

Discovery Events bring together executives from around the world for intensive working sessions with world class faculty.

« Mark delivers seminars in an engaging and dynamic fashion. He “walks the talk” and therefore comes across as credible and well informed. His affable style makes it a pleasure to work with him. »

Paul Hunter, Corporate Learning Network Director, at IMD.



Every year, thousands of business leaders from around the world come to IMD’s global meeting place in Lausanne, Switzerland to learn and network. Expert Faculty offer cutting-edge knowledge based on relevant, innovative and rigorous research. IMD’s unique “Real World. Real Learning” approach allows executives to immediately apply new insights to their business challenges. IMD is recognised as one of the world’s top ranked business schools, located on the shores of Lake Geneva.

Corporate Learning Network

The Corporate Learning Network organises Discovery Events for an exclusive community of world class companies throughout the year. For the very first time, IMD wanted to incorporate a cutting edge Business Health Management program, which MG Business Health Solutions delivered.

Managing Health for Optimum Performance®

In the new business age of warp-speed changes in market demands, knowledge increasingly is viewed as capital. But the translation of knowledge into performance depends primarily on peoples’ capacity and functionality – which is to say, their health. It comes as no surprise then that more and more public and private sector organisations recognise that all their investment in enterprise technology, learning and development, and organisational structure is worthless if people are absent, not engaged or lacking energy and vitality when at work.

For the leaders or future leaders of any organisation, personal health management will be a critical component in determining daily performance. *Managing Health for Optimum Performance* is a condensed, yet very comprehensive program, which combines reality with the best thinking and research to significantly enhance the health, performance and productivity of an organisation’s key players.

The event proved to be a huge success amongst the business leaders attending (Reviews on next page).

**IMD – A
Leading Global
Business School**

Company

IMD Business School

Requirements

A cutting edge Business Health Management program was required for one of the Corporate Learning Networks Discovery Events.

MG Business Health Solutions

- Managing Health for Optimum Performance®

Participants

67 global Business executives.

Outcome

Participants understood that Health management is a critical component in determining their business performance. The event proved to be a huge success amongst the business leaders attending.

“Great initiative! This makes IMD distinctive and a leading school!”

« For sports athletes, peak performance is reliant upon sensible management, meticulous preparation and optimum health. A business athlete is no different; the same three principles apply. »

Mark Guilbert, Managing Director, MG Business Health Solutions



Comments from participating delegates:

- Great subject, superb presenter who is a credible example, persuasive.
- Great event, professional speaker, interesting participants.
- Excellent event. Much needed at all levels.
- Excellent. I would encourage incorporating into MBA Program (1st building block) There is always a wise way to out perform.
- Great initiative! This makes IMD distinctive and a leading school.
- Many thanks for making this exciting event happen.
- Mark definitely covered all crucial aspects of a healthy lifestyle and made it clear and simple to understand the risks and issues. Very convincing, useful and inspirational.
- Very well organized, nice to see the campus.
- Thank you! For covering yet another topic with your regular high-quality standards.
- Was a great event!
- Very interesting session. Great speaker.
- Thank you for the organization of this event. I knew about IMD reputation and it is deserved.
- It was a very good program as we learned a lot of stuff today.
- Very interesting presentation, very well organized.
- I think we will use the services of IMD more in the future.
- I enjoyed it very much and feel energized and ready to change my habits.
- Thank you for an interesting event.
- Very much enjoyed the session, very insightful.
- It was interesting, Mark is a great motivator.
- Keep up the good work! It's always great to return to the campus and re-charge the batteries.
- On a 10 points scale, I would give 9.5!
- Great topic, great presenter, great organization
- Very well organized event. Will come again.
- It was a very insightful event, thanks.

“Since the IMD event I lost about 10 kg. I read the Maffetone Method books you recommended and have changed now my diet: no sugar, no white flour, and very little carbohydrate. I am on a stationary bike 4 times a week for 45 minutes and do some Nordic walking over the weekend. I feel great and the weight loss came with no struggle.” –
Manager, Credit Suisse.

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