

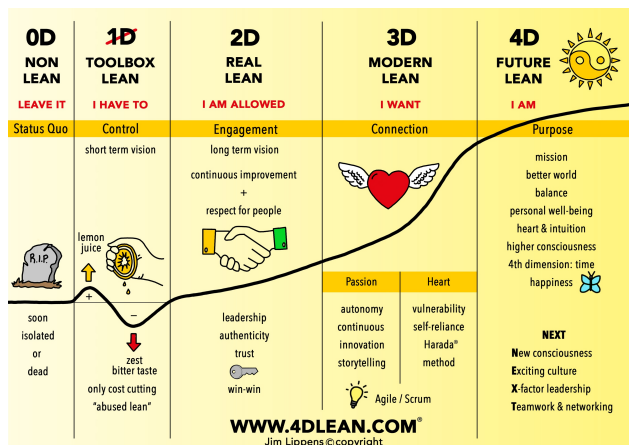
# Breakthrough in Well-Being

## World's first Multi-Sensory Well-Being Kits

*Neuro-science based multi-sensory products that change your state of mind in 5-6 mins leading to improved performance & lasting positive habits.*

### How it all started?

The story starts in a European production plant. The performance of this plant was terrible for 30 years. One day, [Jim Lippens](#) was asked if he was interested to become the plant manager of this department. On the day he started in this new role, plans were revealed to fire all 108 employees within 3 months. When Jim saw the fear in the eyes of these employees, he decided to do all he could to save these people's jobs. His idea was to start making tons of money in the department, so the new stakeholders would decide not to close it. The clock was ticking... As Jim worked for years as a continuous improvement, he knew the processes very well. By focusing on quality improvements, efficiency and mainly on **the human factor**, the new, constant excellent results changed the stakeholders' mind, and in the end all employees' jobs were saved. Jim wanted to summarize the way he realized the transformation in a one pager, which he called: the '[4D Lean model](#)'.



### Happiness@Work and Conscious Music Code

Jim wanted to show the business world that it is a lot smarter and fulfilling to focus on people's (infinite) potential instead of firing them the moment things are going wrong. He decided to organize the first edition of the **Happiness@Work Conference** in Belgium in 2018. After this first sold out edition, a second and third edition were organized. The growth of this event was remarkable: this third edition in Antwerp became **World's #1 Event for Corporate Wellbeing and Employee Engagement**. To make the conference fully immersive, Jim was looking to add experiential elements, and met [Jeena Earthiva](#), founder of [Conscious Music Code](#), a proprietary music-based technique for personal growth & well-being. Jeena became the Creative Director of the event, to introduce music, colors, visuals, lights, and even aromas in the event and to make it fully **experiential**. The storyline and speaker line-up of the event followed the 4D Lean model, and for each speaker a complete immersive atmosphere was created. The audience (mainly CEO's and HR people) loved it!



### Multi-Sensory Well-Being Kits

The main purpose of the Conference/Experience is to inspire business leaders and to make them fully absorb the content by experiencing it. The '**Experience**' is one of the 5 pillars of [7 Generations](#), a new company and a unique, **complete Ecosystem** to cover all aspects of corporate wellbeing, employee engagement and **Industry 5.0**. Immediately after the event, several requests came to buy the aroma/music combination in any format.

7 Generations decided to create Kits containing aroma/music combinations, linked to the 6 Dimensions (and needs) of the 4D Lean model:

0D: Just Relax  
1D: Beat the Burnout  
2D: Productivity  
3D: Creativity  
3D+: Connection  
4D: Happiness

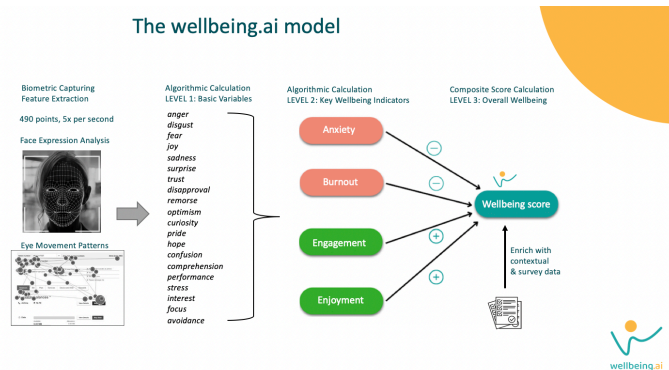
The aromas were composed with carefully selected ingredients, known to contribute to the desired outcome of each of the 6 Dimensions. For each Kit, a specific musical mix was added (as a QR code) to access the associated Conscious Music Code [E-programs](#).



The first customers seemed to have a similar profile: open minded, ‘go with the flow’ people aware of the importance of personal well-being. They all showed a clear ‘4D preference’ in the [4D Lean Scan](#), the digital assessment of the 4D Lean model. Soon inquiries came from the more ‘rational’ (2D) side: “Do you have scientific proof? What is the impact of each aroma/music combo?” [7 Generations](#), [Wellbeing.ai](#) and [Handicap International](#) started a collaboration to test and measure the impact of these Multi-Sensory products in the workplace. The results are stunning.

## Neuroscience study with employees at work

[Antoine Sepulchre](#), managing direction at Handicap International Belgium, was one of the driving forces to organize this test with Handicap International volunteering employees. Wellbeing.ai software was used to measure the impact, and a strict study protocol by neuroscientist [Dr. Nikolaos Dimitriadis](#) was followed. 490 points in the face are measured 5 times a second, while 50+ parameters are reduced to the 4 main parameters: Anxiety, Burnout, Engagement and Enjoyment. These 4 outcomes then lead to an overall Wellbeing score.



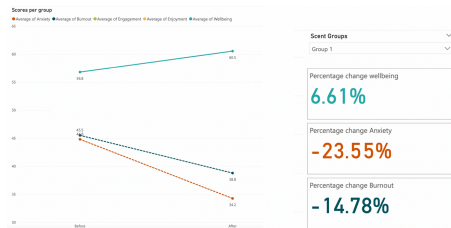
The employees were asked to perform 4 types of tasks: read an article (task 1), summarize the article in bullet points (task 2), do a rational exercise (task 3) and do a creative exercise (task 4). In real-time while working on these tasks, laptop cameras measured every detail of each participants’ reactions, as per the proprietary Wellbeing.ai software. These 4 tasks took a total of 10 mins. Next, a 5-6 minutes intervention followed, with 1 aroma/music combination (that is, using one of the multi-sensory kits) per group. After this intervention, the employees were asked to perform a similar set of 4 tasks (with different content), so the measurements before vs after the intervention could be compared.

## Results of the neuroscience study

The goal of each aroma/music combination is to act as a **mind-hack**, where the aroma and musical journey have a synergetic effect to change the state of mind, then and there. The advice is to use music and aroma simultaneously, until the brain is able to get a similar effect by only getting one of both impulses. The purpose is -in the end- to be able to generate the effects without any external stimulator.

Here you find the **main significant effects** after only 1 intervention of 5-6 minutes:

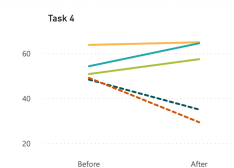
## 1. Productivity (average of group)



After only 1 session of 5-6 minutes with the Multi-Sensory 'Productivity' Kit, the average wellbeing feeling increased +6.6%, while anxiety decreased -23.5% and burnout dropped -14.8%.

The biggest impact was seen during Task 4 (creative exercise), with +19% wellbeing increase, -40% drop in anxiety, -27% reduction of burnout feeling, and an increase of +13% in engagement.

Groups Before-After Per Task	Percentage change wellbeing per task per group	Percentage change anxiety per task per group	Percentage change burnout per task per group	Percentage change engagement per task per group	Percentage change enjoyment per task per group
Task 4	18.83%	-40.24%	-27.59%	13.02%	1.84%



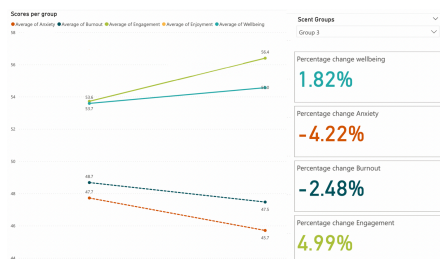
## 2. Creativity (average of group)

1 session of 5-6 minutes with the 'Creativity' Multi-Sensory combination increased engagement with +4.1%.

Biggest impact during Task 4: wellbeing: +7%, anxiety: -12%, burnout: -4%, engagement: +7% and enjoyment: +3.5%.

Groups Before-After Per Task	Percentage change wellbeing per task per group	Percentage change anxiety per task per group	Percentage change burnout per task per group	Percentage change engagement per task per group	Percentage change enjoyment per task per group
Task 4	7.24%	-11.99%	-4.42%	7.19%	3.54%

## 3. Just Relax (average of group)



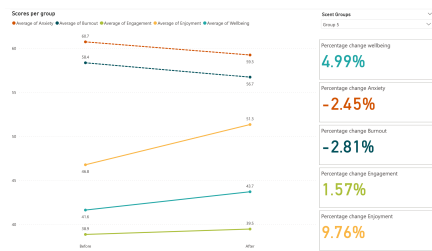
Significant changes after 5-6 mins in this test with the 'Just Relax' combination: engagement up nearly +5%, wellbeing +1.8%. anxiety down -4.2%, burnout down -2.5%.

Biggest impact during Tasks 1, 2 and 3: wellbeing up to +6.7%, anxiety down to -8.3%, burnout down to -5.5%, engagement up to +7.6%.

Groups Before-After Per Task	Percentage change wellbeing per task per group	Percentage change anxiety per task per group	Percentage change burnout per task per group	Percentage change engagement per task per group
Task 1	6.70%	-6.59%	-5.52%	7.58%
Task 2	2.16%	-8.31%	-3.31%	2.47%
Task 3	0.95%	-1.79%	-3.91%	2.65%

#### 4. Beat the Burnout (average of group)

Impact on all 5 parameters after 5-6 mins with the 'Beat the Burnout' Kit: wellbeing: +5%, anxiety: -2.4%, burnout: -2.8%, engagement: +1.6%, enjoyment: + 9.8%.

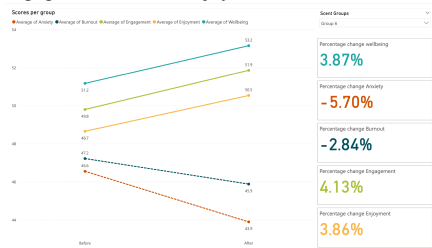


Biggest effect during Task 1: wellbeing: +18%, anxiety: -11%, burnout: -11%, engagement: +13%, enjoyment: + 28% (!)

Groups Before-After Per Task	Percentage change wellbeing per task per group	Percentage change anxiety per task per group	Percentage change burnout per task per group	Percentage change engagement per task per group	Percentage change enjoyment per task per group
Task 1	18.68%	-11.10%	-11.13%	13.00%	28.38%

#### 5. Connection (average of group)

Here too, impact on all 5 parameters after 5-6 mins with the 'Connection' Kit: wellbeing: +3.9%, anxiety: -5.7%, burnout: -2.8%, engagement: +4.1%, enjoyment: +3.9%.



Biggest effect during tasks 3 & 4: wellbeing: up to +10%, anxiety: -12%, burnout: -8%, engagement: up to +13%, enjoyment: up to +8.8%.

Groups Before-After Per Task	Percentage change wellbeing per task per group	Percentage change anxiety per task per group	Percentage change burnout per task per group	Percentage change engagement per task per group	Percentage change enjoyment per task per group
Task 3	10.41%	-12.69%	-8.17%	12.96%	8.79%
Task 4	3.74%	-3.87%	-5.04%	4.37%	3.18%

Above mentioned results are all **averages** of groups.

The effect on individuals after a 5-6 mins intervention is even more impressive! Look at these 2 individual test results:

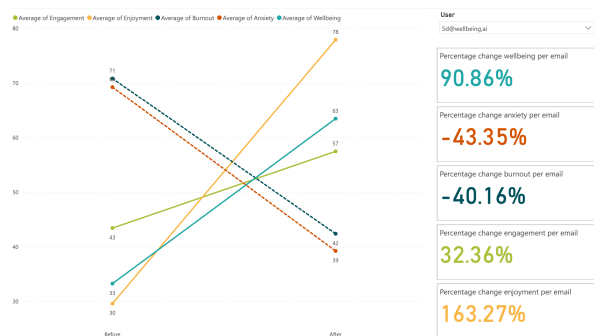
#### 1. Individual result - Productivity

Wellbeing: +25%, anxiety: -46%, burnout: -40%, engagement: +10%, enjoyment: +13%.



## 2. Individual result – **Beat the Burnout**

Wellbeing: +90%, anxiety: -43%, burnout: -40%, engagement: +32%, enjoyment: +163% (!).



Neuroscience expert Dr. Nikolaos Dimitriadis, who had the lead in the scientific set-up and analysis of the tests results was flabbergasted by the massive impact of the Multi-Sensory Kits in such a short time span. “If I would not have been there myself, I would not have believed these results. It is just a miracle to get this kind of effect by a 5-6 minutes intervention”, he added.

For **Happiness At Work Experience** global events, check: <https://happinesatworkexperience.com>

In Europe, the Multi-Sensory Well-Being **Kits** are available at: <https://7generations.world/shop/>

For information about Well-Being **Corners**: [contact@7generations.world](mailto:contact@7generations.world)



### Additional information and references Wellbeing.ai:

- The scientific credentials of the head of our science development Dr. Nikolaos Dimitriadis, who has been applying neuro-tech in business for more than 15 years now, both for academic and corporate purpose.
- The two years, from 2021 to 2023, of intensive R&D process that wellbeing.ai undertook before the first commercial version was released. This intensive and thorough R&D process included multiple scientifically-designed tests to prove the validity of wellbeing.ai measurement algorithms.
- The University of Liege, Cognitive Neuroscience department, which was engaged by wellbeing.ai to review, comment on, and confirm the scientific robustness of the measurement algorithms. This validation was secured during the R&D phase.
- The transparency of the wellbeing.ai team in disclosing the data process (the three levels of data we analyze) and engaging actively in explaining to anyone interested what and how we do it. Having in mind that the exact algorithms are proprietary and cannot be revealed, we have been very open in all aspects of our data process.

### List of indicative references:

#### a) Wellbeing-related variables:

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b) Biometrically measured wellbeing-related variables:

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- Magdin, M., Benko, L., & Koprda, Š. (2019b). A case study of facial emotion classification using affdex. *Sensors (Switzerland)*, 19(9). <https://doi.org/10.3390/s19092140>.
- Özseven, T., Dügenci, M., Doruk, A., & Kahraman, H. I. (2018). Voice traces of anxiety: Acoustic parameters affected by anxiety disorder. *Archives of Acoustics*, 43(4), 625–636. <https://doi.org/10.24425/aoa.2018.125156>.
- Baharom, N. H., Jayabalan, N., Amin, M. K. M., & Wibirama, S. (2019). Positive emotion recognition through eye tracking technology. *Journal of Advanced Manufacturing Technology (JAMT)*, 13(2 (1)). <https://jamt.utem.edu.my/jamt/article/download/5683/3857>.

## ***PARTNERS***

