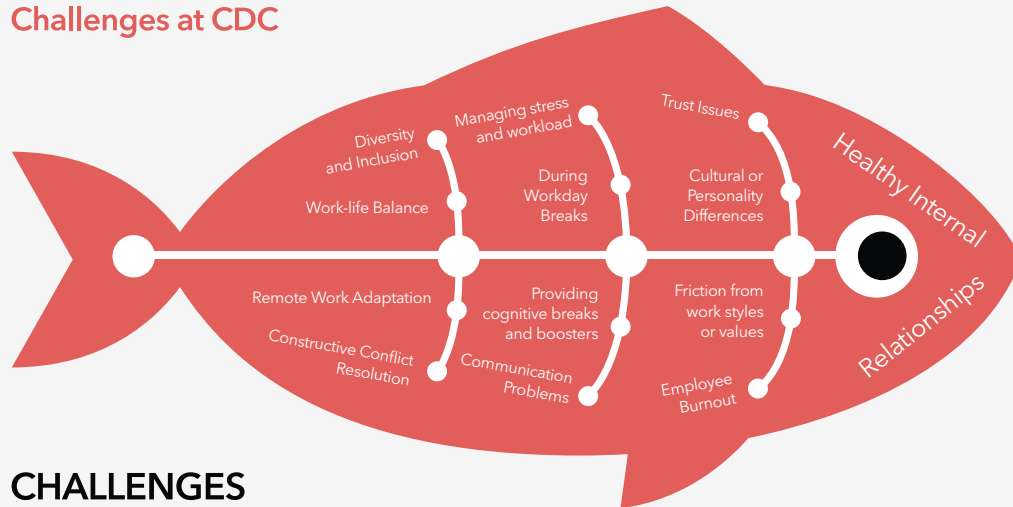




The Centers for Disease Control and Prevention (CDC) is the leading national public health institute in the United States, dedicated to protecting health and promoting quality of life through the prevention and control of disease, injury, and disability. With a focus on science, data, and collaboration, the CDC provides guidance, education, and resources to support communities in tackling public health challenges. From responding to emergencies like pandemics to advancing research on chronic conditions, the CDC works tirelessly to safeguard the health of people both domestically and globally.

Challenges at CDC



CHALLENGES

Customer Experience (CX) has been identified as a key organizational priority. CX refers to both external customers of the CDC as well as internal cross-functional customers to enhance healthy collaboration.

- **Trust:** Employees feeling unable to rely on one another or management.
- **Cultural or Personality Differences:** Differences in skills, work styles, values, or personalities causing friction.
- **Employee Burnout:** Managing stress and workload effectively to prevent exhaustion especially during and post COVID.
- **During Workday Breaks:** Providing during-workday cognitive breaks and performance boosters.
- **Communication:** Misunderstandings or lack of clear information sharing between team members.
- **Diversity and Inclusion:** Building equitable and welcoming workplaces for all.
- **Work-life Balance:** Helping employees juggle personal and professional responsibilities.
- **Remote Work Adaptation:** Ensuring productivity and collaboration in hybrid or remote setups.
- **Conflict Resolution:** Addressing interpersonal or team disputes constructively.
- **Giving Feedback:** Anxiety in providing performance evaluations.

Enhance Customer Experience

Workplace Collaboration



7-CDC Talks Videos released each week after Kickoff

Access to app + online training to family members

In-person + Online Training + Online Stress Assessment

Neuro580 App



SOLUTION

1. Phase 1

Training for Leadership Group. In-person training followed by 7-weeks of 7-10 minute CDC Talks videos discussing specific use-cases of neurohacks into work and personal scenarios.

Key Attributes:

- Led by senior leadership
- An online confidential Self Stress Assessment was provided to each employee and family member to get objective data and action-items for self-care
- An online training and access to customized neurohacks was provided to family members of employees to create a holistic approach to wellness

2. Phase 2

Once the Leadership was trained, the next 500 employees of managers went through the same program.

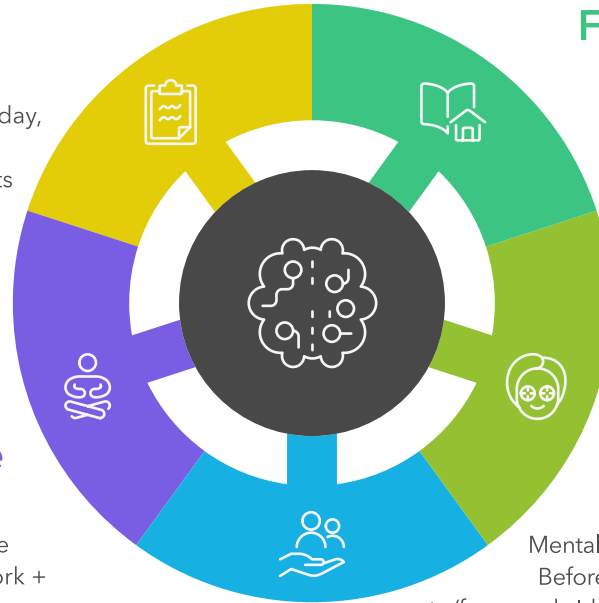
Neurohacks Implementation

Daily Utility

Access to neurohacks used throughout workday, during commutes and other high stress events

Personal Use

Employees using neurohacks outside the workplace (Remote work + stress situations)

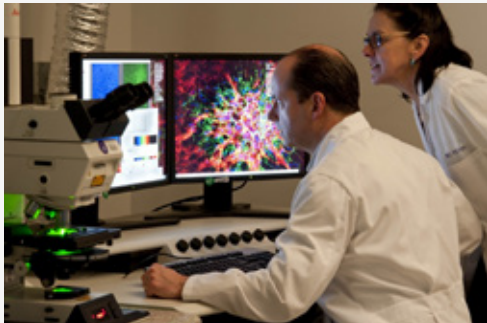


Family Transfer

Numerous examples of employees teaching/using neurohacks for family stress management

Stress Reduction

Neurohacks used when Needing Quick Mental Breaks, Giving Feedback, Before key meetings, Commute to/from work, Ideation, Conflict Resolution



FEEDBACK

1. "I feel as though this could positively impact every aspect of my life."
2. "This should be widely disseminated to all levels."
3. "I can apply new skills "brain hacks" before important or difficult activities like presentations or daily work stress."
4. "I will share with my colleagues and daughter!"
5. "Will help me getting to creativity, getting out of this state of hitting a wall"

