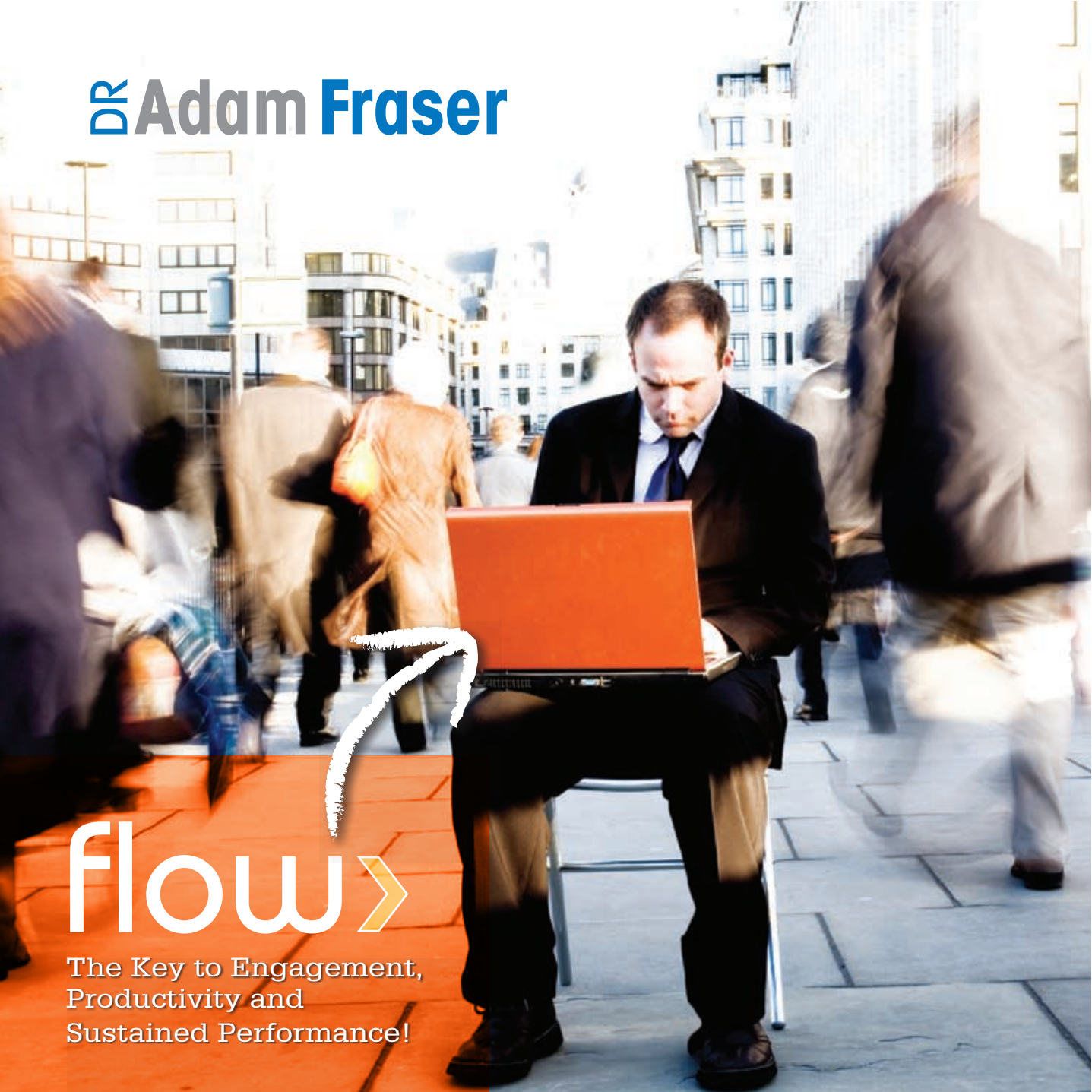


**DR Adam Fraser**

**flow** 

The Key to Engagement,  
Productivity and  
Sustained Performance!



Thanks for considering the **FLOW** program. Over the last 13 years I have had the amazing pleasure of consulting to, work with and develop strong relationships with some of the worlds most amazing performers.

In this time I have seen some talented people crash and burn while others surpass their potential. Helping people get better at what they do has been a passion and an obsession of mine.

**FLOW** is simply all about getting people to work in a way that they are completely engaged, energized and in control. Leading to innovation, creativity and sustainable performance.

I look forward to working with your organization to get your teams and individuals into **FLOW!**

To find out more please contact our office and one of our team will be more than happy to set up an initial meeting to discuss the needs of your organisation.

Thanks again!

**DR Adam Fraser**

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**p** 02 9564 0095 **f** 02 8572 9909 **m** 0409 360 511

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Stress management, work life balance and time management have failed us; we need a solution that is going to work in this evolved world. FLOW is that solution!

FLOW is a state where individuals are completely engaged and teams work together with synergy and harmony.

Do you feel like all the Time and stress management techniques you've learned have failed? What about work-life balance? How is that going for you?

The truth is life is getting faster and faster and shows no signs of slowing down. Business is more competitive now than any other time in history! We are not being asked to slow down, but to speed up.

In the past we have relied on work life balance, stress management and time management.

**These strategies have failed us!!!**

For years these techniques have been institutionalised in organizations for years and have not solved the problem.

The key is to do more, not less but do it more effectively and with less impact on you.

It is possible to get high performance from your teams without burning them out or killing their personal life.

## What's the solution?

The solution is....

# FLOW!



**FLOW** is a state of high performance and engagement also known as being “In the Zone”.

It is where individuals are completely engaged and teams work together with synergy and harmony.

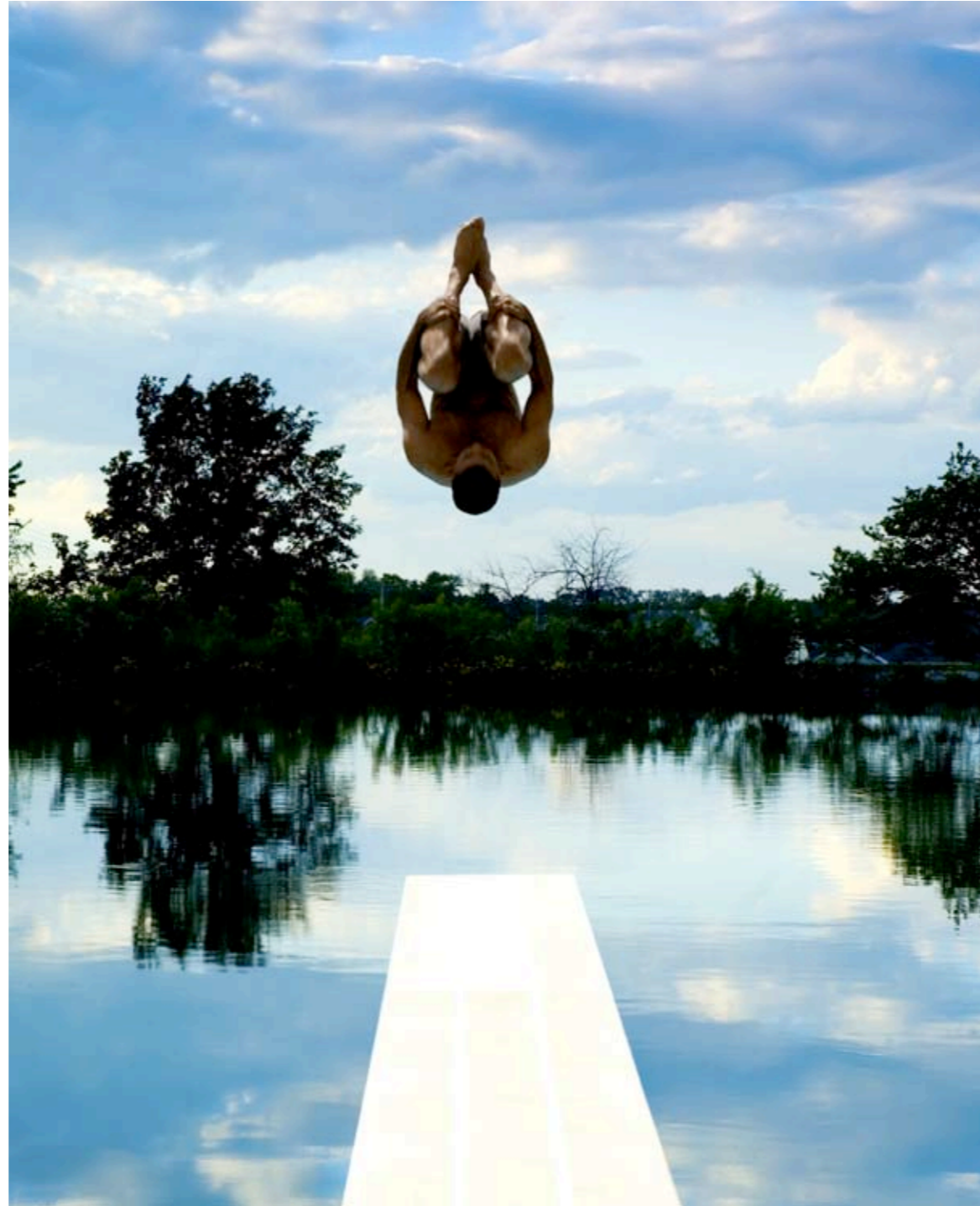
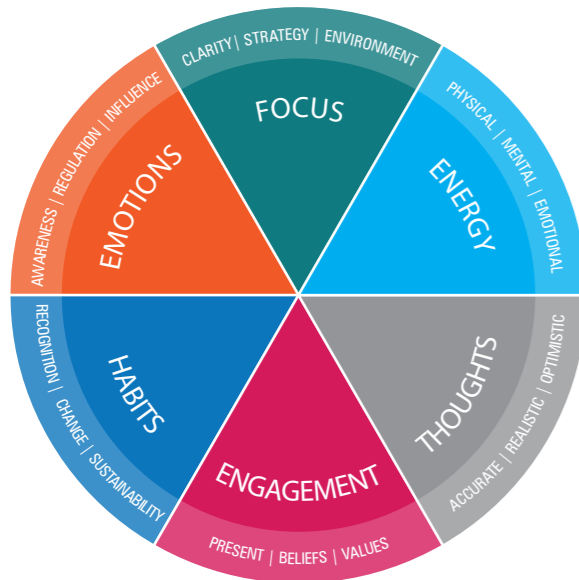
**FLOW** is a state of:

- High productivity
- Complete engagement
- Clear vision and strategy
- Low stress
- Deep Focus

**FLOW** reduces stress levels, prevents burnout and keeps people engaged. It is a practical solution because it changes the WAY in which people work.

There are six key components needed to set you up for **FLOW**.

- 1 **Thoughts** that are realistic, accurate and optimistic
- 2 **Energy** levels which sustain performance
- 3 **Habits** that are supportive of the desired outcome
- 4 **Focus** to stay on track and not stray from the objective
- 5 **Emotions** that are positive and functional
- 6 **Engagement** where you are present and absorbed in the task at hand



Dr Adam Fraser uses his background in Physiology and Psychology to show individuals and teams how to get more **FLOW**. He also calls on his 13 years of experience working in this area with corporate teams, businesses, elite athletes and armed forces. Possessing a PhD in the area means that he is a true expert and his strong scientific grounding ensures that his work is practical, evidence based and always on the cutting edge.

All Dr Fraser's programs are tailored specifically to suit the culture and current challenges of the organisation.

*"Adam's presentation was fantastic, everyone really enjoyed it and they are still raving about it this morning! They found it extremely useful mainly because it was so relevant and he gave up tips that we could implement immediately. Adam is a fantastic presenter and I am sure we as a firm will be using him again in the future."*

Manager

PricewaterhouseCoopers Australia

## Benefits of Dr Fraser's program

Specific outcomes you and your team can expect from attending Dr Fraser's programs:

- Individuals are capable of working in a state that doesn't lead to fatigue and burn out.
- Individuals get a series of techniques to reduce stress that can be used on the go and don't require them taking time out of their day.
- Individuals are able to separate busyness from stress; they can work at a high intensity without having to be in a high anxiety, stressed state.
- Increased output and productivity as a result of improved focus and task completion.
- Individuals develop a greater sense of control over their environment and become less reactive. This leads to reduced stress levels and allows people to focus on strategic actions. Also the team has a greater sense of calm.
- Dramatic increase in personal energy levels to be more productive in their day.
- Individuals realise that they themselves, not their environment have control over their thoughts, feelings and reactions.
- Adoption of healthier habits that improve mental state, protect them from chronic diseases and reduces absenteeism.
- Paradigm shift of the organization to one of focusing on performance and outcomes.
- Individuals are challenged to reflect on how their thoughts, emotions and actions impact on the engagement and culture of the team and organization.



## Mode of Delivery

Dr Fraser's work is delivered in the following options

### KEYNOTE PRESENTATIONS

› at conferences, offsite and internal functions these range in length from 45 mins to 1.5 hours. During the keynote presentation Dr Adam will give your team an understanding of **FLOW** and some key strategies to spend more time in **FLOW**.

### WORKSHOPS

› at conferences, offsite and internal program. These range in length from 2 hours to a full day. Due to the greater amount of time Dr Adam is able to explore the concept of **FLOW** with the team and get them to reflect on what **FLOW** means to them and what circumstances and conditions help them spend more time there. The group are also able to interact and come up with strategies to make their workplace more conducive to **FLOW** In addition they also leave with a clear action plan that they are going to implement following the workshop.

### TRAINING PROGRAMS/CONSULTING

› a series of workshops with teams over a predetermined period to achieve a specific outcome. Each training program is designed in conjunction with the needs of the organization/team. Dr Fraser's philosophy is that training programs need to result with a change in behaviour. For this to happen the concepts and language has to be adopted into the culture of the team/organization. The following are some strategies used to facilitate behaviour change:

- Between workshops individuals receive regular hits of information to cement their learning.
- Individuals are kept accountable for the action plan that they set.
- Attendees form coaching teams to support each other through the behaviour change process.

# presentation topics

## 01 > FLOW – The Key to High Performance

This presentation outlines the concept of **FLOW** and its relationship to performance. **FLOW** is a state of high performance where an individual is completely engaged, deeply focused, stress free, has positive emotion, and a clear strategy. It steps people through a series of clear strategies around attention management and how your environment is structured to obtain more **FLOW** in your working day.

More time in **FLOW** leads to greater productivity, less stress and greater engagement.

Specifically the presentation covers the following areas:

- What is **FLOW** and how it affects performance at work?
- Why clarity of purpose and a clear focus is a key element of **FLOW** Getting the team to maintain their attention on the overarching strategy rather than being clouded by worries and challenges.
- How to be more pro-active rather than reactive.
- How to free up part of the day to work on strategic action items.
- How the brain functions and how to get the best out of it.
- Why multi-tasking is a myth and bad for your brain.

### OUTCOMES >

This presentation is perfect for any individual or team looking to improve their performance. It opens their eyes to a new paradigm and a new way to view work, pressure and performance. They will be equipped with a new metric and language to assess their performance, as well as tools and techniques to facilitate **FLOW** at work.

## 02 > Rehab your habits

Many people adopt destructive habits that lead to poor performance, high stress levels, reduced productivity and conflict within the work place. Our habits determine whether we achieve **FLOW** or not. In most cases individuals are not aware of the fact that their habits are detrimental and even if they are, they find it very difficult to change them. In addition people are often addicted to negative habits such as letting technology control their day, not having a clear objective, office gossip and looking for distractions.

This presentation walks people through a process of rehabilitating their detrimental habits.

This high content yet tongue in cheek presentation will take you through the 9 steps to habit rehab.

They are:

- Auditing your habits
- Admitting you have a problem
- Conducting an intervention
- Getting an action plan
- Going into rehab (in - patient)
- Getting support
- Setting up your environment to support the new habit
- Coming out of rehab (out – patient)
- What to do when you relapse

### OUTCOMES >

This presentation gets individuals and teams to assess and evaluate their habits. It encourages them to be mindful and self reflective about their behaviour as an individual and a team member. They leave being much more strategic about how they are spending their time and with an action plan and tool kit on how they can alter their habits to ones that will increase performance and engagement.



## 03 > Your brain – an owner’s manual to get better performance, reduced stress and more happiness

Are you running your brain or is it running you?

Our performance at work is controlled by the small piece of real estate between our ears. We are all born with 3 pounds of neurons squeezed into our skull. Unfortunately it didn't come with a manual on how to use it. To get the best out of something we need to understand it. In this high energy, high engagement, highly entertaining presentation Dr Adam Fraser will give you a users guide on how to run your brain so that you can get more done in a day, have less stress and more happiness

Here's what you and your brain will learn:

- How to remodel our brain structure
- Why we procrastinate and how to kick that habit
- How to make messages stick with your staff
- Neural plasticity: what your brain and Tupperware have in common
- How to take your brain to the mental gym
- Common thinking traps we fall into
- Understanding our thinking styles
- The Gen Y brain and why they drive us crazy

Come along and be inspired, informed and surprised. Just remember to bring your brain!

### OUTCOMES >

This presentation is perfect for any individuals or teams that are under significant pressure or face significant challenges and setbacks. It helps them to understand how their brain operates and how their thinking style and the conversation they have between their ears ultimately determines their performance and engagement. This session is valuable for teams that want to have better cohesion, communication and culture, as it helps them understand their reactions to certain situations and the behaviour of others in their teams.

## 04 > Why do I behave like that?

A wise person once said "Logic makes people think, emotion makes people act". Our emotional state affects our behaviour and has a huge impact on our ability to get into **FLOW**. The key to business is developing and fostering strong trustworthy relationships. This presentation shows us how to regulate our emotions to get more **FLOW**, happiness and productivity.

- What are emotions?
- Why should we even worry about them?
- How emotions affect the brain and the body?
- What is emotional intelligence and how we can use it?
- Emotional self awareness and management
- How to determine the emotional state of others.
- How to control and prevent anger and fear based reactions.
- How to Flip and Toggle our emotional state.
- Difference between positive and negative emotions.
- Difference between constructive and destructive emotions.

### OUTCOMES >

Emotions determine whether teams will work well together or if your staff will turn up engaged and motivated in the morning. Following this presentation, individuals will understand the impact of emotion on performance and team cohesion. People will leave this presentation with a clear understanding of how to recognise emotional responses in themselves and others: how to regulate and influence your and other people's emotional state for a better outcome.

## 05 > Sustaining performance without having to slow down

This presentation examines the impact that stress and pressure has on our performance. The main message of this workshop is to debunk the notion that in order to reduce stress we need to take long periods of time away from work. Also we will examine the concept that stress and pressure are two different things.

Specifically we will look at:

- Understanding the long-term fallout of adrenaline and fear based performance.
- How easing off at the right points of your day leads to better performance.
- How to work in calm state.
- How to transition between environments for maximum performance in the next environment.
- How to be engaged when you get home and leave work at work.
- Role of attention management in stress management.
- Sustaining high levels of performance.
- How to adopt the mindset of your environment.
- Examine the paradigm that "Because you are busy you don't necessarily have to be stressed".

### OUTCOMES >

Individuals will learn that you don't necessarily have to take long periods of time out to control stress. They will leave with a series of techniques on how to control stress in the heat of battle, to prevent burn out. They will also identify a 3<sup>rd</sup> place where they can transition from work to home so they can switch off and engage with those around them.



## 06 > Energy Management

We all want it but it seems like no body has it! Fatigue levels in individuals are rising rapidly. Many people finish the day or the week exhausted. How much energy we carry into a day influences our ability to find FLOW and perform. The workshop looks are how you manage your energy on three levels physically, emotionally and mentally.

Specifically we will look at:

- The impact of sleep on performance and how to sleep right.
- How to manage your energy levels and avoid the 3 o'clock slump.
- How what you eat in a day affects your brain and bio-chemistry and what that means for work productivity.
- Your state of health and how that affects your ability to work.
- What impact exercise has on your brain, focus and health?
- How to manage your physical energy during the day.
- How your thinking style affects your mental energy.
- How destructive emotions suck your energy tank dry.

### OUTCOMES >

The group will be introduced to the concept of energy management. Everyone has the same amount of time, where we differ is in our energy levels. Energetic teams work harder are more productive and perform better than lethargic and apathetic teams. From this presentation your team will have a clear understanding of how to elevate and sustain their energy levels.

## Who is Dr Adam Fraser?



Dr Adam Fraser is one of Australia's leading educators, researchers and thought leaders in the area of human performance! He has a PhD, which looked at how our habits and lifestyle factors affect our ability to perform, mental state and physiological health. In this time he has worked with elite level athletes, armed forces and corporate executives

For the past 7 years Adam has been working exclusively in the corporate world to elevate and sustain the performance of the employees of the companies that hire him. Adams work takes many forms from one on one coaching, to workshops and keynote presentations. His client list reads like the who's who of the business world.

He is heavily involved in new research, which ensures he stays on the cutting edge and his material is fresh and relevant. In June 2006 Adam was featured in the workspace section of the Australian Financial Review. He has also contributed to Business Review Weekly (BRW) and Human Capitol magazine. Adam has published over 300 articles on performance. Adam has done countless interviews on radio programs all over Australia and previously had a regular radio spot on ABC 702. Adam is a regular presenter on TV and has been on Channel 7's Sunrise, Koshie's Business Builders, Channel 9's Today show and Close Up in Auckland. In 2005 He was runner up in the Young Investigator of the Year award at the AAESS conference.

*"Adam was great at our offsite. It was my second time in his audience and I was entertained as good as the first time. Adam moulds interesting research results and statistics into a humorous, informative and engaging presentation. His message clearly showed us how to maximize our performance each day. Personally he got me to sit up and question my understanding of things, especially things about our rituals and habits. I strongly recommend Adam's presentation to others."*

**Karen Murphy**

General manager  
**Commonwealth Bank**

## Who we have worked with in the past

- National Australia Bank
- Westpac Bank
- ABN AMRO
- Commonwealth Bank
- Price Waterhouse Coopers
- ICAA
- BMW
- CPA
- ICAA
- Allianz
- Citigroup
- Century 21
- Mallesons
- Allens Arthur Robinson
- IAG
- Department of State and Regional Development
- Queensland health Department
- TAFE
- AIG
- Superannuation Trustees Association
- In Touch
- DHL
- ICAP
- AON
- AMP
- Bar Association
- Fitness First
- Vodafone
- Optus
- IBM
- Usana
- Sanofi Aventis
- LGMA
- Quay Appointments
- RCSA
- Merc Sharpe & Dohme
- IPAC
- Department of Education
- Minters Ellison
- CEO Institute
- TEC
- Vedior
- Tower Insurance
- End game communications
- Suzanne Grae
- Babcock & Brown
- Asteron Insurance

## What our clients have to say about Dr Adam

"Thanks so much for presenting at this years Future Leaders Forum. Your session received exceptional feedback from the delegates. Your presentation added to the messages delivered by Terry Hawkins and Peter Sheahan. Your presentation received a rating of 9.3 out of 10, which was the highest rating of all the speakers at the Forum. Your presentation received some of the following comments:

"Best speaker I have ever seen"

"This guy doesn't give you the option to NOT walk away with something – BRILLANT SPEAKER"

"Excellent speaker, well conceptualised content and highly relevant to work practice"

[Nicole Walker](#)

Manager Member Services  
LGMA

"At our national conference Dr Adam Fraser's presentation was one of the highlights. Some of the comments were "The best presentation of the conference so far", "Very useful and excellent use of examples. Humour was also well used", "This was an excellent workshop, I really enjoyed it and I'm taking a lot from it, thanks". 96% of all attendees rated it as excellent and the other 4% rated it as very good."

[Amanda Samuels](#)

ICCA

"Adam's presentation was fantastic, everyone really enjoyed it and they are still raving about it this morning! They found it extremely useful mainly because it was so relevant and he gave up tips that we could implement immediately. Adam is a fantastic presenter and I am sure we as a firm will be using him again in the future."

[Manager](#)

**Pricewaterhouse Coopers Australia**

"Your Presentation was amazing, the energy in the room was testament to your ability to entertain and engage the audience. Even though your presentation was entertaining it was full of solid information and tips that people can practically take away and implement."

[Penny Bryant](#)

Manager

**AMP**

"Following Adam's presentation we had overwhelming feedback. The attendees loved it and got great value out of it. The only problem was that we got the time allocation wrong, we didn't have you on for long enough everyone wanted more. Looking forward to a longer presentation at our next event."

[Jennifer Thompson](#)

Technical & Regulatory Affairs Director

**Confectionery Manufacturers of Australasia**

"He was a winner with the delegates, who responded to his factual, practical and humorous presentation Flow: the key to high performance' with comments such as: 'full of applicable tips and suggestions' from conference veteran, Nigel Harse, Director of MDB Two , 'entertaining and beneficial presentation, from a health & wellness perspective' from Ian Bennett of Effective People,.

[Ross Clennett](#)

**RCSA Conference 07 – Alice Springs**

"Extremely positive both in terms of content and delivery. Evaluations confirmed that the participants left our conference feeling fully challenged and motivated to move from 'Grind' to 'Flow'.(Out of 349 returned evaluations, 345 rated his presentation as 'Excellent')"

"I was impressed with the communication maintained by Adam prior to the conference. When Adam arrived at our venue, he allowed adequate time to talk with us to familiarize himself with the needs/specifics of his audience. He also made personal contact with participants as they came into the theatre, immediately establishing a relationship with them."

[Coralee Pratt](#)

**Department of Education**

"Of the 77 evaluation sheets returned 100% gave Adam very positive feedback. They thought his presentation was excellent and very helpful. The presentation succeeded because it was fun, practical and very relevant. Adam's presentation added value to the organisation because it was tailored and suited to the audience. The presentation certainly achieved its objectives."

[Sally Benson](#)

Student Leadership and Development  
Unit - Student Wellbeing

**Department of Education & Early Childhood  
Development**

"Adam is an engaging and thought provoking presenter. He is able to present information and concepts in a practical way that encourages thought, discussion and action. Adam also brings a highly positive energy into the room that stimulates people to think and participate. The time we spent with Adam was invaluable for our Management Team."

[Christopher Cosier](#)

Project & Development officer

**Suzanne Grae**





# DR Adam Fraser

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