



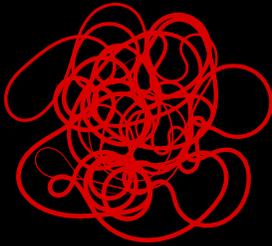
INCREASE PERFORMANCE & PRODUCTIVITY

ENTERPRISE PERFORMANCE THROUGH HUMAN-CENTERED CULTURE

Angela Proffitt helps organizations improve focus, engagement, and execution by integrating short, movement-based behavior shifts into existing meetings, summits, and leadership moments.



THE PERFORMANCE CHALLENGES LEADERS ARE FACING



The Problem

Virtual summits lose energy, attention, and engagement; especially with senior leaders who are cognitively overloaded.



The Solution

Angela delivers short, structured “Hype Moments” that reset attention, regulate stress, and re-engage the brain using movement and behavioral psychology.



The Outcome

- Higher attention retention
- Better participation in subsequent sessions
- Leaders leave energized instead of depleted

BENEFITS

WHY ENGAGEMENT & RETENTION ARE A LEADERSHIP ISSUE



WHAT'S COSTING COMPANIES MONEY

Replacing just one employee can cost a company 50–75% of salary for entry-level roles and 100–200% for leadership positions, and the reality is that people don't quit jobs, they quit environments that don't support their well-being.

.....

*“Engaged employees are **17% more productive** and **21% more profitable**, while disengaged employees cost U.S. companies hundreds of billions annually in lost productivity.”*

.....



These results are driven by behavior change, not perks or programs.

WHAT EMPLOYEES EXPERIENCE



- A sense of autonomy and ownership
- Increased energy and focus
- Reduced stress and overwhelm
- Motivation to stay consistent

WHAT COMPANIES GET



- A sense of autonomy and ownership
- Increased energy and focus
- Reduced stress and overwhelm
- Motivation to stay consistent

A photograph of Angela Proffitt, a woman with long blonde hair, wearing a black blazer and a black belt. She is smiling and gesturing with her hands while holding a smartphone in her left hand. The background is a blurred audience at a conference.

MEET ANGELA

Angela Proffitt is a corporate wellness and performance strategist who helps leadership teams improve focus, engagement, and execution by addressing the human behaviors that drive culture and results.

With a background in psychology and over two decades of experience in high-pressure, high-performance environments, Angela specializes in helping teams work smarter by reducing burnout, disengagement, and attention fatigue.

She is the creator of the GSD Wellness Code, a behavior-based framework designed to optimize energy, focus, and resilience at scale. As a speaker and facilitator, Angela delivers engaging, practical sessions that leave teams energized and equipped with tools they can use immediately—whether in leadership summits, retreats, or virtual company-wide events.

TRUSTED BY LEADERSHIP TEAMS & GLOBAL ORGANIZATIONS

Angela has worked with leadership teams, associations, and global organizations operating in high-pressure, high-performance environments supporting culture change, engagement, and sustainable execution.



[CLICK TO VIEW MORE](#)



GSD WELLNESS CODE

The GSD Wellness Code is a behavior-based framework organizations use to support energy, focus, and sustainable performance at scale.



THE

8 DIMENSIONS OF WELLNESS

Designed to support diverse personalities, leadership styles, and work environments.

S



SOCIAL

Cultivating meaningful connections and fostering a sense of community

E



EMOTIONAL

Mental Wellness – Managing stress, emotions, and mental health

L



LIFESTYLE

Intellectual Growth - Honoring cultural identity and heritage

F



FINANCIAL

Effectively managing finances and alleviating stress from the past, present, & future

C



CARE

Focusing on movement, nutrition, and quality sleep to support overall physical health and well-being

A



AWARENESS

Embrace your power to shift the energy in a room, seeking purpose and connection that feels right for you

R



RELATIONSHIPS

Cultivating meaningful connections, deeper intimacy, fostering open communication, and greater self-awareness

E



ENVIRONMENTAL

Designing sustainable, supportive spaces that incorporate natural light & fresh airflow while minimizing exposure to chemicals & everyday products for your body

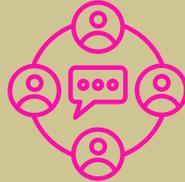
ENTERPRISE ENGAGEMENT SOLUTIONS



LEADERSHIP SUMMITS & VIRTUAL EVENTS

Short, high-impact “Hype Moments” designed to reset attention, regulate stress, and re-engage leaders during virtual or in-person summits.

- ✓ 1-3 minute movement-sessions in between sessions
- ✓ Improves attention retention and session participation
- ✓ Requires no prep, equipment, or schedule changes



COMPANY-WIDE ENGAGEMENT MOMENTS

Brief, movement based engagement experiences embedded into all-hands meetings or company-wide moments to reinforce focus, connection, and shared accountability.

- ✓ Embedded into existing all-hands or team meetings
- ✓ Inclusive & accessible for all ability levels
- ✓ Reinforces culture, energy, & psychological safety



INCENTIVE-BASED WELLNESS PROGRAMS

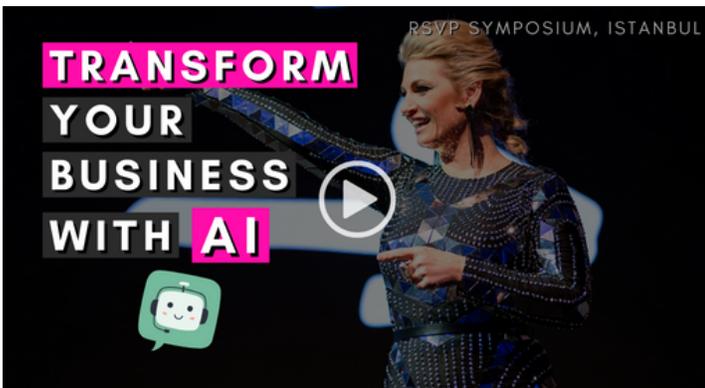
Behavior-driven wellness programs designed to reinforce culture change through consistency and positive reinforcement.

- ✓ Simple, achievable movement and self-care habits
- ✓ Monthly wellness check-ins for consistency & data tracking
- ✓ Incentives employees actually value, like wellness retreats

VIDEO SAMPLES

SAMPLES INCLUDE CORPORATE, LEADERSHIP,
AND ORGANIZATIONAL EVENTS

WATCH
SPEAKER
REEL

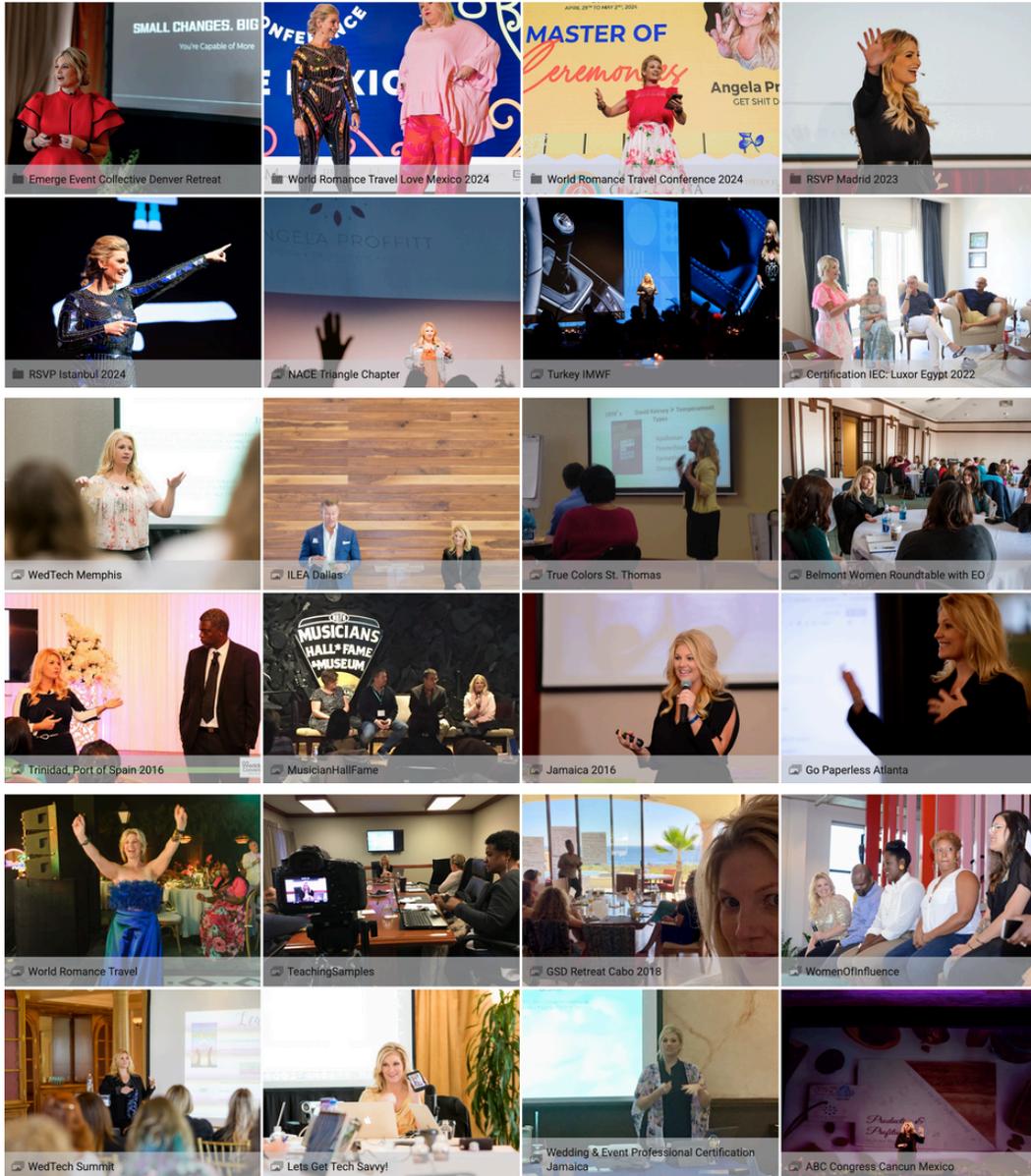


CLICK TO WATCH SAMPLES



PHOTO CALLERY

CLICK BELOW TO VIEW SOME OF THE HIGHLIGHTS FROM ANGELA'S WORKSHOPS AROUND THE WORLD 🇺🇸



CLICK TO VIEW GALLERY



RAVES

Angela, thank you for bringing movement related topics into our company culture! I'm loving all the health focused things you're doing and it's motivating me and our team. I bought a walking pad and stand up desk the other day and tomorrow I started my 90 day 10k step challenge, because of your inspiration!!! Can't wait to continue following you on this journey!

- **Danielle M.**



I have been following you for over a decade and I finally started two months ago to completely change my life after hearing your story. I'm down 16 pounds and I'm working hard to quit smoking. I am down from over two packs a day to less than a half. Still have a ways to go on both. Just wanted you to know your presence is so uplifting. Just thought I would let you know, that you're helping a lot more people than you really know. It's been one of the hardest wake up calls, but thank you for bringing this to light.

- **David G.**



Angela, another team member just emailed me and said they have been losing 2.5lbs a week since starting to walk 10K a day. Thank you for bringing this simple method to our company. You're changing and saving lives friend!! You're amazing!!

- **Sarah R.**





LET'S CONNECT!

Send us an email or schedule a discovery call or zoom
with a GSD team leader



CLICK TO SEND AN EMAIL



ANGELA PROFFITT