



“Pause for Wellness”™

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Creating Company Confidence through Executive Wellness

By Donna L. Hamilton, MD, MS

Many executives spend time developing various leadership traits. They often pride themselves on having qualities such as integrity, inspiration, communication, and intellect. In addition to these frequently cultivated attributes, here's another one executives might want to add to their list: wellness.

Though many people might consider it gauche to openly equate the viability of a company with the vitality of its leadership, secretly many people do just that. For example, consider the tremendous amount of discussion regarding Apple CEO Steve Jobs. For years numerous articles speculated about his health status, sometimes simply based on his appearance. Reassuring public statements were released by Apple and Jobs. Still, Apple stock dropped on multiple occasions prompted by increased concern about Jobs' health.

Employees or customers might also become disconcerted about health rumors regarding key company leaders. Staff could worry about their future if something happens to their CEO. Customers might look for a “back up” business in case something goes wrong. People look to company leadership for encouragement, particularly during stressful times. Even though your company might not have stockholders, rampant anxiety can have detrimental results.

Employers can quell employee and customer anxiety by nurturing their own health. Seeing someone who strives for optimal health fosters a sense of having a confident and stable leader. Not only will leaders look healthier, but they will become more productive by increasing their energy and vitality.

A variety of health and wellness programs cater to the needs of busy executives. For example, some academic medical centers, including the Mayo Clinic, University of Pennsylvania, and Duke University, offer executive health services. These centers typically offer comprehensive, “one-stop shopping”. They do routine health exams and counseling. When indicated they also do additional screening studies, like blood work



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or colonoscopies, usually on the same or next day. Some programs also do additional screening for stress related illnesses common among executives.

Other programs offer customized executive health screenings in an intimate office setting. For example, the Oasis for Optimal Health in Orlando, Florida, does a comprehensive wellness assessment in a relaxing private office. In addition to doing a thorough physical examination, the physician assesses your nutritional status and other indicators of your body's response to stress. The evaluation also includes counseling regarding effective stress management, referral for indicated screenings, and initiating any therapies necessary to support the body in repairing stress related damage.

Executive wellness means more than optimizing physical health. It also means effectively managing work related stress. Fortunately, programs also exist to address the mental and emotional stresses associated with leading a business. For example, Creative Energy Options, Inc. in White Haven, PA offers a variety of executive leadership programs that help business leaders address patterns that might emerge in a stressful work environment. Their programs reach deeper than most corporate seminars in order to facilitate long term life skills.

Many times people need extra motivation to start and maintain a health regimen. Perhaps knowing it can positively impact your company will be enough incentive to inspire you into a success wellness routine.

Be well.