

Amy Schneider,
Director of Human Resources
2021 President YVC-SHRM

Dear Amy:

Hope that you had a great holiday break. As promised, I have put together an overview of the recommended program, complete with the learning objectives that are important to your members based on our conversation. Following that is my framework, bio, event details, and summary of our conversation about your team

Please feel free to reach out with any questions, as we can tweak this presentation until it is exactly what you and your members are needing to succeed.

If all of the details look to be on point, please sign back at the end of this document to confirm.

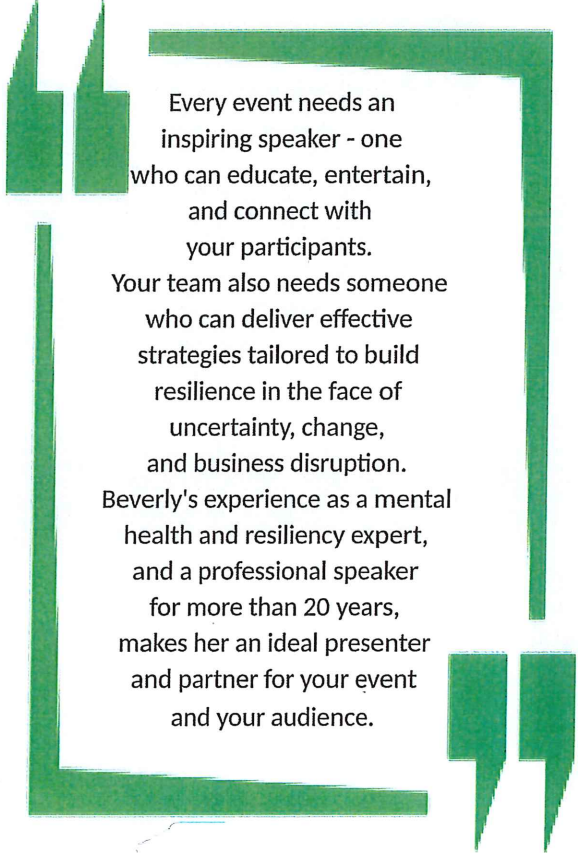
I am looking forward to working with you on this worthwhile project.

Yours In Wellness,



BEVERLY BEUERMANN-KING, CSP

Resiliency, Stress and Organizational Wellness Expert
Certified Speaking Professional, Certified Virtual Presenter
705-786-0437
www.WorkSmartLiveSmart.com



Every event needs an inspiring speaker - one who can educate, entertain, and connect with your participants. Your team also needs someone who can deliver effective strategies tailored to build resilience in the face of uncertainty, change, and business disruption. Beverly's experience as a mental health and resiliency expert, and a professional speaker for more than 20 years, makes her an ideal presenter and partner for your event and your audience.

A woman with blonde hair and glasses, wearing a red dress, is smiling and gesturing with her right hand towards a large blue circle. The background shows a room with white chairs and a wooden floor.

Fostering Mental Health and Resiliency

Business Case and
Presentation Proposal
for Your
Team's Success

WORK  SMART
LIVE  SMART

BEVERLY BEUERMANN-KING

CHALLENGE AND BUSINESS CASE:

Stress is a normal fact of life. However, managing all the current changes around us can zap our energy, leave us feeling on edge, and impact our mental health. Research shows that burnout and role overload are pervasive and that our mental health is at greater risk during this time. Mental health in the workplace is one of the most pressing and complex issues that HR leaders are dealing with. During the Covid-19 pandemic, HR professionals have kept their teams together and this burden is taking its toll on their own mental health.

What We Know...Mental Health and Business Impact

In any given year, 1 in 5 experiences a mental illness or addiction problem.

Mental illness is a leading cause of disability.

Depression and anxiety cost the U.S. economy \$1 trillion per year in lost productivity.

In any given week, at least 1,000,000 employed Americans are unable to work due to mental health issues.

With regards to Human Resource Professionals = Research reported from HR.com found that 82% of HR professionals think stress is common in their organization. But only 38% of those professionals believe their organization was good at helping employees address stress. Nearly three-fifths of survey respondents said there is "not enough commitment on the part of leadership" to reduce stress.

SHRM research reported that 55% of employees report often having little interest or pleasure in doing things since COVID-19 began.

The pandemic is resulting in a number of serious negative health outcomes including increased vulnerability to stress, burnout and depression, which can lead to substance abuse and suicidal thoughts.

Resilient people are able to sustain successful performance and positive well-being in the face of adverse conditions.

Building resiliency within your team allows them to bounce back after stressful situations, minimize the negative impact of that stress on their health, and feel more in control of their life.

So how do you stay healthy, boost energy, restore focus and bounce in the face of challenge and uncertainty?

Success hinges on our ability to recover and remain energized during challenging situations and organizational changes. Successful associations know that the key to keeping their team healthy and productive is to understand what engages and renews them, and to build their resiliency tool belt. **Let's Work Together ... to shift from stressed out to resilient ... so your members can be more engaged, healthy and successful.**

PROGRAM RECOMMENDATION:

Mental Health, Leadership, And Managing Through Times Of challenge and Crisis

Description:

Successful leaders know that mentally healthy employees are a competitive edge however, it has been a year filled with chaos, fear, and challenge, which has been negatively impacting their ability to cope and their mental health. How do you ensure that your team is feeling mentally and physically safe, supported, and able to be fully productive and engaged.

A leader's role is to lead. However, research show us that many leaders have not been fully trained in understanding the impact of mental health on their team, especially not through times of crisis and unprecedented uncertainty. Leaders who understand that they are in a unique position to assist their team in recognizing and dealing with the various causes and symptoms of stress faced in the workplace, will have teams that can weather this uncertainty and stay mentally healthy.

The Coronavirus pandemic has sent many teams and businesses for a loop. You are probably seeing your employees experiencing a higher degree of uncertainty, worry and stress about their health and safety and that of their loved ones, and how the next couple of months will play out in their work and personal lives.

As leaders, we need to look for creative ways to do business and we need to protect the physical and psychological health of ourselves and our employees during this crisis. Your job now, as an HR professional, is to ensure that your team is feeling safe, supported, and engaged.

Successful HR professionals know that small shifts can have a major impact on mental health. Discover the seven key areas, that will help you to choose the most effective strategies to help you and your team move forward during this crisis, minimize their negative stress symptoms and reactions, and stay mentally healthy. Discover how to effectively respond to challenges, cope through change, and give and garner more support, so that you and your team can build resiliency, accelerate performance, and thrive through this continuing uncertainty.

Key Messages:

- There is a mental health continuum that we all move along and it is dynamic as we experience stress, challenge and crisis.
- HR Leaders who understand and address mental health challenges, will have teams that thrive through this uncertainty and those organizations that ignore those needs will struggle to be productive, service their customers, and be competitive.
- Success and longevity hinges not just on your knowledge and skills, but also on your ability to recover and remain energized during challenging situations
- Resilient people are able to sustain successful performance and positive well-being in the face of adverse conditions
- Resiliency is created and sustained through adaptability, a sense of purpose and vision, insight and problem-solving, and garnering support
- In the workplace, HR professionals can not only model resilient behaviour and attitudes, which is critical, but they can also employ strategies to meet the mental health needs of their employees to encourage engagement, productivity, and resilience.

Participants Will:

- Avoid the pitfalls to managing a team during and after crisis using the 7 keys.
- Recognize the mental health indicators and symptoms that are signaling that your team is not coping with the uncertainty and business disruption.
- Discover the 3 C's that are vital to effective leadership.
- Detect, assess, and minimize the causes and symptoms of stress that those in your team may be facing.
- Understand the different types of resiliency strategies that can protect your team's mental health, and enable them to relax more and feel better.
- Understand the different types of resiliency strategies that can be performed throughout your own day that can release the physical effects of stress, protect your health, and enable you to relax more and feel better
- Ask three simple questions in developing a meaningful and relevant Personal Resiliency Plan based on the S-O-S Principle™ to reduce stress and stress

overload and increase resiliency to deal with future changes and challenges

- Generate actionable ideas to overcome challenges and gain more happiness, satisfaction, and joy

Results and Reviews:

Audiences tell us that they appreciate the difference. It is common to get testimonials back stating: "loved the S-O-S" or "that was so much fun".

- "Your (on-line) presentation yesterday was absolutely wonderful!!!! We really enjoyed the content, the facilitation and the information sharing on the echo pandemic. Awesome!!!! ." – NEBSO
- "Best health and safety committee presentation." - Imperial Oil
- "Thank you for your positive energy, practical and realistic suggestions." – Halton Peel Dental Association
- "Eye opener – could listen to her all day" – Ontario Power Generation

Testimonials:

<https://worksmartlivesmart.com/testimonials/>

Additional presentation information can be found at:

<https://worksmartlivesmart.com/stress-and-wellness-workshops-and-presentations/>

<https://worksmartlivesmart.com/live-on-line-training-webinars/>

Video links:

<https://youtu.be/95ekNuQfXSI>

https://youtu.be/PrxD4L_CmKs

<https://youtu.be/S1SNMQ5DXLk>

Four-Part Approach:

Beverly will guide your members through the challenges and uncertainty and empower them with practical strategies to transform. She will facilitate your member's learning through reflection, utilizing shared experiences and Think – Pair – Share model in order to:

Clarify The Vision

- Identify the current reality
- Imagine the ideal future

Simplify The Pathway

- Eliminate the obstacles in your way
- Sort out what beliefs may need to shift

Execute Your Plan

- Chose your path based on the S-O-S Principle
- Transform the vision into actionable steps

Review, Reflect and Refine

- Measure successes and make course corrections
- Determine what accountability looks like

Virtual AV Requirements:

Virtual platform with chat, polling and breakout room capability. Producer to monitor and assist participants with technical difficulties.

Length: 90 minutes



*~ The more that we share our strategies with each other,
the more we understand that we are not alone,
that coping is possible and that there is a myriad of choices
out there for us, to keep us moving forward. ~
Beverly Beuermann-King*

Beverly Beuermann-King

Beverly Beuermann-King specializes in working with people and organizations who want to control their reactions to stress, build resiliency against life's challenges and live healthy, successful lives using her S-O-S Principle™.

Biography:

For over 20 years, Beverly has used her **S-O-S Principle™** with people and organizations who want to control their reactions to stress, build resiliency against life's challenges, and live healthy, successful lives. Beverly appreciates that there is not 'one way' to deal with our business challenges or build resiliency. Beverly believes that it is about building a plan that works, and one that is unique to the person and team who builds it.

Beverly launched her company, R'n B Consulting, in 1995, and since then she has helped teams from a wide range of industries to shift from stressed out to resilient, enabling them to be happier, engaged, and successful.

Beverly's psychology, sociology, management, and adult education background combine to create her Work Smart Live Smart presentations, which are soundly based in research, and are enlightening and inspirational. Audiences discover the right strategies to improve their health, manage their challenges, and enhance their life's satisfaction using three simple questions.

Beverly is a sought-after media spokesperson and has made over 500 television and radio appearances on shows such as City TV and CBC, and in national publications from the Toronto Star newspaper to Chatelaine magazine. Beverly is a highly respected speaker. Diverse organizations from Enbridge Gas and the Ontario Veterinarian Association, to York Regional Police, and the Elementary Teachers Federation, have partnered with Beverly when they want to protect their mental health.

Beverly is one of less than seventy Canadians to have earned their **Certified Speaking Professional** designation and has been accredited as a **Certified Virtual Presenter** through eSpeakers and through Power Women WorldWide. Beverly's ability to connect the theoretical to real life through her stories and humour, help her audiences to move past the challenges and into a world of possibilities.



Event Details and Conversation Summary

Primary Contact:

Amy Schneider,
Director of Human Resources
2021 President YVC-SHRM

406-869-3324
aschneider@sandersonstewart.com
P.O. Box 2071 Billings, MT 59103

Event Date, Times, and Location:

February 9, 2021
12:00-1:30 PM
Zoom

Participants:

- **Attendance** = 50
- **Background**
 - The Yellowstone Valley Chapter (YVC-SHRM) is a group of HR professionals that have human resource related responsibilities.
 - They come together monthly to network and learn from other professionals about HR related topics.
- **Current Challenges:**
 - Research shows that burnout and role overload are pervasive and that our mental health is at greater risk during this time.
 - Mental health in the workplace is one of the most pressing and complex issues that HR leaders are dealing with.
 - During the Covid-19 pandemic, HR professionals have kept their teams together and this burden is taking its toll on their own mental health.

- HR.com found that 82% of HR professionals think stress is common in their organization. But only 38% of those professionals believe their organization was good at helping employees address stress.
- Primary Goal(s) Indicated For Program
 - Insight into mental health issues
 - Practical tools to protect their own mental health

How It Works

Before your event

It is critical to understand the needs of your organization and the nature of your audience in order to prepare an appropriate presentation. Beverly Beuermann-King will connect with you before the event to discuss the current circumstances and experiences of the audience that may be relevant to this presentation.

Promotion Of Your Event

R 'n' B Consulting Corp - Work Smart Live Smart can cross-promote your event leading up to the speaking engagement. This can include social media posts on LinkedIn, Twitter, and Facebook.

Sample Introduction For Your Presentation

https://worksmartlivesmart.com/wp-content/uploads/2018/10/Speaker_Introduction_Beverly_Beuermann_King.pdf

Promotional Pictures

<https://worksmartlivesmart.com/meeting-planner-information/promotional-photos/>

Equipment and Set Up

Zoom Line with Breakout Room capability

During Your Event

Beverly Beuermann-King will deliver the approved presentation at your event. In addition, we encourage you to distribute the evaluation link supplied by R 'n' B Consulting Corp - Work Smart Live Smart to your audience members.

Beverly can provide one copy per delegate of her book, **Stress Out! 52 Weeks To Letting More Life In** at a significantly discounted price from retail. This book is a rich resource of strategies and tools to energize and inspire your audience participants. Please let Beverly know if you would like to purchase the hard copy or the eVersion.

After Your Event

Beverly will be available to attendees to answer any questions post-presentation to ensure understanding and refinement of their plan. Within two weeks after your event, Beverly Beuermann-King will present the results of the evaluation forms along with participant comments and recommendations for follow-up programs.

Your Investment

	Price
Design, develop and deliver the outlined program, including a learning resource workbook for each participant - \$5000.00	\$ 0.00
Accommodation and Travel	\$00.00
Subtotal	\$0.00
Applicable taxes @ 13%	\$0.00
Total	\$0.00

We would like to add 'Stress Out! 52 Weeks To Letting More Life In' for our attendees:

Hard Copy (\$10/person)	Yes	No	no
eVersion (\$5/person)	Yes	No	no



Terms and Conditions - The Simple Stuff

WHAT WE PROVIDE:

- Assessment of your presentation needs
- Presentation development through consultation with meeting planner
- Delivery of presentation and any other networking and participation outlined in the agreement
- Promotion of your event on our communication channels as discussed
- Evaluation of the event

All presentation materials developed remain the intellectual property of Beverly Beuermann-King, to be used only under approval and/or supervision.

Recording

Video footage of this presentation is owned by Beverly Beuermann-King and any use beyond this contract is a copyright infringement. Broadcast of any kind during or beyond the event, either by instance or by platform is also prohibited unless outlined in this contract. This includes multi-streams or re-streaming, sharing, duplicating, or re-selling all or any portion of the programming provided by speaker.

WHAT YOU PROVIDE:

- Event rooms or meeting platform as required, fully equipped as per the agreement
- Technological support
- Promotion of the event featuring the speaker's name and profile
- In exchange for the reduction in presentation fee:
 - you will advertise on social media using Beverly's name, link to social media and website
 - provide a LI recommendation after the program based on evaluation feedback
 - promote the presentation to other SHRM chapters
 - provide a connection/recommendation to additional SHRM contacts through an email introduction

Cancellation Policy

There will be no financial penalty if the event is postponed until a later date prior to the week of the event. However, if the event is cancelled without one-week notice or it is not re-schedule, then full fees apply.

Terms and Conditions - The Legal Stuff

Force Majeure

Notwithstanding any other provision of this Agreement, in the event that the performance of any obligation under this Agreement by a party is prevented due to an illness or physical disability, act of God, epidemic, severe weather, flood, fire, exchange controls, export or import controls, interruption or delay of transportation, technical or technological interruptions, or any other government restriction, wars, hostilities, blockades, civil disturbances, revolutions, strikes, terrorist attacks, lockouts, or any other cause beyond the reasonable control of a party, such party shall not be responsible to the other parties for failure or delay in performance of its obligations under this agreement. Each party shall promptly notify the other parties of such force majeure condition. The terms of this clause shall not exempt, but merely suspend, any party from its duty to perform the obligations under this agreement until as soon as practicable after a force majeure condition ceases to exist. The liability can never exceed the funds received.

Covenants and Disclaimers

Beverly Beuermann-King has the authority to agree to these terms and has title to or license or rights to all the materials that will be used as part of such services.

Beverly Beuermann-King offers no representations, warranties or guarantees regarding the outcome, result or success of the Services or the Event as she cannot control Client's business practices, the economy, marketplace demand and other numerous uncontrollable influences and variables. However, she is always available to attendees to answer any questions post-presentation to ensure understanding and refinement of their plan.

Official Contact:

R 'n' B Consulting Corp

Beverly Beuermann-King, President

211 Fingerboard Road,

Little Britain, ON K0M2C0

705-786-0437

info@worksmartlivesmart.com

Terms and Conditions - The Fun Stuff



Let's Work Together!

... to shift from stressed out to resilient ... so your team can be more engaged, healthy and successful.

If the above investment, requirements, and terms are acceptable, please date and sign:

Name: Amy Schneider

Title: HR Director

Signature: Amy Schneider

Date: 04 Jan 2021