

## Benefits, Content and Format of the APEX Workshop

### Benefits at the personal level

- Improves stress-management skills
- Enhances Work-Life Balance and fitness
- Unleashes one's full potential
- Clear thinking & focused action
- Heightens creativity
- Improves leadership & teambuilding skills

### Benefits at the organizational level

- Stimulates innovative processes
- Enhances inclusiveness, compassion and team spirit
- Heightens productivity

### The Workshop Format

To meet the needs of different organizations, structures and objectives, the APEX Workshop is offered in two scheduling formats:

#### Format 1:

4 sessions spread over 4 consecutive days (4,5 hours per day)

For example:

Session 1, 2, 3 & 4 from 9 a.m. – 1.30 p.m. every day. Participants can then normally go to work in the afternoons.

#### Format 2:

5 sessions over 2,5 consecutive days (7 hours per day)

For example:

Day 1: 9 a.m. – 5.30 p.m. (with 1,5 hours lunch break)

Day 2: 9 a.m. – 5.30 p.m. (with 1,5 hours lunch break)

Day 3: 9 a.m. – 12 a.m.

The workshop can be organized as a residential or non-residential retreat, preferably at an off-site location.

### APEX-Follow-up Sessions:

The APEX Workshop includes 2 follow-up session of 2,5 hours each, to be scheduled within 60 days after the initial Workshop.

often starts

from within



### Content

- Innovative breathing techniques
- Physical stretches to enhance overall well-being
- Relaxation techniques
- Leadership & management skills
- Interaction & teambuilding processes

“The deeper the rest,  
the more dynamic the activity!”

## Participating Companies



## What participants say ...

"An extraordinary experience, which allows you to improve yourself and to step back and take decisions clearly."

*Marketing Manager, General Electric*

"This was the best intervention we ever had in the last 10 years! It truly inspired the individuals and brought a transformation towards more responsibility and commitment in the organisation."

*Hans Martin Schempp, President, Schempp Group, Germany*

"This has been an amazing experience. It will definitely have an impact on how I am going to live the rest of my life. I see a lot of positive change in the people around after doing this program."

*Maribal Ariasa, Director, Human Resource  
Maersk International, Dubai*

"I have participated before in a workshop with a similar objective. But I have realized that the tools and techniques that we have learned in the APEX Workshop could help us (1) to deal easily with a high-stress environment like what we have in customer support, (2) to conduct ourselves better in a multinational environment, and, (3) to accept people as they are no matter how different they are from us."

*Sinisa Stanic, Customer Support Manager,  
Hewlett-Packard, Croatia*

"This Workshop has given me new knowledge, new ideas, calmness, purification and improved communication. It has been a wonderful experience."

*Sergey Yershow, General Director,  
Siberian Electro-technical Design Institute, Siberia*

"Stress is a major inhibitor to team work, and we needed a course that would help reduce personal stress while building teamwork. APEX was just what we needed."

*Priyan Attygalle, CEO, American Express, Saudi Arabia*

"With regular APEX Workshops our employee turnover was reduced from 22% to 4% in the last 3 years and this has helped our company grow by over 200% in the last 3 years."

*Debashish Ojha, CEO, Inca India Software Solutions*

"Managers deliver high-performance and therefore need to be in contact with their mental sources of energy. In Eastern culture, especially in India, this is common sense. Knowing the mental sources of energy, means being more competitive. Without doubt, APEX, is one of the best things I have gotten acquainted with in that context."

*Dr. Clemens Grosche (MBA), CEO, Grosche GmbH & Co KG*

## Research Findings

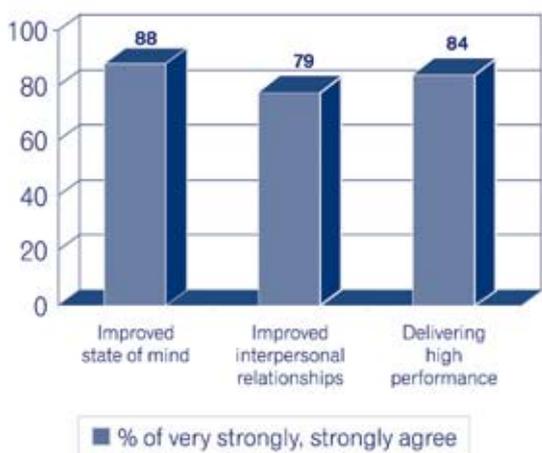
### Tata Institute of Social Sciences (TISS), Mumbai, India

Research conducted by TISS on executives, 2 years after they underwent the program, shows that

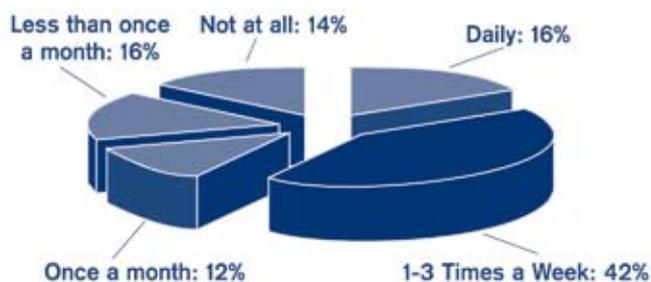
- a. 88% participants reported an improved state of mind.
- b. 58% participants were high frequency practitioners.

Company	Number of participants in Senior & Other Management Levels	Required Sample size for validity	Actual responses
Ambit Corporate Finance	22	7	4
Bacardi	20	6	9
Cadburys	49	16	12
Indian Oil	20	6	9
Mukand Steel	20	6	11
NTPC	24	8	15
Rallis India	150	50	72
Strategic Capital Securities	15	5	10
Tata Chemicals	160	53	22
The World Bank Group	20	6	11
The World Health Organisation	20	6	12
Transasia Biomedicals	23	8	9
TOTAL	543	181	200

Significant improvement in key high performance indicators



Frequency of practice of the techniques learnt



58% are High-frequency practitioners

83% of the respondents have recommended the program to others as "the most effective tool to improve their creativity and efficiency at work."

## APEX Faculty Europe & Middle East:

Ms. Monica Debicka, Poland

Mr. Christoph Glaser, Switzerland

Ms. Puja Handa, United Kingdom

Mr. Mladen Kordic, Croatia

Mr. Andreas Mueller, Germany

Mr. Ewald Poeran, The Netherlands

Ms. Radha Poeran, The Netherlands

Ms. Mawahib Shaibani, United Arab Emirates

Ms. Pia Soerensen, Denmark

Mr. Vinay Kapoor, Dubai

**The APEX Workshop was developed by a team of top consultants and international experts, in the fields of business management, health science, law, education, and personal development.**

**The APEX Workshop was developed by:**

Sri Sri Ravi Shankar, Founder–International Association of Human Values

Sri Sri Ravi Shankar is a global humanitarian and a human development innovator of international renown.

He has initiated a worldwide movement of service projects aimed at social rehabilitation and human development.

His programs are practiced by millions of people around the world. He has inspired hundreds of thousands of individuals to work together to foster social and economic transformation.

Michael Fischman, President, CEO–APEX Course (USA)

A stress management expert and personal development consultant, he has been conducting management development seminars for the last fifteen years. A former advertising executive with Ogilvy and Mather, since 1992, he has traveled throughout the world conducting APEX Workshop for top-level executives and employees.

Arun Madhavan, MBA, Chairman, Bliss Foundation (India)

An international bank executive for over 25 years and former Director of Corporate Banking for Standard Chartered Bank in Western India, he is currently lecturing and conducting management development and leadership training programs throughout in India, Singapore, Malaysia, and Hong Kong.

Richard P. Brown, MD, Associate Professor of Clinical Psychiatry Columbia College of Physicians and Surgeons (USA).

An internationally known expert in integrative psychopharmacology, he has published over 70 scientific articles and book chapters. He delivers over 200 lectures every year on alternative treatments for stress, mood disorders, cognitive enhancement, physical performance, and longevity. His current research is focused on how yogic breathing techniques can be used as a valid modality to combat stress, fatigue, depression, or anxiety.

Robert Bourke, Ph.D., Industrial & Organizational Economist (Australia)

A senior international financial consultant and advisor to Australian Government departments and public utilities in areas of cost-benefit analysis, pricing and strategic management.

## APEX breathing techniques for health and success – Scientific research findings

The close connection between mind and body has been recognized since ancient times and has influenced the traditional healing arts from cultures around the world for millennia. Modern scientific recognition of this relationship began in the early 1900s, with broad investigations of psychosomatic phenomena beginning in the 1940s. In the last few decades, this line of research has greatly intensified. The importance of bi-directional interactions between the nervous, endocrine, and immune systems, and their relevance to disease states, has been recognized and documented more widely than ever before. This has given birth to a new scientific field called Psychoneuroimmunology (PNI). PNI is based on ancient principles that explore how both positive and negative thoughts, perceptions and emotions can affect bodily responses, specifically with regard to the onset and progression of disease states.

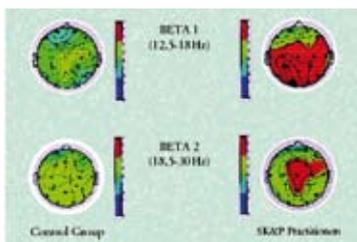
In a fast-paced age where stress and depression are widespread, the toll of stress on physical and mental health can be extremely high. Stress, anxiety and depression are known to be significant factors in the onset and progression of a wide spectrum of illnesses ranging from cancer and infectious diseases, to asthma and cardiovascular disease.

Sudarshan Kriya® and its accompanying practices (SK&P), as taught in the APEX course, are time-honored stress management/health promotion techniques whose health benefits are being validated by modern medical science.

### Independent research has shown that SK&P significantly:

- Reduce levels of stress (reduce cortisol - the “stress” hormone)
- Benefit the immune system
- Reduce cholesterol
- Relieve anxiety and depression (mild, moderate and severe)
- Increase anti-oxidant protection
- Enhance brain function (increased mental focus, calmness and recovery from stressful stimuli)
- Enhance health, well-being, and peace of mind

These simple yet powerful breathing practices have a unique advantage over many other forms of adjunct treatment: they are free from unwanted side-effects, cut health care costs, and are easy to learn and incorporate into daily life.



### Effect of:

SK&P on EEG (brain waves), indicating increased alertness. EEG changes were recorded in 19 SK&P practitioners compared with EEG patterns of 15 controls comprised of doctors and medical researchers. Significant increases in Beta (or high frequency activity) were observed in SK&P practitioners compared to the controls. Beta is associated with heightened alertness, such as when an animal is tracking its prey. Researchers interpret these results as indicative of increased mental focus or heightened concentration.

Contributed by: Dr. Fahri Saatcioglu, Professor of Molecular Biology at the University of Oslo,  
Coordinator-Europe, APEX-Research – Email: fahri.saatcioglu@imbv.uio.no

**For more information please check: [www.apexcourse.org/research\\_sk.htm](http://www.apexcourse.org/research_sk.htm)**