



# Shea Vaughn

As a popular wellness and fitness expert, Shea Vaughn has trained and consulted with corporate leaders, celebrities and innovative entrepreneurs around the country, affectionately earning her the title of *America's Queen of Wellness*. She is considered an award winning pioneer in the lifestyle field having created wellness & fitness principles to drive significant improvements and well-being in personal performance and transitioned this philosophy to inspire business wellness and success.

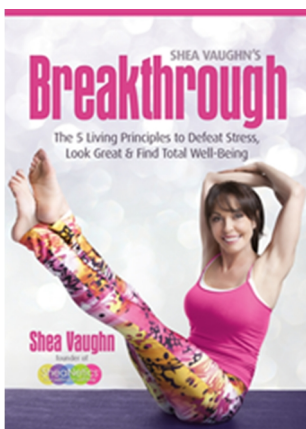
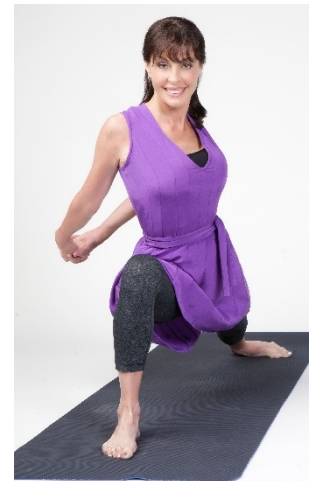


Shea is also the visionary behind "Healthy Initiative," a philanthropic effort to champion disease prevention with awareness, education and wellness solutions that help our nation's children and adults build healthy and joyful lives. Her work has won the endorsement of the *City of Chicago* and the *Chicago Department of Public Health*.

Shea is the creator of SheaNetics®; a transformational doctor-endorsed lifestyle practice that enhances the quality of one's physical, nutritional, mental and emotional intelligence through the winning power of its programs and SheaNetics® *5 Principles of Wellness - Commitment, Perseverance, Self-Control, Integrity and Love*.

As part of her strong desire to positively impact the overall wellness and fitness industries, Shea developed her amazing *90-Day Lifestyle Makeover* and created a highly effective fitness series which allows anyone anywhere to practice the lifestyle rejuvenation techniques she has mastered. These top selling initiatives have helped thousands of people transform their mind, body and life.

The SheaNetics workouts are a breakthrough mash-up of performance proven movements from yoga, pilates, mixed martial arts, dance, GYROKENSIS® and more, that take fitness to a new level with SheaNetics' own Tri-Core-Power Training for a "killer core". A master trainer and presenter, Shea introduces you to her



*Meditation in Motion & Thought*, a technique she uses that incorporates several disciplines all designed to increase fluidity and focus and boost energy and mental awareness. SheaNetics® is a challenging and dynamic multi-age suitable unparalleled innovation in body performance exercise coupled with a positive results-driven *Lifestyle Makeover* that changes your world!

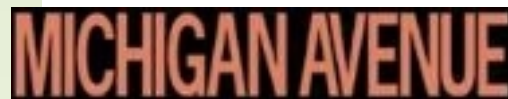
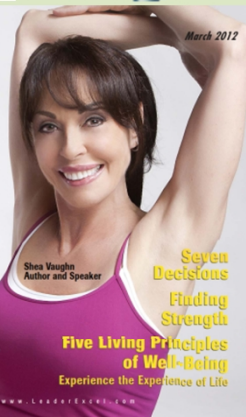
Shea is the author of *BREAKTHROUGH – The 5 Living Principles to Defeat Stress, Look Great & Find Total Well-Being*. She hosts the *Shea Vaughn Show*, is a contributor to *The Platform* and *American Fitness Magazines* and is a frequent wellness & fitness speaker or guest expert for industry events, media and TV, including *Ellen*, *The Marilyn Dennis Show*, *Windy City LIVE* and *The Best Ever You Network*.

[www.sheanetics.com](http://www.sheanetics.com) / [www.healthyinitiative.org](http://www.healthyinitiative.org)

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Personal Excellence



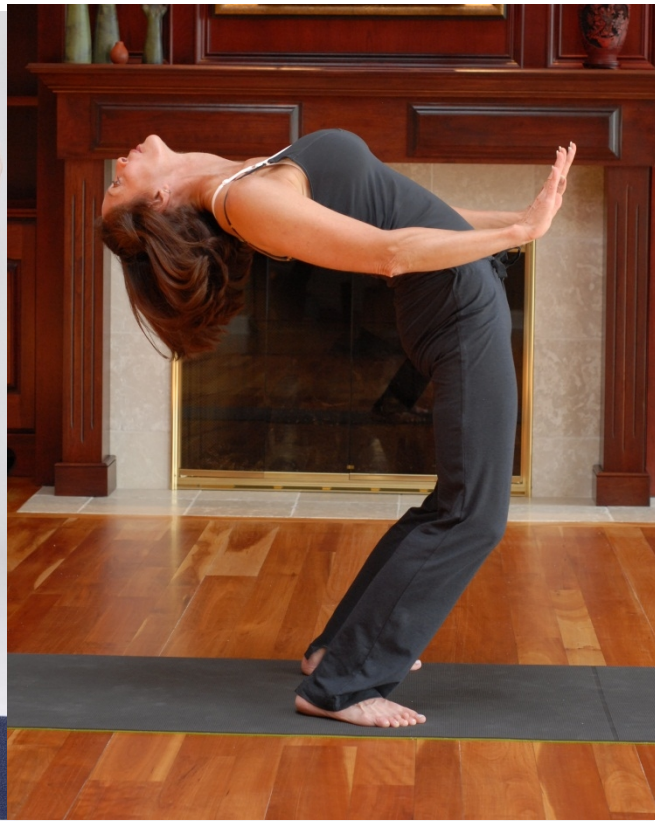
healthyinitiative



Chicago Tribune













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“Boomers” are a generation who are now still “Coming of Age.” Together with senior citizens they are *110 million* strong and are well sought after for many good reasons!

- Being a senior citizen doesn't necessarily mean retired and out of the work force.
- Lots of seniors are healthier and fitter than they were in their 30's.
- 65 is the threshold qualification age for senior benefits from the U.S. government but AARP (American Association of Retired Persons) now extends its membership and benefits to those above 50.
- Seniors
  - Receive discounts and special offers on products, insurance, entertainment and more...
  - Are given a renewed lease on independence with the freedom to enjoy their grandchildren AND spend their wealth.
  - Can be nominated to the “Seniors Hall of Fame” for contributions made to their community and country.
  - Are recognized by those younger for their learned skills, life lessons and the wisdom that comes with time and experience.



Most importantly, “Boomers” and seniors together can *turn silver into gold* for themselves and the fitness industry! The great global marketing machine has already started with savvy companies actively seeking out Baby Boomers and seniors—the single largest consumer group in America. Together they spend close to 50% of all consumers packaged goods dollars on everything from town homes to toilet seats. And for the next 18 years, boomers will be turning 65 at a rate of about 8,000 per day.

For the fitness industry, the *over 50 group* represents a still much untapped economic opportunity. Today’s “over 50’s” strongly believe in maintaining and enhancing their quality of life and have the means to support those providers who open their doors to them. Yet notably, of the 30,000 health clubs in the USA, it is estimated that less than 500 clubs focus on the over 50 adult. So the next profitable trend in fitness predictably is age appropriate training sessions, club programs and related products and services. It’s just a matter of correctly “playing to your audience”. As the industry evolves, future providers will be well served to think of the role age plays in the creative and strategic marketing of what they offer to the public. It does not have to be a choice of one market demographic over another. Providers can meet the needs of both. Those who do can reap the public’s appreciation along with the wave of financial success forecasted to come over the next several decades from serving the “50 plus” market.

So don’t hold back. Your options are plentiful and the rewards valuable in any number of ways for both fitness professionals and those real people whose lives they influence in such a positive way.



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# Chicago Tribune

## LIFESTYLES

### LESSONS FOR LIFE

## Getting paid to get fit: How to incorporate successful weight-loss incentives in the workplace

April 30, 2013 | Jen Weigel | Lessons for life



MotoACTV wristband is a GPS fitness tracker, heart rate monitor-enabled and smart music player packed into a small, sweat-proof device. (HANDOUT)

Being fit can do more than help you lose weight. In today's workplace, it can even put money in your pocket.

"Studies have shown that financial incentives are great tools for weight loss," said Jimmy Fleming, co-founder of HealthyWage, a purveyor of financial incentive-based weight-

loss programs for businesses and individuals. "There was a study that took a big group of people who were already participating in a weight-loss program and divided them into two groups — one that would just continue with the weight-loss program they were already in, and one that would continue with the weight-loss program and also get paid if they succeeded."

Fleming said those who took place in the incentive group lost "about three times more weight" than those without the financial incentive.

"Insurance companies are moving into a model where employees will get a discount on their monthly premium if they stay fit," Fleming said. "These incentives are becoming more and more common because people really want to succeed once they get started."

But health and wellness expert Shea Vaughn warns the results for weight-loss incentives could be short-lived if people are only focusing on the number on a scale.

"You want a program that will change the culture of the company from the top down — personal culture blended with corporate culture," Vaughn said. "Their productivity will be higher because they're involved in fitness and in wellness. And the managers need to be involved too. Even if people are getting a cash reward for losing weight, it won't be as affective if those who are running the company aren't leading the charge."



Pierce Hutchings, a personal trainer and Chicago-based fitness expert, said companies need to be careful their healthy initiatives aren't excluding those people who are already in shape.

"Most of these programs are geared toward rewarding those who are overweight, but you want to reward the healthy and fit ones as well," Hutchings said. "Instead of going for weight loss, a way to include everyone would be to have movement-based rewards. Several companies make wristbands now that track your movement during the day. So the team that moves the most could get the incentives. You don't want to have the skinniest staff, you want the fittest staff."

Here are more tips from our experts on how to incorporate a successful incentive-based fitness program at the office:

### **Do it in groups.**

"We help corporations do a team challenge, which puts people in teams of five and they spend 12 weeks supporting one another and pressuring one another," Fleming said.

"They're competing with other teams within the same company and sometimes against other companies. When more is at stake, participants tend to stick to it."

### **Vary the rewards.**

"Find out what's important to your staff," Vaughn said. "Really connect on what they consider valuable. Maybe paid days off would mean more to them than a cash reward? "

"Gift cards and vacation or spa packages could cost less for companies because they can buy them in bulk or in packages," Hutchings said.

### **Pay to play.**

"Employers think that more people will participate if they make it less expensive, but the academic research shows — and our experience shows — that if people don't have some skin in the game so to speak, they tend to care about it less, they tend to be less likely to finish and less likely to lose weight," Fleming said. "Our participants pay a little [money](#) when they sign up (between \$30 and \$75 depending on the program or corporation), but if they've succeeded, they get their money back along with a cash reward. It's like betting on yourself."

### **Use social media.**

"We encourage people to do things together, like making a healthy meal or exercising together, and then post pictures or videos in social media," Fleming said. "We have a contest where they have the best 'before' photo and the best team exercise photo. People submit all sorts of crazy photos that are focused on being healthy and this keeps people engaged and social ... You can be healthy and [fun](#) at the same time, and that's what our research is showing us."

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# Shea Vaughn's Healthy Initiative Program

HEALTH AWARENESS,  
EDUCATION, AND  
SOUND SOLUTIONS



By Lumbie Mlambo

**S**hea Vaughn is a health and fitness advocate who leads by example. Vaughn wears many hats: she's an author, speaker, life coach, and fitness trainer, to name a few. She is the creator of SheaNetics®, an unparalleled innovation in body resistance exercise and the ultimate guide to self-fulfillment. Vaughn is also the founder of Healthy Initiative, a charity that champions disease prevention through awareness, education, and sustainable solutions for building healthy and joyful lives. I had the pleasure of talking with Vaughn about her new charity, and like Vaughn, I believe her breakthrough charity is something we've all been waiting for.

**LUMBIE MLAMBO (LM):** What inspired you to start the Healthy Initiative charity?

**SHEA VAUGHN (SV):** The inspiration came from her clear understanding of the national obesity epidemic now facing us all and how devastating it has become to individuals and families. I listened to a documentary called *The Weight of the Nation*, and the statistics that I got out of it were absolutely overwhelming. I have been in the fitness industry for some time and kept thinking that most of the people who come to work out are the one-third of the population that is healthy. That's not to say some of these people couldn't benefit from still losing more weight. But the other two-thirds of the population are never going to a gym and never working out, and these statistics really blew me away. You are talking about 69-plus percent of our national population of adults are either overweight or obese, and nearly 33 percent of our nation's children are overweight or obese. I read recently in the *Wall Street Journal* that doctors, in order to help with the growth of Type 2 diabetes in children, are recommending early aggressive treatments with insulin shots for many youth who are diagnosed with the disease. To me that's scary. Children are now dying before their parents are, and somebody needs to step

up and say that there are other solutions; we don't need to be taking pills, shots, medications, and all these things when in fact we can alter multiple diseases. What we can do is 1) get mentally strong; 2) have awareness; 3) be educated so that we know why our actions are causing the problem; and 4) make changes to our lives so that we can become a healthy nation.

**LM:** You are devoting your life to helping people break old, negative habits and replace them with healthier choices for a more joyful way of life. How are you going to accomplish this huge task? Will you have test cases or studies to measure your progress?

**SV:** We do. Healthy Initiative has a signature awareness raising, holistic lifestyle program called the 90-Day Breakthrough Personal Challenge which was inspired by my SheaNetics® programs. An important aspect of our effort is working with the GH Training and the Adler School of Professional Psychology. We have pre- and post-questions we ask participants so we can have measurable results as far as the emotional and the mental experience of what they're going through. One of the things that we learned early on is that writing a book and telling somebody what to do, or just having a

conversation and telling someone what to do doesn't work. If that worked, we would not have this epidemic. So, it's taking on a big task. But I definitely believe that each and every person does make a difference. And I believe in paying it forward. I'm taking 40 individuals right now through the Breakthrough program; mentoring them to change their mental and emotional habits, helping them deal with the nutritional side of what they eat and how to embrace exercise. I'm getting them to the point where they don't give themselves excuses about why they can't do it; instead, they actually positively understand that giving time to themselves is a big benefit to them. Moreover, doing these things is setting the best example for their children, and their children see that they are becoming healthier people and can pick up on that. At first, it's just the participants trying to make these changes, and then they graduate because they were able to make better decisions, to take the weight off and create a healthier lifestyle. People come up to them and say, "You look wonderful! What are you doing that's so different?" Our ambassadors say, "Here is the program; let me share it with you and guide you through what I've gone through." And that's what we're doing to have Chicago lead the way, one city at a time, to make a difference.



**LM:** In general, people want to embrace a healthier lifestyle but often find it hard to sustain personal levels of achievement due to lack of needed tools. How is your program addressing this challenge?

**SV:** We are being forthright and honest about the fact that most people are making decisions based on stress, so people get stressed out. They're just looking for comfort; they eat what is in front of them, what is convenient and without thinking it through. We're addressing that by helping them realize what they're doing, but also by explaining what that process looks like and instilling more positive reinforcement within them—because it's really about “the brain leads and the body will follow.” If we do not address it from a mental and emotional standpoint, then we're never going to solve the problem. People will lose weight and gain it back again. They're not able to buy into something that's going to be sustainable because they're not mentally prepared. Accordingly, the heart of our mental and emotional reasoning is the 5 Living Principles of Well-Being, namely: Commitment, Perseverance, Self-Control, Integrity, and Love. And I talk about the power of these tools in my book called *The Breakthrough*. You apply them to everything you do - work, leisure, relationships – because living the Principles is what brings about the answers and the solutions that await you and the life you deserve. Also a part of this process, however, is checking in with yourself to see if you're giving 100 percent of yourself. You need to be “all in” if you're looking to have 100 percent results. So, we openly and honestly deal with the mental and emotional side of living. We give people the tools that help them break through their barriers and create healthy lives that are sustainable.

**LM:** Let's talk about marketing. How do you connect with your audience to implement the Healthy Initiative program?

**SV:** One of the things that we do as far as marketing is concerned is getting the word out to make sure that we have broader audiences. This article we're doing right now is a huge benefit to us because it lets people know that Healthy Initiative and our 90-Breakthrough program are out there. The Healthy Initiative Ambassadors are a further blessing as they exert a positive influence on their families and communities. The visibility of SheaNetics® as the soul and inspiration behind Healthy Initiative and its 90-Breakthrough is also a help. In addition, our mission is to reach out to different groups and municipalities, to partner with them on their own Breakthroughs; to bring awareness, help people realize they need programs like this to make a difference and to change lives. So, SheaNetics and Healthy Initiative make efforts to be visible and accessible and both reinforce a common message that each of us can make a difference and we are all able to champion disease prevention and create sustainably healthy lives.

**LM:** Have you always been passionate about health and fitness, or did your passion come about as a result of an adverse situation?

**SV:** I don't know that I've always been passionate about health and fitness. As a young girl, I loved to dance, and my mother put me into dance lessons very early on. One benefit of those lessons was that they taught me a great deal about discipline. And I think that it does take discipline, and I think that we do get kind of lazy and tired, so we don't push ourselves. As I got older, the real-life



benefits of learning this lesson at an early age gave me the strength and wherewithal to get through things. When you're dancing and you have to perform, and you're doing it with a group, you have to hold up your end of it. You have to be on time and you have to learn the routine. There are no excuses. If you don't know the routine, you can't go on stage and perform. We work at it so that we can be our best, and we achieve what we want to achieve because we put in the time to do it.

**LM:** What kind of partnerships is your charity looking for?

**SV:** We are hoping to establish committed relationships that can provide substantial support for the awareness programs and educational campaign we feel is necessary and possible to power through this epidemic. Our nation's challenge is not just obesity; it is preventable diseases in general, including heart disease and certain cancers. From a national standpoint, partnerships with community minded corporations or organizations generates its own good will for these participating entities and along with it the means to make a big difference in the lives of some many grateful children and adults.

**LM:** If you were to live your life over again, what would you do differently? What would you do the same?

**SV:** Well, that's tough, because you don't get to live your life over again, and I try not to look into the past. I think we all have those feelings of wanting to do things differently within ourselves. We can't do anything about the past, but we can look positively toward the future. The most important thing is really being in the moment—the “now” is the time that really counts. Every single day, I try to be mindful of that idea, because every day is a new beginning for me.



*For more information on Shea Vaughn's Healthy Initiative and SheaNetics, visit her websites at [www.healthyinitiative.org](http://www.healthyinitiative.org) and [www.sheanetics.com](http://www.sheanetics.com).*

## Shea Vaughn, The Mom Who Has A Core Of Steel And A Heart Of Gold

Posted by The Glam Squad on Mar 25, 2013 in Author's Spotlight

**By Dawn Armstrong**

What comes to mind when we hear the word “Mom?” Do we think of fresh-baked cookies, laundered sheets, home cooked meals, and unconditional love? Or do we think of an entrepreneurial powerhouse with a heart of gold and a passion for health, fitness, and self-actualization? Meet **Shea Vaughn**: Dubbed “Chicago’s Favorite Mom,” Shea is the epitome of today’s modern woman making a **BIG DIFFERENCE** at home, at work, and in her community. The perfect combination of traditional and visionary, this brunette bombshell is redefining the concept of “Mom,” and paving the way for people across the country to recreate who they want to be and what they want to accomplish.



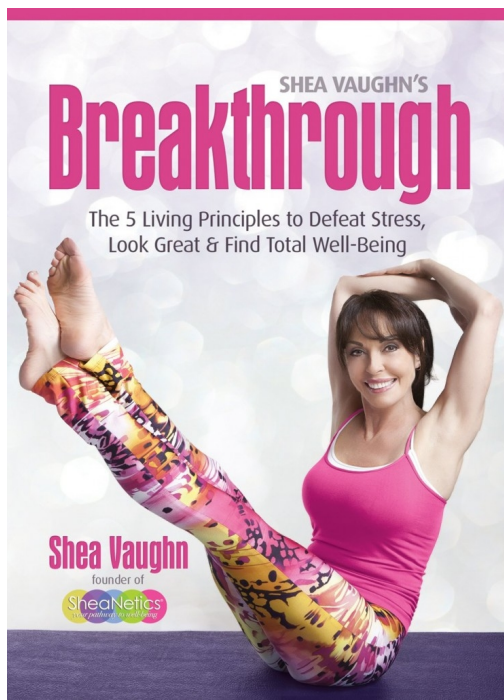
Fitness Author Shea Vaughn

Born in Canada, and transplanted in America at a young age, Shea says, “My mother is my inspiration.” Having owned three beauty shops and a beauty school, Shea’s mother taught her “There is no easy path [to success]...” and “Giving up is not an option.”

Anyone who meets Shea will see that, not only has she incorporated her mother’s words of wisdom on her own personal journey, she is also committed to teaching these and more to those striving to become the “CEO of [their own] mind, body, and heart.” – Enter **SheaNetics®** and **HEALTHY INITIATIVE Foundation**, Shea’s real-life solution to the epidemic of obesity, [diabetes](#), heart and lifestyle diseases spreading across the nation.

Though she is no stranger to the energetic and emotional highs and lows today’s temptations of poor [nutrition](#) and stressful lifestyle assault us with, Shea’s background in dance, and her family values have ingrained in her the essentials of eating well and maintaining her body in peak condition.





If you want to learn how to have a mental, physical and emotional core of steel, and the lessons Shea lives by, she spells it all out in her Healthy Initiative Foundation program; SHEANETICS personal and [group fitness](#) sessions; and her latest book:

**Breakthrough: The 5 Living Principles to Defeat Stress, Look Great, and Find Total Well-Being.** “A New Beginning Is Just A Breakthrough Away!” Shea teaches us: How to become the CEO of our Mind, Body, & Heart using her 5 Principles for Total Well-Being. [www.amazon.com](http://www.amazon.com)

SHEANETICS: Transform Yourself with a doctor endorsed self-styled approach to exercise that combines yoga, pilates, tai chi, martial arts, ballet, Tri-Core Power [Training](#) and lots more! [www.sheanetics.com](http://www.sheanetics.com)

HEALTHY INITIATIVES FOUNDATION:  
Championing disease prevention with awareness, [education](#) and solutions for building healthy and joyful lives! [www.healthyinitiative.org](http://www.healthyinitiative.org)



Dawn is an inspirational author and entrepreneur with a penchant for sacred times, places, and spaces. As a native Californian with a deep appreciation for the strong quality of the human spirit, her books remind us of the everlasting Universal Truths we long to encompass in our daily lives. A charitable blog correspondent, Dawn wanders the world in search of time travel, danger, eternal love, all of which contribute to the scenes and content of her inspirational books and novels. Dawn's first book SENSATIONS: A Little Book of Love...spreads hope around the globe. Don't miss her exciting new paranormal romance Knowler premiering Summer 2013 or her short story The Christmas Visitor in Harlequin's Christmas Anthology December 2013. Visit her website [www.littlebookoflove.net](http://www.littlebookoflove.net).