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Corporate Digital Detox Wellness programme



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the 'UNPLUGGED Digital Detox programme' will take you on a guided journey back to yourself

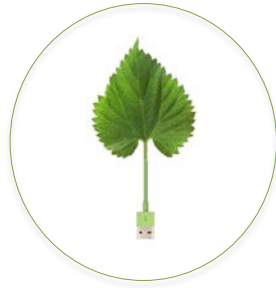


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The Digital Detox Company specialises in creating Corporate Digital Detox Wellness Programmes that are customised to meet your company's particular needs.

Using our especially developed 'UNPLUGGED' Digital Detox Programmes, we provide, through our team of renowned experts, a unique combination of Psychology, Mindfulness and Yoga to address the physical, mental and emotional stresses caused by digital overload.

The techniques and practices learned during the Digital Detox Programmes which we bring to you, and provide in-house, offer a practical and workable 'take-away toolkit' that can be applied to the daily lives of your company's workforce to enable them to manage their digital landscape in both their work and home environments, in new and effective ways to encourage a life of balance, wellness and productivity.

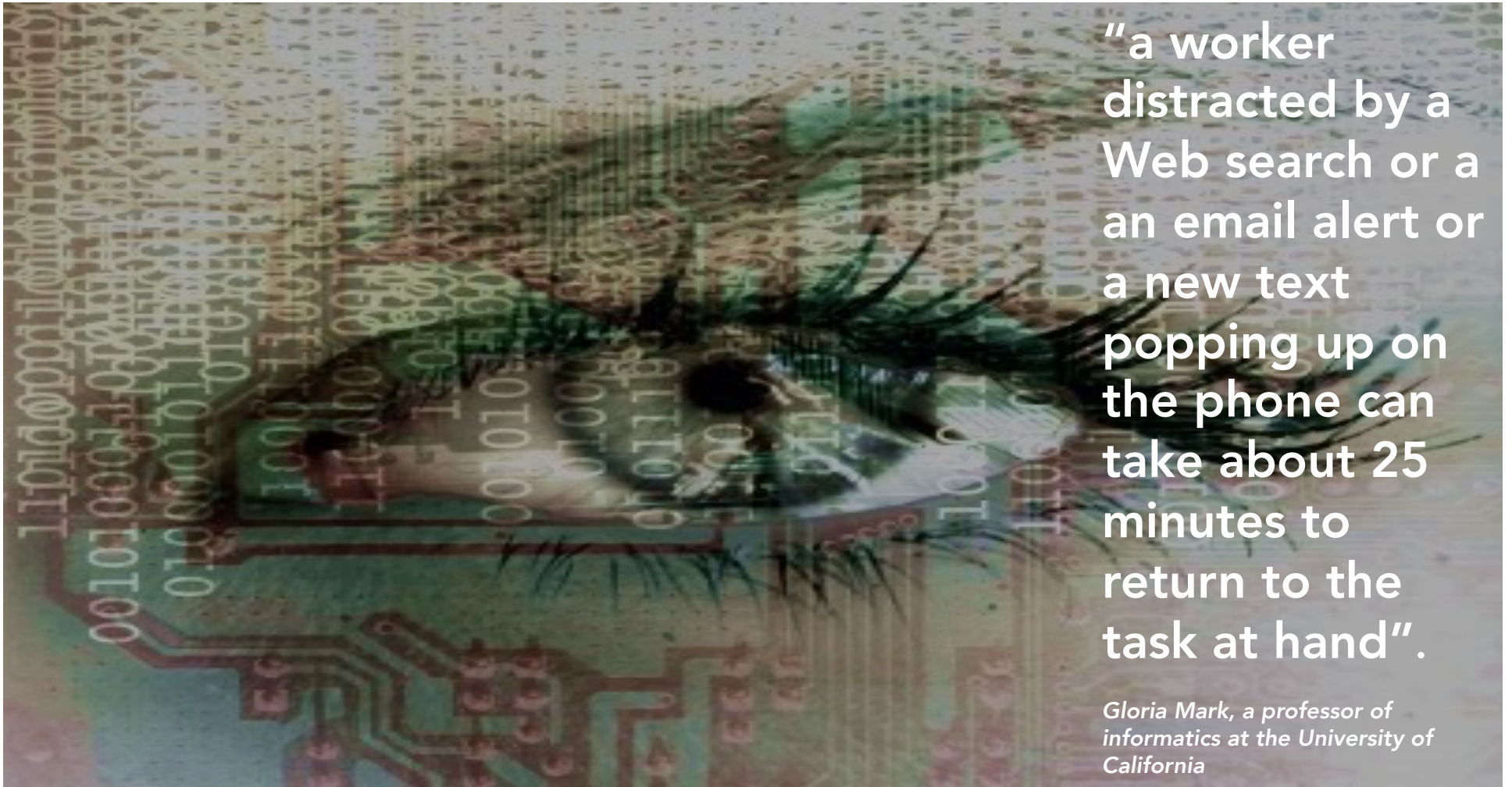


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“Business is about people and your people are your greatest asset.” *Orianna Fielding*

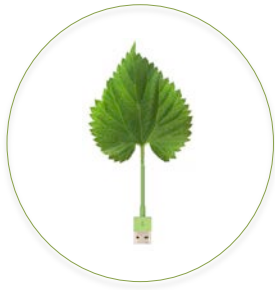


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“a worker distracted by a Web search or a an email alert or a new text popping up on the phone can take about 25 minutes to return to the task at hand”.

Gloria Mark, a professor of informatics at the University of California



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“Connection is inevitable, distraction is a choice.”

Alex Soojung-Kim Pang

One of the signature traits of our digital world is that it fragments our attention. Our attachment to our computers and hand-held digital devices has led us to view multitasking as our default setting, very often across several digital devices at once. Rather than view this as a negative, it makes us feel productive and efficient. In reality, though, multitasking actually makes us less productive and has been shown to diminish our ability to concentrate on one thing at a time.

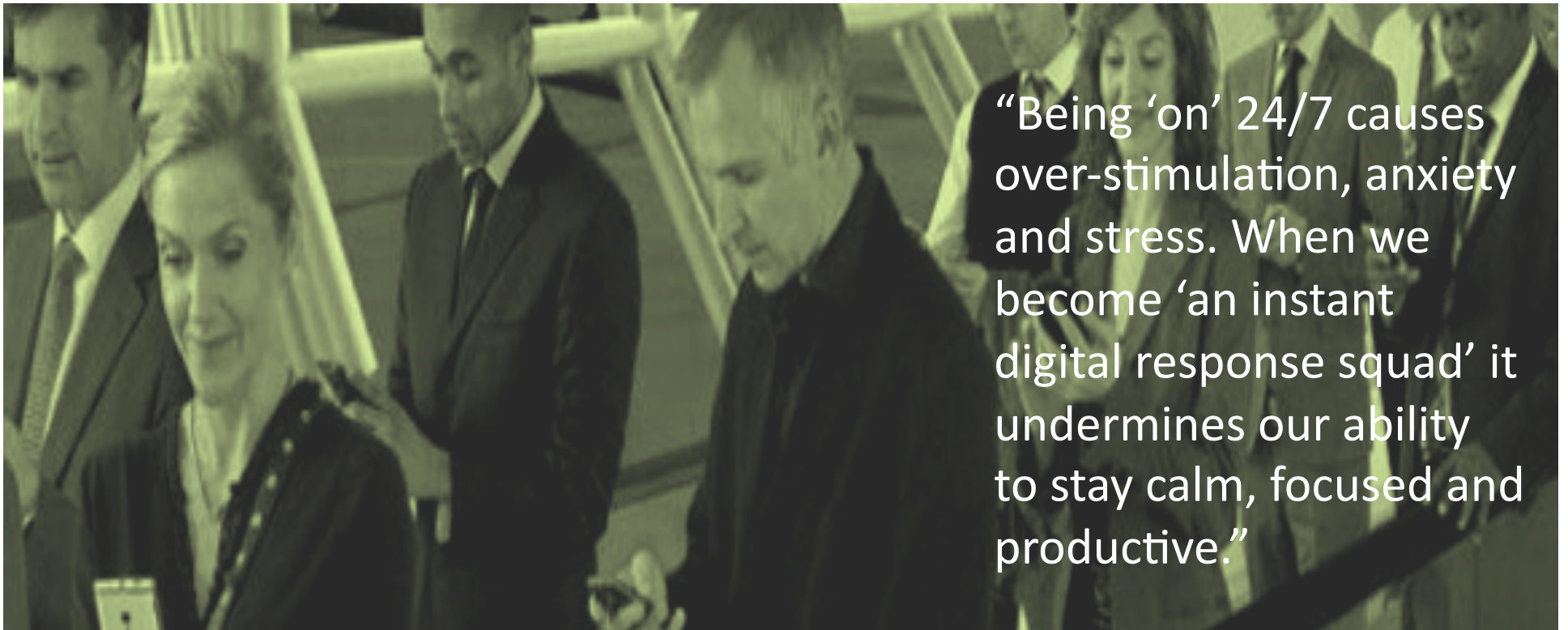
Workplace performance depends on an ability to identify problems and create innovative solutions. This requires depth, not just breadth, Depth requires the ability to focus. With social media and emails always demanding our attention, focus becomes nearly impossible."

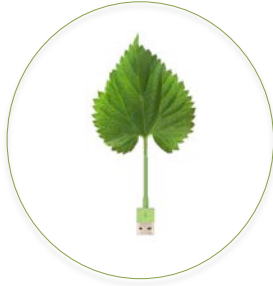
We are permanently distracted by a continuous deluge of emails, punctuated by social media notifications sliding into view, all competing for our attention and invariably interrupting our workflow. These incessant distractions compromise our productivity as we often end up making a small amount of progress over a multitude of tasks, leaving essential work unfinished.

According to research by Clifford Nass, Professor at Stanford University, who directs the CHIMe Laboratory (Communication between Humans and Interactive Media) which specialises in studying the interaction between human psychology and digital media, multitasking reduces our ability to distinguish between important and irrelevant information.



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**"65% OF
EMPLOYEES SAY
THAT THEIR
MANAGER
EXPECTS THEM
TO BE
REACHABLE
OUTSIDE OF
THE OFFICE."**

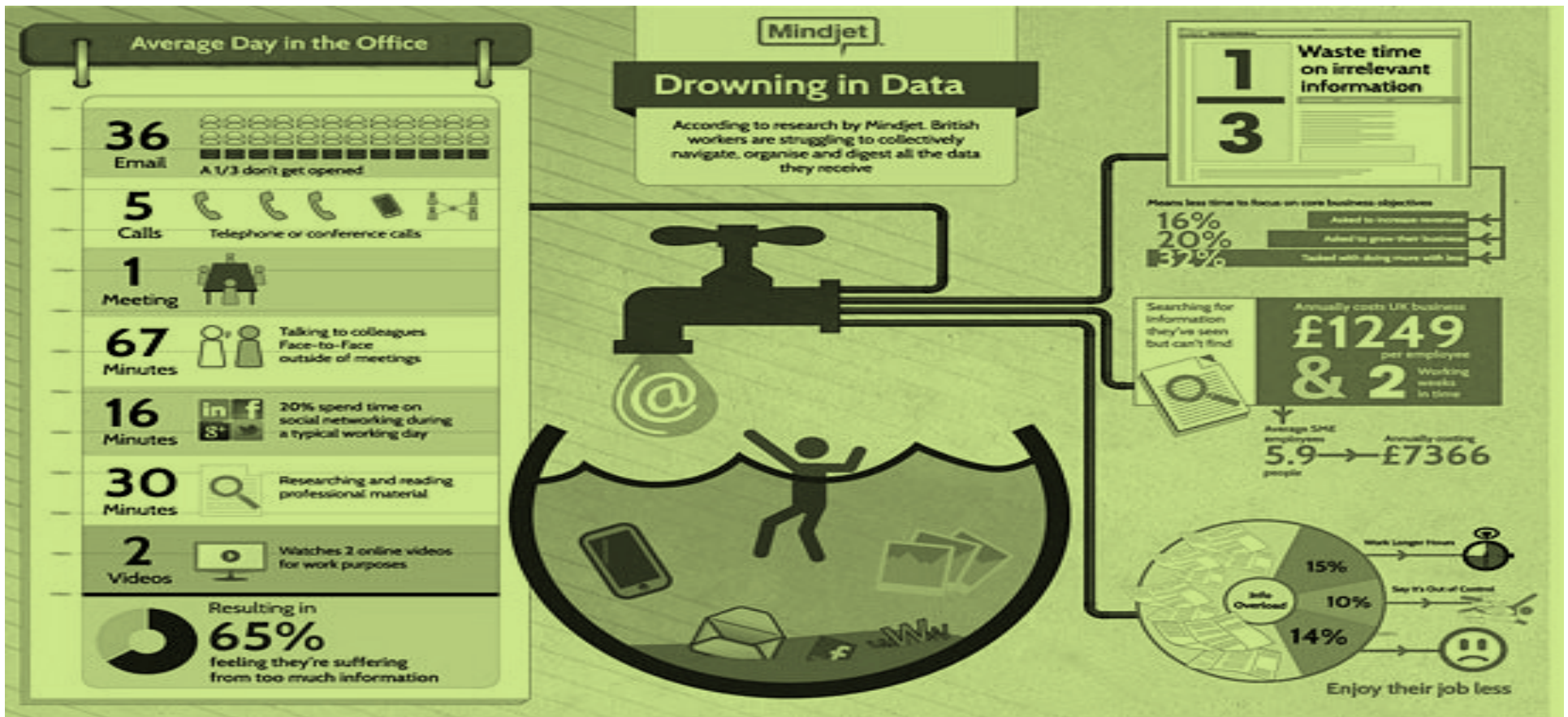
"Current research suggests that the surging volume of available digital information and its interruption of people's work can adversely affect not only personal well-being but also decision making, innovation, and productivity."

According to a joint study on the effects of night-time digital activity outside of the workplace, conducted by a research team from the University of Washington, the University of Florida and the Michigan State University, the benefits of prolonged smartphone use for work purposes outside of the workplace and outside of working hours are negated by the reduced amount of time people then have to relax and unwind outside of the work environment. The study also showed that work related use of a digital device in the evening, and very often at night, was associated with interrupted sleep patterns resulting in fewer hours of sleep. The effects of this included a diminished capacity to use self-control in challenging situations, acute exhaustion and an overall feeling of being less focused throughout the day.



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“Most knowledge workers lose about 28% of their day or 2.1 hours a day to constant interruptions.”

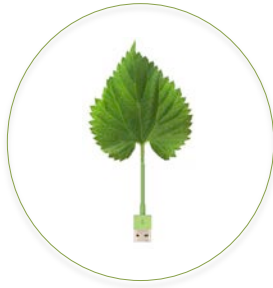




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The human cost of Information overload

- Constant interruption by texts and e-mail alerts lower IQs by 10 points
- Employees consider 1 in 3 e-mails unnecessary
- A typical knowledge worker turns to e-mail 50 to 100 times a day
- Knowledge workers average 20 hours a week managing e-mail
- 60% of computer users will take their digital devices to check e-mail in the bathroom
- Information overload costs the U.S. economy \$900 billion a year and in the UK an average of £1250 per employee and 2 weeks of lost working time.



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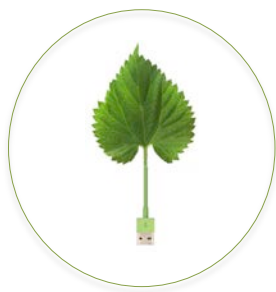
Key Corporate Digital Wellness Programme Modules

1. Introduction

An overview by Orianna Fielding, founder of the Digital Detox Company of how our roles are changing within our Digital landscape, addressing the issues of our digital over connection and our human disconnection and finding a new way to use our digital devices as the tools they were designed to be.

2. The Psychology of Digital Dependence

Leading Psychologist Jacqui Marson explores the adverse effects of digital overload and providing a customised learning experience to deal with some of the most prevalent psychological symptoms of digital dependence such as social anxiety, depression, FOMO (fear of missing out), Nomophobia (no mobile phone phobia) and stress to encourage a return to a more balanced and connected relationship with yourself and a healthier, more productive relationship with your digital devices.



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Key Corporate Digital Wellness Programme Modules

3. A return to 'presence' through Mindfulness

Nathalie Salaun Chartered Counselling Psychologist, Cognitive Behavioural Therapist and Mindfulness expert. We are learning that more is not always better when it comes to digital communications. Digital over stimulation leads to feelings of being overwhelmed, out of control, exhausted and stressed which directly impacts on wellness, productivity and creativity. Through this series of practical Mindfulness practices, we can create profound mental and physiological shifts by learning new ways to deal with external conditions such as Digital Overload and Digital Distraction by reconnecting with the essence of who we are, creating positive change on our journey to Digital Wellness.

4. **Restoring Emotional balance through Yoga Practice.** Practices such as yoga help us to disconnect from the digital layer that informs our lives and reconnect with the 'essence' of who we are. Yoga also helps us become more aware of the present moment, helping us to be more creative and effective in work. Durga Devi's unique personalised Jivamukti Yoga practice teaches us to fully inhabit our bodies which helps to counteract the chronic health conditions that extended sitting in front of a screen, can create. Her practice also encourages the making of space in our daily lives in-order to hear our inner voice. Those internal conversations often lead to a new understanding of our 'essence' and through regular practice can lead to moments of profound importance and insight and help you enhance, maintain, and restore emotional balance in a digital environment.



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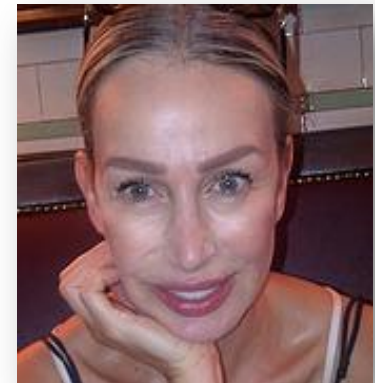
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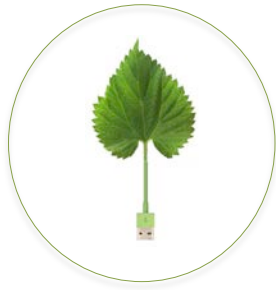
Orianna Fielding

Founder Digital Detox Company

Internationally, recognised author, designer and broadcaster, Orianna has spent several years researching the negative impact of our digital over-connection. Her findings based on extensive research and in-depth consultation with leading experts in the fields of Mindfulness, Psychology and Wellness, form the core of her book UNPLUGGED how to live mindfully in a digital world.

The 'UNPLUGGED' digital detox programme was created as a step-by-step, guided learning platform, integrating the Mindfulness, Psychology and Yoga practices featured in the book, to provide a unique, restorative, profound and life-changing Digital Detox Course.





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Jacqui Marson

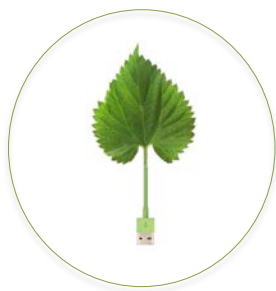
Chartered Psychologist

Jacqui Marson is a Chartered Counselling Psychologist, author and trainer. She is a former award-winning television news journalist and has reported from war-zones around the world. She now works in private practice in Covent Garden and runs workshops and training for companies and individuals in communication skills, body language, confidence and team-building.

She is a media communicator on psychological issues and regularly appears on the BBC and commercial radio and television programmes. She had a monthly column, Fast Therapy in Psychologies magazine and has written for the Guardian, Observer and Daily Mail.

Jacqui's book *The Curse of Lovely: How to break free from the demands of others and say No* (Piatkus) in 2013, has been published in 9 languages in over 20 countries.





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Nathalie Salaun

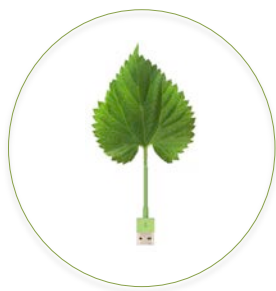
Mindfulness Expert, Chartered Psychologist &
Cognitive Behavioural Therapy (CBT) specialist,

Nathalie Salaun is a fully qualified Chartered Counselling Psychologist accredited with the British Psychological Society (BPS) and a member of The British Association for Behavioural and Cognitive Psychotherapies (BABCP).

She has additional training in the form of intensive professional workshops in CBT at The Institute of Psychiatry (Maudsley Hospital) in Anxiety Disorders, Social Phobia and OCD, with renowned Psychologists in their fields including Professor Paul Salkovskis who featured in the BBC programme: "The house of OCD".

Nathalie has extensive experience in using Cognitive Behavioural Therapy in the treatment of all major psychological disorders. She has worked at The Priory Hospital North London for nearly 4 years, under the supervision of many highly qualified and recognized Cognitive and Behavioural professionals in the field of mental health. During that time she worked with individuals presenting with a wide range of psychological problems, as well as facilitating OCD Groups, Social Anxiety Groups and BDD Groups. Her extensive experience also includes working as a Chartered Counselling Psychologist for The Barnet and Edgware Mental health Trust, at the Psychological Therapy Services offering individual and group CBT and MBCT therapy in secondary care.





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Durga devi

Advanced Certified Yoga Teacher

Durga Devi, the name given to Denise Teperino by her teachers, Sharon Gannon and David Life, is a former dancer and competitive gymnast who grew up in New York City. After high school, she studied fashion design at the Fashion Institute of Technology and hung out in Manhattan's East Village soaking up the downtown music and art scene. This compelled her to take up the guitar and become a singer/songwriter. She spent ten years performing as the lead singer for several bands, including Lady Luck, releasing an EP and a full-length album and touring Europe and the United States.

She was introduced to yoga in 1994 by close friends. Asana practice felt very natural to her, but it was the chanting, the philosophy and the ancient and holy teachings of yoga that really hit home.

Durga is widely acclaimed as one of the original teachers of the London Jivamukti Yoga Centre. She is Advanced Certified in the Jivamukti method and taught at the Lafayette street New York Centre for over three years before moving to the UK to assist with opening the centre. She also completed teacher training at the Laughing Lotus Yoga Centre in New York City. Her unique practice is known for its profound impact that extends beyond the mat.





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Nicole Ettinger

PR Director

Nicole, former Head of Communications at Carlton, is a leader in travel and lifestyle PR, running global campaigns to promote healthier ways of living. Nicole has worked with some of the most influential people in the world and has a reputation for specialising in bespoke events that capture the imagination and result in global exposure.

Her message is always authentic and the aim is to inspire a healthier lifestyle.

Nicole ran the PR campaign for Orianna Fielding's acclaimed book, *Unplugged*, that has inspired the launch of The Digital Detox Company





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The Digital Detox Company Corporate Digital Wellness Programme .

Deliverables:

- A customised platform for learning and adopting new digital wellness behaviours.
- Creating a platform for personal growth and empowerment by identifying the triggers of digital dependence.
- Learning a personalised practical skill set to manage digital overload in situ at their workplace.
- Adopting and practicing new customised digital wellness behaviours to alleviate physical and emotional stress and encourage enhanced wellness.
- Learning to 'Uni task' and focus on the work at hand by adopting new techniques to manage digital distraction and increase productivity.
- Learning how to manage workload through prioritisation, real engagement and focus.
- Learning and practicing custom skills that will enable them to adopt new digital wellness behaviours at their own pace, in their own space, addressing their personal set of digital overload challenges.
- Restoring a digital/ analogue balance to encourage a reconnection with the 'essence' who they are, enabling them to bring their authentic self to their workplace and home life.



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“Every company deserves to feel this good”



For further information about our customised Corporate Digital Wellness Programmes
Or to book a Corporate Digital analysis please contact us:

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