



Our Company History and Mission

HeartMath LLC is a cutting edge performance company providing a range of unique services, products, and technology to boost performance, resilience, productivity, health and wellbeing while dramatically reducing stress. Founded in 1991 as a non-profit research organisation by Doc Childre, HeartMath has earned global recognition for our unique research-based techniques and proprietary technology to transform the stress of change and uncertainty, and bring coherence and renewed energy to the workplace, and the home.

By 1997 our corporate solutions had gained increasing success and impact, and we founded HeartMath LLC to expand our mission. Our easy-to-use solutions dramatically and quantifiably boost performance and health for both the individual and the organisation. HeartMath programs have now been used by hundreds of thousands of executives, managers, staff, physicians, nurses, educators, health professionals, athletes, as well as individuals dedicated to improving their performance, health and well-being.

Nearly twenty years of research, published in a variety of peer-reviewed journals, confirms a single, fundamental premise: Unleashing the full power of an organisation starts with empowering the individual. When you are internally self-managed – feeling balanced, in control, and powerful – you make your greatest contribution. You act, not react. You think more creatively. You communicate more clearly and manage well under pressure. You make better decisions and your most inspiring leadership qualities emerge. When dozens, hundreds, thousands, of employees work to that zone of peak performance, so does the organisation.

HeartMath clinical studies have dramatically demonstrated the critical link between emotion, heart function and cognitive performance. HeartMath case studies have proven significant business outcomes with measurable improvements in leadership performance, staff retention, health improvement, sales effectiveness, customer service, cost reductions, and overall performance.

Additionally, HeartMath has been internationally recognised for providing leading-edge products and programs for people interested in personal development and improved emotional, mental and physical health. Through our programs and products delivered by our staff and through our international network of alliance partners and licensees, we are having a global impact on society, helping the world move from chaos to coherence.

Maybe you've heard of us.

HeartMath's compelling approach has been published in journals such as the *Harvard Business Review*, *Journal of Innovative Management*, *The American Journal of Cardiology*, *Journal of Preventive Cardiology*, *Stress Medicine*, and *Journal of Advancement in Medicine*.

HeartMath's successes have been featured in media stories on CNN, The Economist, Wall Street Journal, ABC World News Tonight, Sunday Times, Daily Telegraph, NBC's Today Show, Good Morning America, and the New York Times. HeartMath's key corporate clients include Shell, Hewlett-Packard, Liz Claiborne, Cisco Systems, BP, Boeing, Sony, Unilever, numerous hospitals, as well as numerous federal and state agencies, and the U.S. military.

Our Mission

The HeartMath mission is twofold:

1. To help organisations create exceptional business performance through practical tools, techniques and technologies that have been scientifically validated to boost performance and health while reducing stress.
2. To empower individuals to create emotional balance, mental clarity and improved health.

Since 1991, HeartMath has studied the physiological impact of stress on performance, at both the individual and organisational levels. **Our goal has been to decode the underlying mechanics of resilience and high performance while understanding its prime disabler, unmanaged emotional stress. We have sought the physiological source of it, not just the symptoms.** After working with hundreds of leaders and staff in hundreds of organisations – as well as thousands of individuals -- we have found that learning to achieve exceptional performance and optimal health is easier (and more vital) than most people realise, and can be achieved without increasing stress. And the benefits extend to you, your organisation, and your family.

It has been, and remains to this day, our mission to re-energise and re-vitalise organisations and lives the world over. Creating and sustaining high performance and emotional balance are not just good things to do. They're essential in order to be successful in this era of high-speed and accelerating change.



Ei World is a founding member of the UK HeartMath Consortium



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