic Well-being, detailed in the following page, is in line with our understanding of your requirement.

***Pedagogy***

Using the best of instructional design, the APEX programs combine the following elements into the participant experience:

* Practical and powerful transformational breathing and meditation techniques that elevate one instantly during the program as well as work as sustainable lifestyle enhancement tools after the program
* Unique processes and exercises built on the Experience-Reflect-Synthesis-Experiment cycle
* Insightful dialogues that create a safe space for exploring and reframing one’s beliefs and mindsets
* Reflective space to step back and see things from a larger perspective

***Research***

[Research](http://www.aolresearch.org/) indicates that sustained practice of the techniques taught on these programs is associated with

* **Lower stress levels** e.g. lower cortisol, blood lactate levels
* **Better brain activity** i.e. gives better cognitive flexibility
* **Activated Vagus nerve** leads to higher clarity, emotional intelligence, better physical health

**About APEX Holistic Well-being**

This program enhances overall well-being – physical health, mental peace and emotional resilience to be able to joyfully take on new situations easily and effectively with serene dynamism.

It enables participants to work with their own well-being to achieve multiple benefits including:

* Enhanced energy: higher enthusiasm and zest for life
* Clarity of mind: better creativity, problem solving and decision making
* Improved emotional intelligence: smoother communication and greater connectedness, belonging

**Program Outline:**

***The mechanics of the system***

* The whole system: the 7 levels of existence
* Nourishment for the system: 4 sources of energy
* Principles of the mind
* Tenets for energy management
* Importance of the breath

***Taking a bigger view of life***

* My life goals: a reflective exercise
* Responsibility as a source of power
* It is what it is: the present

***Ways to sustain well-being***

* Acceptance: Active, not passive
* Handling tough situations with ease
* Enhancing trust: more harmony with others

**It begins with you - Leadership from the Core**

The differentiators in this program are easy-to-integrate transformation techniques that help the leader blossom inside out.

* The Sudarshan Kriya Yoga with Pranayamas: Scientifically validated, powerful breath-work to support physical and emotional health
* Making the body smile: Yogic stretches, tips for immunity and more
* Soothing guided meditation with proven benefits
* Yoga Nidra: deep relaxation for instant rejuvenation

**Proposed Program Schedule: APEX Holistic Well-being - *Sudarshan Kriya Yoga Program***

|  |  |  |  |
| --- | --- | --- | --- |
| **Program** | **Duration** | **When** | **Description** |
| APEX Holistic Well-being | 2.5 days, 20 hours | Day 1 - 3 | Sets the foundation for the journey by enabling individuals to take care of their well-being with transformative tools and powerful insights |
| APEX Recharge | 90 Min each | Every 7-10 days | Reinforces the learning and the experience of the tools for habit formation and allows participants to share their highs and lows in implementation |
| Post Program Support Levers | Throughout | | * **APEX Recharge** (recommend minimum 2) * Access to **Self-Practice** **App** for supporting the breathing practices and meditation * 3 months complimentary access to **APEX Kriyathon** post program completion - a daily virtual classroom for APEX Alumni to support integration of practice & habit formation * Access to WhatsApp / **Participant** **Group cohort** to support & challenge participants on a daily basis with their new tools / practices * **APEX Participant Care**, a dedicated resource to provide any post program support including proximity centers on need * Links to relevant articles, videos curated specially for the group * On-need access to a virtual coach |

**Program Investment: APEX Holistic Well-being - *Sudarshan Kriya Yoga Program***

|  |  |  |
| --- | --- | --- |
| **Program** | **Duration** | **Program Fee** |
| APEX Holistic Well-being with Sudarshan Kriya Yoga | 2.5 Days | Up to {{Number of Participants}} participants:  Rs {{Program Cost}}  Every additional participant  Rs {{Per Participant Cost}} |
| APEX Recharge 1no.s - with Yoga and Meditation | 90 min | ~~Rs {{Reconnect Cost}}~~  (Complimentary)  Faculty travel at actuals/arranged by client |
| Additional APEX Recharge’s - with Yoga and Meditation | 90 min | Rs {{Reconnect Cost}}  Faculty travel at actuals/arranged by client |
| Travel and accommodation for 2 faculty | - | At Actuals/ Arranged by client |

**Conference Facilities:**

Conference facilities and logistical arrangements to be arranged by client. Specifications in this regard, will be shared upon program confirmation.

**Payment Terms & Validity:**

100% within 30 days of program completion.

Proposal validity: 3 months from date of proposal

**Confidentiality:**

Both the parties concerned are bound by this clause. The existence, nature, terms, and conditions of this proposal are strictly confidential and shall not be disclosed in any manner or form unless prior permission is obtained from the concerned parties.

**P.O. to be issued as under:**

**Vyakti Vikas Kendra India,**

Devi hall, Gate no. 1,

Art of Living International Centre,

21st km, Kanakapura Road,

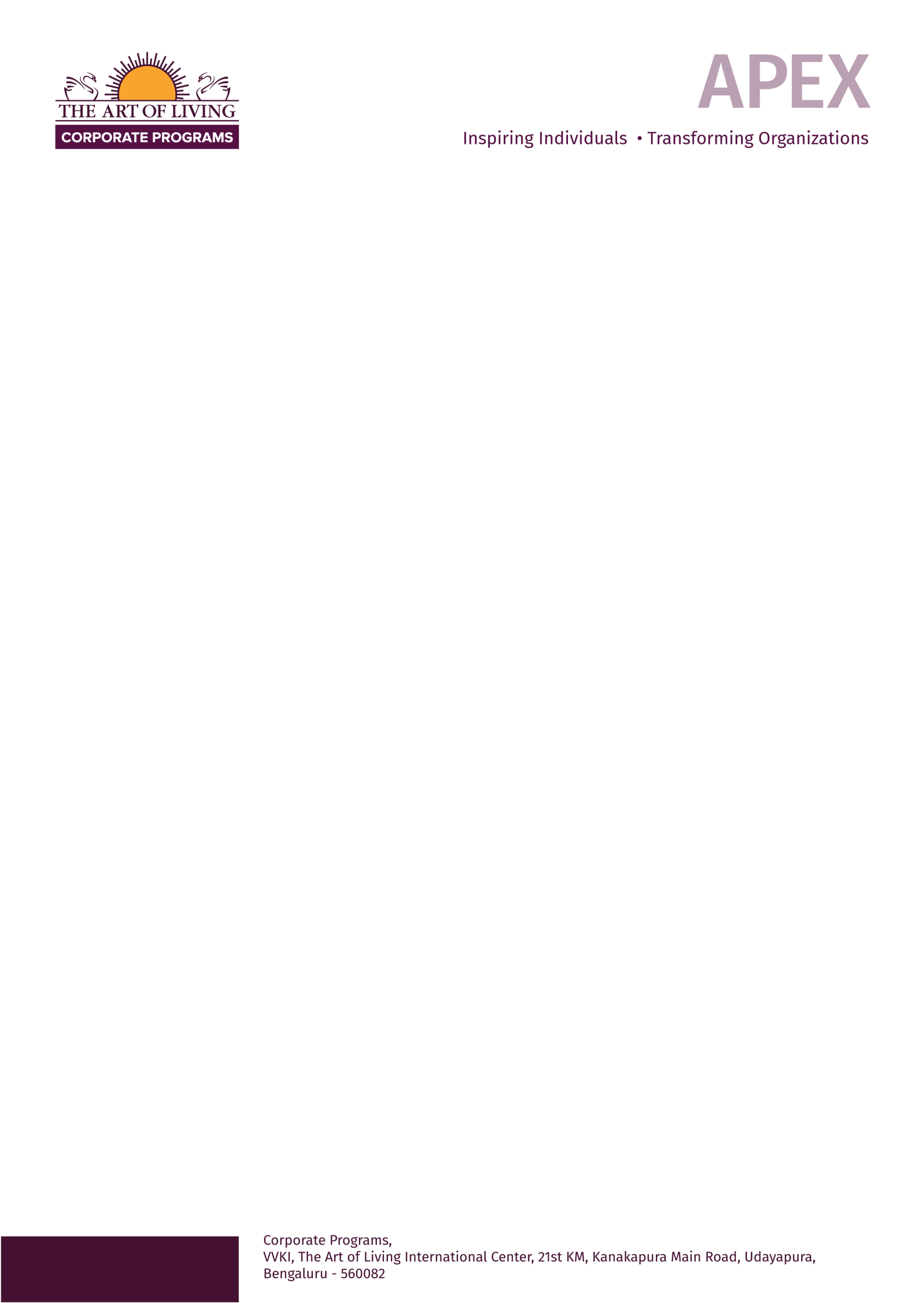
Bengaluru 560082, KARNATAKA

GSTN No. 29AAATV1617L1Z6

Please feel free to contact us for any clarifications, we will be happy to help.

Thanks, and Warm Regards,

Sincerely,

**{{Salesperson\_Name}}  
Client** **Partnerships, Art of Living Corporate Programs**

**{{Salesperson\_Phone}}  
{{Salesperson\_Email}}**

**Thank You**