

## Elevating Vitality & Wellbeing

- Increasing engagement across all wellbeing benefits
- Expanding human-centered peer-to-peer support
- Enhancing your culture of caring



# Employees Bring their Whole Selves & Lives to Work



Life in COVID



Growing your Family



Natural Disaster



Love & Relationships



Home Schooling



Caring for Sick Kid



Accountability Partner



Finding your Life Purpose



Peak Performance



Managing Stress



Caring for Sick & Older Parents



# Loss of Vitality Drives Costly Presenteeism

Presenteeism Costs Companies 7X Absenteeism

## Absenteeism

\$225 Billion/year

**\$1,685\***

per employee/year



## Presenteeism

\$1.57 Trillion/year

**\$11,797**

per employee/year

# Introducing Life Guidance Services™

- More casual than therapy, more qualified than a friend
- Choose a Guide, who meets you where you are in your life journey
- Benefit from a short or long-term relationship
- Unlimited access, confidential, no judgement, no dogma, no stigma

## Members Love Our Guides!



**4.75**

Post Session Ratings  
out of 5



**79%**

of Members re-book

## Our Guides Love Helping People on their Life Path



**LESLY S.**

**Topics:** Dementia of a Loved-One, Cancer, COVID-19



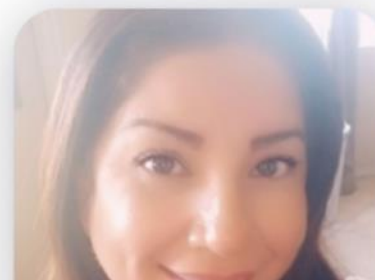
**VIRGINIA F.**

**Topics:** Grief & Loss, Military Service, Addiction



**TINA S.**

**Topics:** Living your Purpose, Meditation, Well-being



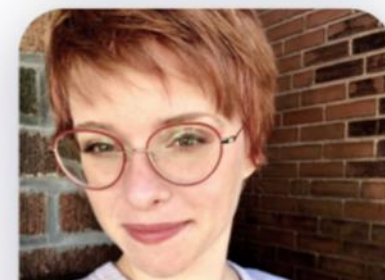
**LIZABETH A.**

**Topics:** COVID Related Stress, Social Isolation ...



**CHRISTOPHER H.**

**Topics:** Wellness Action Plan, Quality Sleep...



**BIRDIE W.**

**Topics:** Healthy Eating, Cancer, Military Service...

# Attractive to All Employee Families – All the Time

200+ Topics of Personal Development, Lifelong Learning & Life Challenges



## Emotional Wellbeing & Stress

- Stress Management
- Wellbeing Action Plan
- Learning to Meditate
- Happiness Mindset
- Embracing Change
- Cultivating Empathy
- Emotional Intelligence
- Mental Health of Loved-One
- Loneliness & Despair
- Nourishing Friendships



## Life During COVID

- Helping Children Navigate
- COVID Related Stress
- Social Isolation
- Remote Work Productivity
- Work-At-Home Life Balance
- Vaccination Decisions
- Re-Entering Post-COVID
- Remote Schooling
- Loved-One with COVID



## Work Life & Prosperity

- Work Environment & Relationships
- Career Transition & Progression
- Peak Performance
- Financial Stress
- Prosperity Mindset
- Finding a Mentor
- Public Benefits & Subsidies
- Overcoming Procrastination
- Focus & Concentration



## Proactive Wellness

- Wellness Action Plan
- Accountability Buddy
- Quality Sleep
- Staying Active
- Healthy Eating
- Fitness & Weight Control
- Setting Achievable Goals
- Nourishing the Mind
- Learn Positive Psychology



## Purpose & Fulfillment

- Living your Purpose
- Accountability Partner
- Personal Development Plan
- Letting Go of the Past
- The Power of Gratitude
- Life Design: 20, 30, 40, 50, 60, 70
- Love & Leisure
- Talking to an Elder



## Disease, Injury or Illness

- Dementia of a Loved-One
- Cancer
- Caregiving
- Addiction in the Family
- Living with an Illness or Disease
- Chronically Ill Child
- Death & Dying
- Disabled Family Member



## Identity & Community

- Diversity, Equity & Inclusion (DE&I)
- Dealing with Discrimination
- My Identity
- Resilience & Adaptability
- Being a Minority
- LGBTQIA+ Community
- Self-Esteem, Self-Image
- Compassion & Understanding
- Navigating Poverty with Dignity
- Volunteering & Giving Back
- Overcoming Fear



## Home Life & Relationships

- Military Service/ Family
- Pregnancy, Adoption & Fertility
- Raising a Family/ Single Parenting
- Divorce, Break-up & Marriage
- Aging Parents or Dementia
- Grief & Loss
- Living in a Social Media Era
- Prisoner Recarceration
- Family Conflict
- Special Needs Family
- Home Disaster Loss
- Relocation

# Matching Based on Relevant Life Experience

“LifeGuides pairs someone in the midst of a Life Challenge to a Guide who has successfully navigated the same life event.”

-Will Bunker, [Founder of Match.com](#) Board of Directors, LifeGuides®

## Employee



SELECTS



## Experienced Guides



**Kim H.**

I have 22 yrs of experience in human resources and a certified health coach.

[Schedule a Call](#)



**Isabel G.**

I've overcome many life challenges & am here to listen & guide you through yours.

[Schedule a Call](#)



**Ceasar K.**

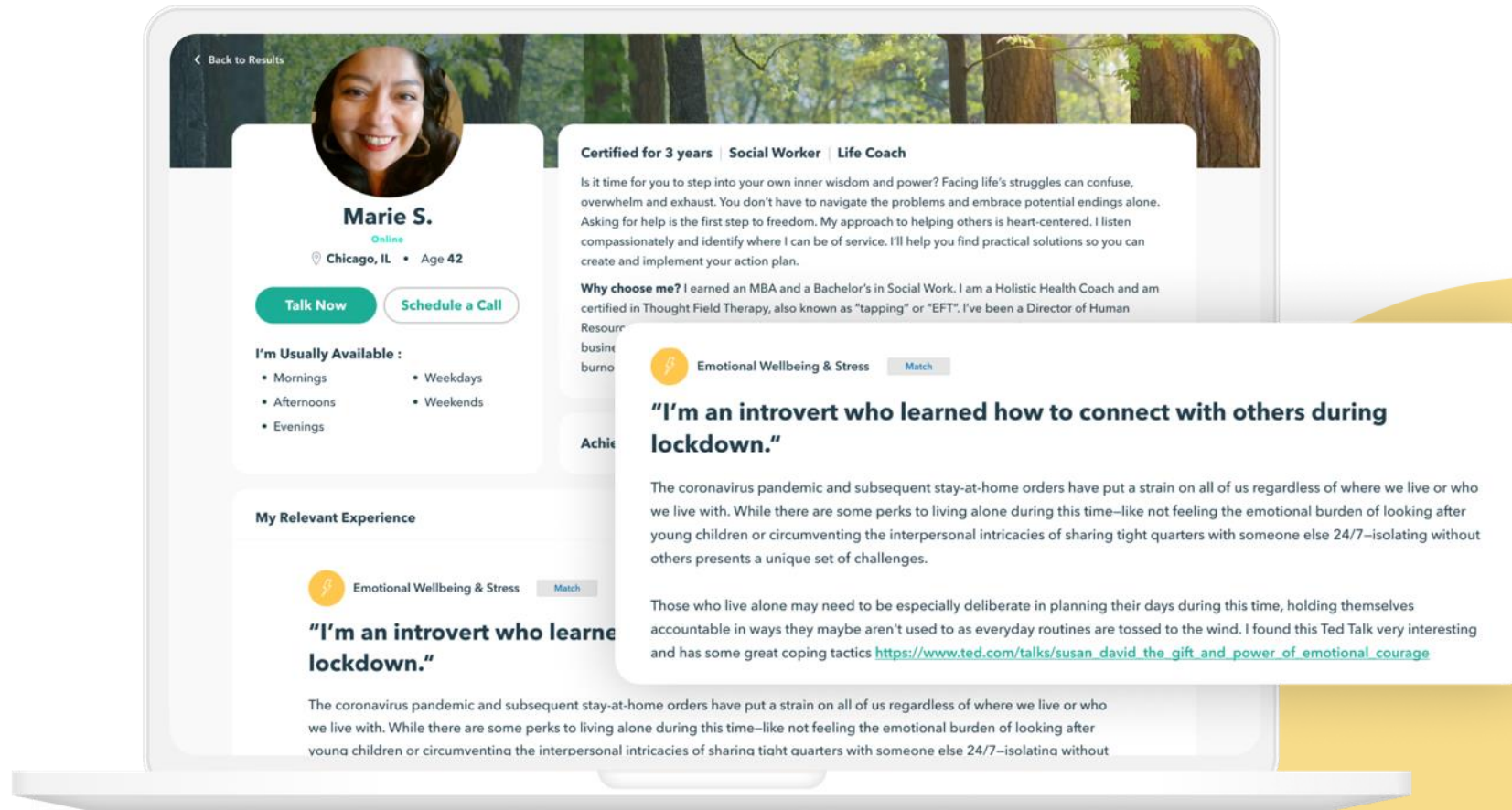
As a servant to others, my motto is simply- "It's all about people helping people."

[Schedule a Call](#)

*"talking to a Guide is like talking to a friend"*

-member

# Employees Browse Profiles to Select their Guides



# Easy & Intuitive to Use



## 1. Choose a Topic

Select from 200+ topic areas



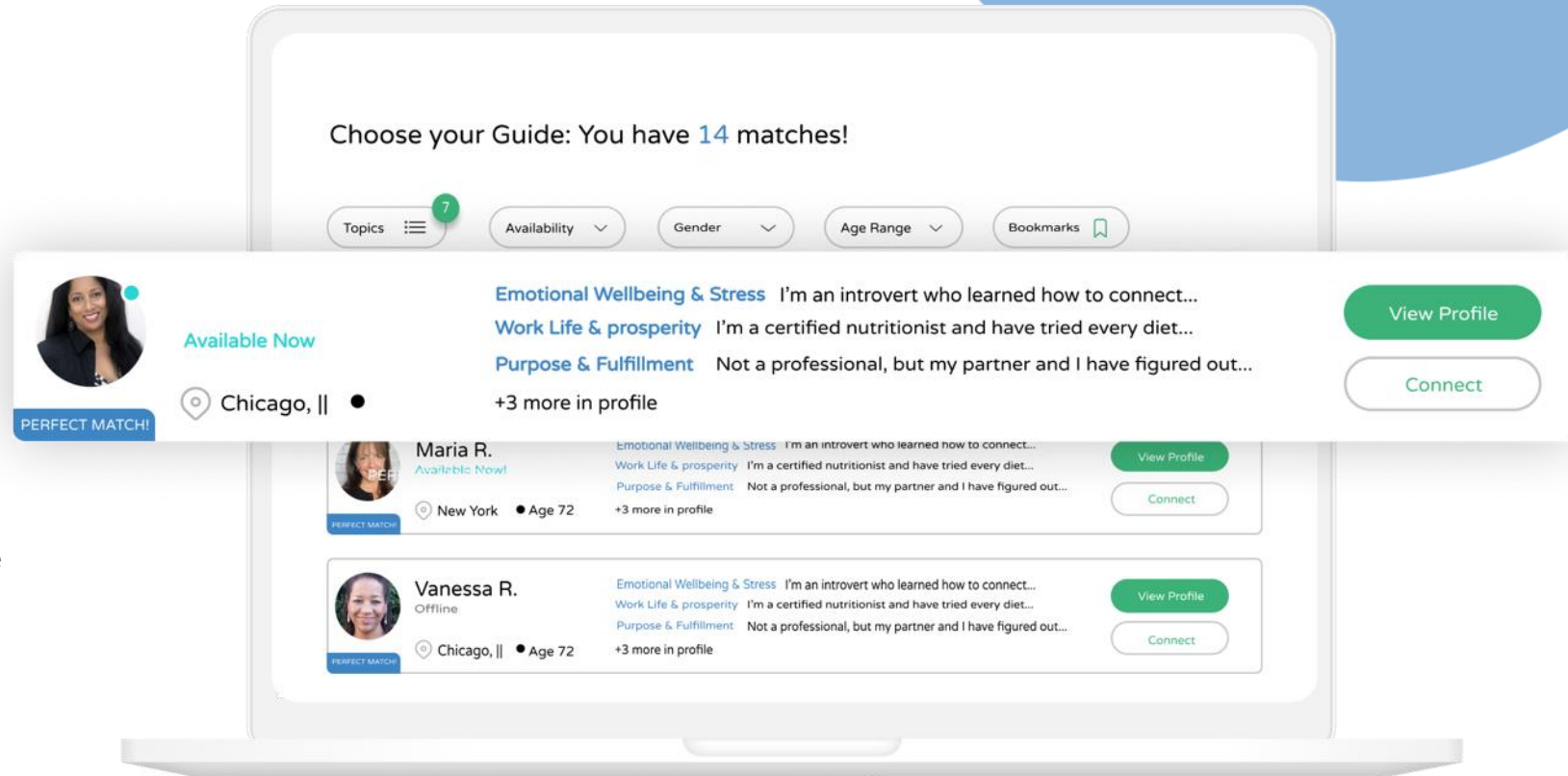
## 2. Select a Guide

Choose the Guide that feels right



## 3. Connects with a Guide

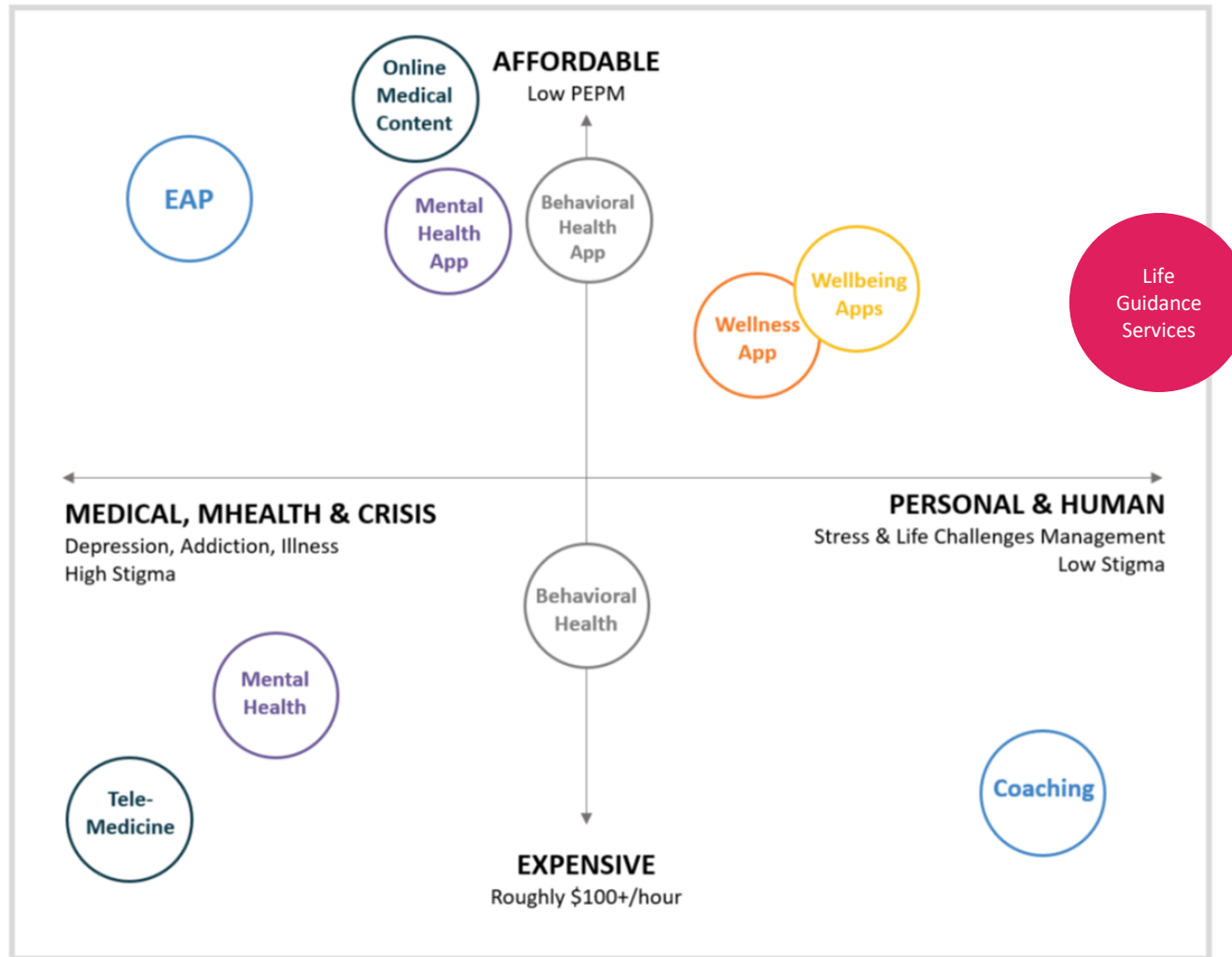
Connects by video, text, chat, or Phone



# Quality, Trained & Empathetic Guides

GUIDES SOURCING	CONTINUAL TRAINING	QUALITY CONTROL	INTELLIGENCE ASSISTANCE® SOFTWARE	MANAGEMENT & COMMUNICATION
<ul style="list-style-type: none"><li>• “Unlimited” Candidates</li><li>• Application &amp; Background Check</li><li>• Personal 1-Hour Interview</li><li>• Paid a minimum of \$18 per 30 minute session</li><li>• Skills Requirements:<ul style="list-style-type: none"><li>-Caring/purpose driven</li><li>-Genuinely empathetic</li><li>-Inspirational/ aspirational</li><li>-Comm. and listening skills</li><li>-Basic technology skills</li><li>-Successfully navigated one or more Life Challenge</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Paid Initial Training with 14 Modules</li><li>• Constant “Peer-to-peer” Training</li><li>• LifeGuides® Academy for Lifelong Learning</li><li>• Certification Levels</li></ul>	<ul style="list-style-type: none"><li>• Continual Supervisor Quality Monitoring</li><li>• One-to-Five-Star Rated by Clients</li><li>• Periodic Evaluations &amp; Testing</li></ul>	<ul style="list-style-type: none"><li>• Real-Time, In-Session Guide “Knowledge Augmentation”</li><li>• Matching Effectiveness</li><li>• Integrated Quality Control</li><li>• Optimizing Client Data Set to Improve Results</li><li>• Personalization &amp; Matching of Content for all Clients</li></ul>	<ul style="list-style-type: none"><li>• Constant Engagement to feel part of a Big Mission &amp; Vision</li><li>• Incentives to Provide Original Content to the Resources Platform</li><li>• Gamification and Peer Validation</li><li>• Careful Community Curation</li></ul>

# Affordable High-Touch Human Services



## PRICING:

- \$4.00 PEPM
- Pricing before negotiated discounts
- Fixed annual enterprise pricing available

# Everyone Wins – Employees, Leaders & The HR Team



## ROI & Benefits to Employee Families

- Lowers **Presenteeism**
- Improves **Wellbeing**
- **High Perceived Value** to Employee Families
- Reduces **Mental Health Utilization**



## Save Time for Supervisors & HR

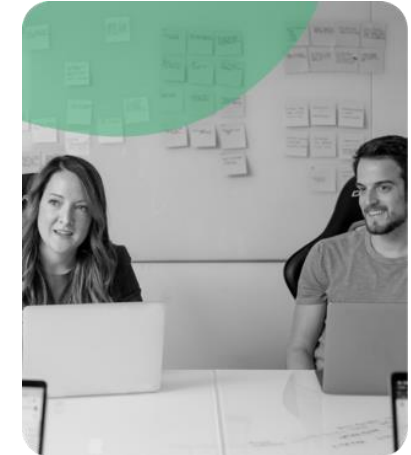
Easily **refer distressed employees** to trained Guides

**Avoid the emotional complexity, and stigma**, of recommending an employee use mental health or EAP



## Culture & “Business as a Force for Good”

Make employees feel the **true empathy of leadership**, and reinforce a “Culture of Caring”



## Strategic Corporate Objectives

LifeGuides® tailors employee messaging to **reinforce key corporate objectives** such as:

- Spikes in stress
- Natural Disaster in an Ops Region
- Black Lives Matter / I&D
- Sudden Pandemic responsiveness

# Join our “Culture of Caring Pioneers”<sup>®</sup>



# Fast to Launch & Easy to Administer



## Fast and Easy to Launch

Our services are relatively turnkey and easy to launch within a month of contracting.



## Fits Within Existing Programs

We coordinate with existing benefits providers, such as an EAP. We are a complement.



## Custom Engagement Strategy

We will work with your team to create an engagement plan that aligns with your communication strategy.

# Thank You.

**Derek Lundsten**  
President &  
Chief Executive Officer

[derek@lifeguides.com](mailto:derek@lifeguides.com)  
(973) 713.2650 (c)



# Testimonials



## Employee

*"I was paired immediately with a Guide that was meant just for me and my unique situation. I will not ever forget her and how she walked the start of this beautiful though arduous journey with me!"*

**-Jill G | Employee**



## Guide

*"LifeGuides has shown me that the gift of life is so precious more than most really know. The calls I have had with my clients has changed my life completely. I realized that I will not be able to help everyone but those that I do will enrich my life as well as theirs."*

**-Tia | Guide**



## Employer

*"LifeGuides is a genius idea! It's a brilliant platform for caring people to connect and help others in need; a remarkably effective way to deliver real benefit to your stakeholders. Highly recommended for all who aspire to lead Healing Organizations!"*

**-Michael Gelb**

Author of: "Healing Organizations", "How to Think Like Leonardo Da Vinci", "Innovate Like Edison", "Creativity on Demand"



## Industry

*"LifeGuides is huge. We often hear about robots and artificial intelligence taking our jobs. But the fact of the matter is that, if I had an extraordinarily painful experience, I don't care how humanlike a robot is, there's something in your soul that it connects with others that say: 'I went through this, I know how you feel.'"*

**-Peter Diamandis**

Founder of XPrize, Co-founder of Singularity University, and Founder of A360

# LifeGuide® Videos

**LIFEGUIDES® RECOGNIZED AS A  
POSITIVE FORCE FOR CHANGE**



Global 1<sup>st</sup> Grand Prize Winner," Awarded by Singularity University and Dr. Peter Diamandis.



Intro Video for Prospective Customers

**FOUNDING VISION  
VIDEO**



Founding Vision (created Jan. 2018)

And it's completely confidential!



**CARES  
ABOUT YOU**



**THRIVE**



**COVERS 100%  
OF THE COST**



**COMPLETELY  
CONFIDENTIAL**

Intro Video for Employees