



THE LAB OF LIFE

Brochure The Lab of Life Training

Grip on energy and motivation



THE LAB
OF LIFE

Methodology with lasting effects

It is scientifically proven that employees who report higher levels of vitality not only feel better, but also are more productive. Companies with employees who feel good about themselves perform better, are more profitable and have lower rates of workplace absenteeism.

The mission of The Lab of Life is to enhance physical and mental wellbeing of individual employees. With our scientifically developed and validated methodology, we help organisations to increase the personal motivation, performance, and productivity of employees in the long term. This is achieved through creating a healthy work-life balance. With this our method contributes to a sustainable employability of employees.

Our methodology focuses on sustainable employability of employees



”I am amazed by how much I could change in 5 sessions”

FEATURES

What makes The Lab of Life method so special?

- + The use of proven **behaviour change techniques**
- + Targets **the individual**; strengthening personal development and the individual's control
- + Focus on strengthening **authenticity en control over ones agenda**
- + Not wooly and vague but **practical** and **solution-oriented**
- + The **scientific validation** of the methodology
- + The **motivating effect** because of the **group** in which the training takes place
- + Utilizing human **automatic processes** in **breaking and replacing habits**

THE INTENTION - BEHAVIOUR GAP

Often training programmes and courses are entertaining, fun, and inspiring. To achieve real and lasting effects, however, more is needed. Ultimately, behaviour change is about developing, securing, and maintaining the right habits. This requires a deep understanding of the theory and practice of the science of behaviour change. To ensure that all The Lab of Life trainers have and can apply this knowledge, we work with a strict certification procedure.

THE TRAINING

What does the training look like?

STRUCTURE

The training of The Lab of Life consists of **5 sessions of 2 hours**, which take place every other week. The **total time span** is about **8 weeks**.

CONTENT

In each session the **personal situation** is mapped out and the **desired changes** are made concrete. Then the participants learn how they can achieve their personal goals **independently and permanently** in their daily lives. To **break or change habits** scientifically proven behavioral change techniques are used that respond to **human automatic processes**.

Sessions

1

Personal analysis

Each participant maps out his or her own energy levels and work-life balance.

2

Working on mental & physical energy

Participants learn to recognize personal signals and resistance to change and learn to put the theory of physical and mental energy into practice.

3

Reflection on qualities, values and long term goals

Participants zoom in on their personal qualities, values and goals.

4

Personal vitality strategy

Participants learn how to break hard-to-change habits and increase their self-efficacy.

5

Evaluation and preservation

Participants analyze what they have achieved, how they can anticipate on pitfalls and with what goals they want to continue.

PERSONAL ONLINE ENVIRONMENT

At the end of the training each participant has a concrete action perspective to maintain a **healthy energy balance**. To be able to continue using the The Lab of Life method and work on new personal goals, participants get access to their personal online environment.

LOCATION AND GROUP SIZE

The training can take place both in-company or at external locations. The maximum amount of people that can participate in one group is 12. The training can also be facilitated on an individual level.



The training has proven to be suitable for everyone:

- + Regardless of age or gender
- + From each level and layer of the organization
- + Particularly for employees who have a strong sense of responsibility, who have perfectionistic tendencies and who experience a high work load.

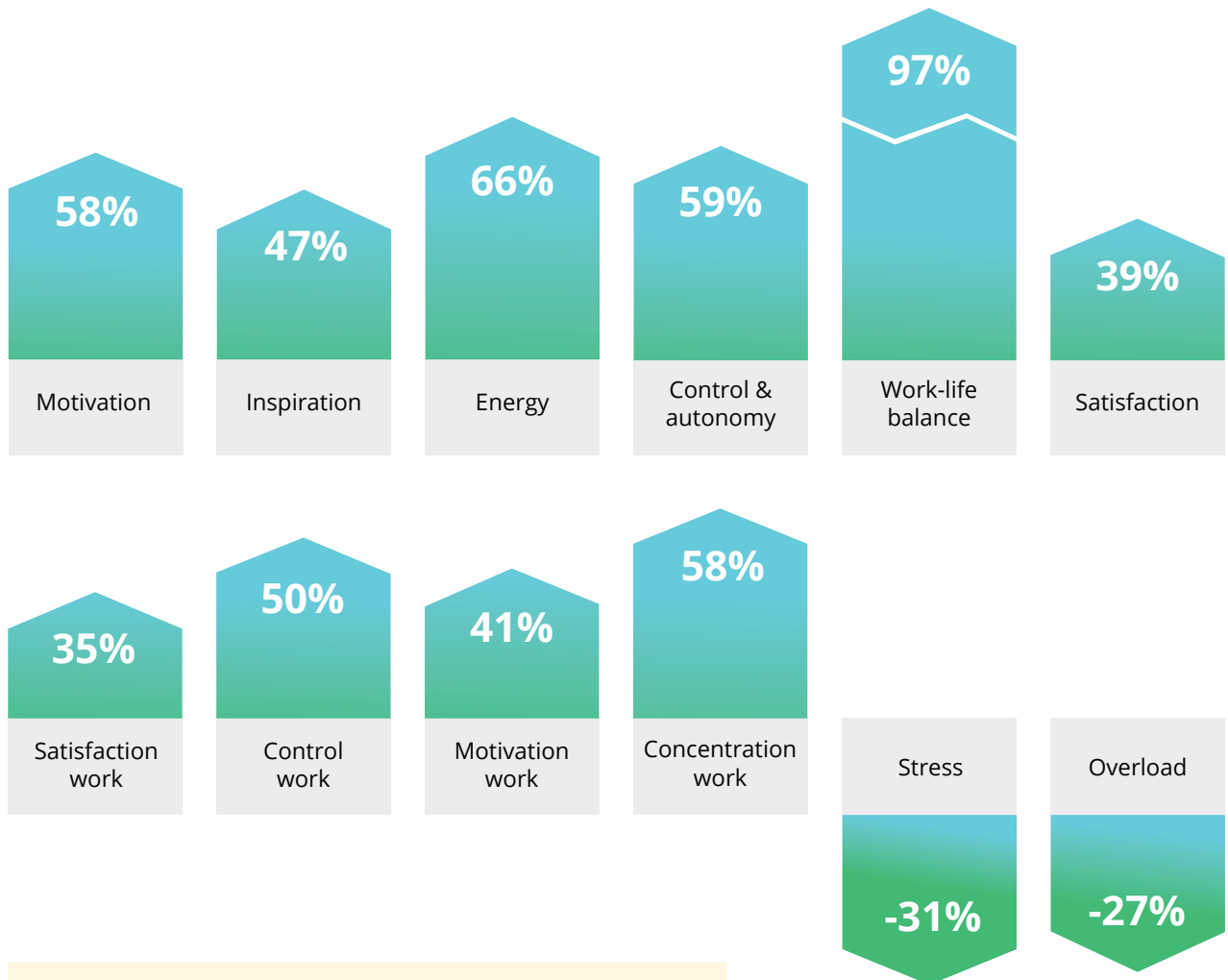
INCLUDED SERVICES

To support organizations and participants to get the most out of the method, the following services are included:

- ✓ Support in recruiting participants via (digital) material
- ✓ Personal working materials
- ✓ Pre- and Post-measurement + effectiveness report with average scores and quotes
- ✓ Each participant gets a year long free usage of the online The Lab of Life account for achieving future goals
- ✓ No Cure No Pay guarantee

RESULTS

What is the impact of The Lab of Life training?

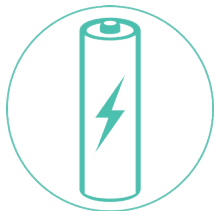


Measurement brings knowledge

To monitor the effect of the training, each participant completes a pre- and post-measurement on these factors. Above you can see which results the training yielded so far for participants and their organizations.

THEMES

For which purposes is the method applicable?



Increasing the **mental** and **physical** vitality



Reducing **stress** levels and experienced **work overload**



Improving work **performance** & increasing **work capacity**



Increasing **self-managing capacities** and **empowerment**



An optimal **balance** between **work & life**



Preventing and resolving **burn-out** problems



Increasing **enthusiasm** and **intrinsic motivation**



Self-efficacy

The scientific validation study has shown that the results are explained by an increase in self-efficacy. Self-efficacy is the basis for effective self-management and empowerment.

ABOUT US

About The Lab of Life

The Lab of Life is the result of a collaboration between enthusiastic psychologists at the Radboud University Nijmegen. They joined forces with business experts with experience in eHealth and vitality.



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Dr Doeschka Anschutz obtained her doctorate in clinical psychology and is founder of The Lab of Life method. She has extensive experience as a researcher and lecturer at Radboud University Nijmegen and the University of Amsterdam.

Joris Bal has been engaged in internet and online marketing for more than 15 years and has increasingly focused on the areas of care, vitality and eHealth. Together with Doeschka and Tim, he is responsible for the daily management of The Lab of Life.



Maartje Hortensius (MSc.) studied behavioral change and communication science. She applies knowledge about human behavior to encourage people to make conscious, healthy and social choices. She likes to take care of every detail and is involved in office management at The Lab of Life.

Robin Veldhuizen is project assistant at The Lab of Life and studies psychology at the Radboud University Nijmegen. Robin is interested in marketing and gives support in different projects. Making real impact on people is what drives him.



CONTACT

Want to start a The Lab of Life training for your employees?

Want to know more about our method? Get in contact with John Kistermann.

Telephone: +31 6 235 03 292 / john.kistermann@hu.nl / www.thelaboflife.com



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