**Final design crowd text for corporate brochure:**

**Images**

Attached are a range of stock photos that have been purchased by Big Picture Health for use in my brochure – please note that not ALL of these are required to be used.

The facebook photo collage may be used if appropriate but should not be a MAJOR feature

My photos MUST be included on the back cover.

Page 1: Front cover

Include the following elements as part of the design:

* Logo
* Heading: Corporate Health Change Programs
* ABN: 66 151 603 253
* [www.bigpicturehealth.com.au](http://www.bigpicturehealth.com.au)
* 1300 767 511

Please include the following testimonial:

“Big Picture Health responded to my lifestyle in a way that was sensitive to my work culture and social lifestyle. Liz understands the pressures of working hard, take away dinners at your desk, getting home late and neglecting your body! And although she lives and breathes naturopathy she doesn't judge but listens to you, offers advice and helps you be you” David, Melbourne Client.

Page 4: Back cover:

Please use at least the uploaded photo backcover photo 1 (use of other photos is optional):

Text for back page:

**Our experience:**

Liz Smeaton, owner of Big Picture Health has been working with organisations and individuals to help them transition through change for the past 15 years. Her corporate and consulting experience puts her in touch with the stresses and challenges of the modern life, which Liz continues to embrace!

Liz’s business background is complemented by her health qualifications: the Bachelor of Health Science in Naturopathy at Australia's leading naturopathic college, the Southern School of Natural Therapies, and Graduate Diploma in Psychology at Monash University.

Liz’s consultancy is grounded in the realities and demands of a modern world. She understands the stresses facing employees and teams, and the impact of health on performance. Liz offers a range of information, research, workshop and individual consulting and coaching services that are available to be delivered within your organisation at a time and method that suits your business.

Page 2/3 - inside pages:

**Our Purpose:**

Big Picture Health’s health change programs are designed to improve your organisation’s productivity by helping employees achieve health change. Our convenient and effective programs are delivered in-house at a time that suits your business.

Our programs focus on three common health concerns facing employees that have been shown to directly impact productivity. The outcomes of our programs are:

* **Workplace Stress** – assisting employees to effectively reduce workplace stress and manage anxiety
* **Fatigue** – practical strategies to improve energy and performance
* **Immunity** – individualised assessment and treatment plans to improve immune function

These factors often interact and increase absenteeism or reduced productivity when at work (presenteeism) which has a broader impact on team and organisational performance.

**Benefits for your team and organisation**

* **Reduced workplace stress saves money**. Stressed employees are expensive for your business, costing Australian companies over $10 billion a year. This equates to losing 3 days productivity for each of your employees each year through workplace stress[[1]](#footnote-1). Assisting your employees in managing stress and anxiety will directly benefit them and your business.
* **Improved productivity.** Healthy workers are more productive than unhealthy employees and have reduced absenteeism, unhealthy employees take nine times more sick leave than health productivity [[2]](#footnote-2). Workshops and consultations that address the cause of fatigue and immune problems can help reduce the cost of absenteeism and presenteeism. Presenteeism is the productivity that is lost when employees come to work but as a consequence of illness or medical conditions, are not fully productive, and may increase the risk of passing on an illness to other employees.
* **Supporting employees personal life circumstances** may reduce employee turnover, it is one of the top important factors influencing people’s decision to leave an organisation[[3]](#footnote-3). The cost. The cost of replacing skilled staff has been estimated to be between $20,000 - $50,000 per employee[[4]](#footnote-4) .
* **Managing stress reduces turnover**. Many employees perceive organisations have an overwhelming lack of respect for themselves and their work/life balance, and is one of the top 5 reasons employees leave their job[[5]](#footnote-5).
* **Improved employee engagement and corporate image –** our programs show that a business is serious about employee health & work life balance, and is choosing to directly assist your people through in house programs.

At Big Picture Health we customise our Health Change Programs assist to assist employees and employers to improve productivity through improved health awareness and change, leading to a better result for your business and your team, naturally.

**Program Options and Fees:**

Big Picture Health programs are customised for your needs. They can be delivered as an individual service, or as part of other human resources, change, coaching, and team building or employee benefit programs.

**Lunch time seminars:**

Short 30 minute presentation with a question & answer segment that can be completed during a lunch break, or as part of a team building or employee engagement program. Popular topics include stress management, sleep, eating for energy, what to look for in a multivitamin.

**Webinars:**

Webinars can be customised and delivered / recorded for employees to access live or watch recorded at a later date. These usually run for approximately 45 minutes.

**Workshops**:

With extensive facilitation skills, Liz combines her project & change management skills with her health knowledge to facilitate powerful workshops that enable individuals and groups to address health issues in a more comprehensive way. Workshop topics are developed based on the needs of the organisation or team using effective coaching and project methodologies to help participants identify ways to improve their stress, fatigue or immunity.

**Individual Health Assessments & Consultations:**

Liz provides individuals with specialist health assessments and advice to help them achieve health change. Using targeted questioning and coaching – Liz can provide targeted or system wide Natural Health consultations to help individuals address their individual concerns. Supplements and health reports are also available as part of these services.

**Fees**

Tailored quotations are provided once the assignment scope has been agreed. As a general guide consulting, workshop and seminar business rates are:

* Full day rates: $1500 /day plus GST
* Half day rates: $800/day plus GST
* Short presentations/seminars/workshops: $200 per hour

As a business you may prefer to offer the services of Big Picture Health to employees, who will pay for these services individually. A range of consultation options are available including full stress, fatigue and immune assessments, or mini health checks.

1. 2008, Medibank, ‘*The Cost of Workplace Stress in Australia’*. [↑](#footnote-ref-1)
2. 2005, Medibank, ‘*The Health of Australia’s Workforce’*. [↑](#footnote-ref-2)
3. 2012*,* Insync Surveys, *‘The 2012 Insync Surveys Retention Review’.* [↑](#footnote-ref-3)
4. 2006, W.A. Department of Health,’*Achieving Work Life Balance’.* [↑](#footnote-ref-4)
5. 2011,Kelly Services, ‘*Kelly Global Workforce Index’.* [↑](#footnote-ref-5)