

The Life Quality Index

An integrated approach to sustainable well-being and productivity



Foreword

Never before in our history has it been possible for us to know as much about ourselves as we do now. We can use that knowledge to engineer our own health, happiness, and overall life quality through informed personal health decisions.

There is no universal definition of health and well-being. In fact, the concept of health is evolving as we reflect on the way we live in a complex world and broaden our perspective of what health means to us in the 21st century. The importance of physical, mental, and social well-being has been recognised since the middle of the 20th century. Now, recent approaches invite us to focus on Life Quality as our ability to self-manage and thrive in the face of social, physical, and emotional challenges.

As a largely subjective concept, it has historically been challenging to quantify and measure life quality, let alone make recommendations on how to improve it.

However, as the most critical factor in achieving better personal well-being and health, employers must understand how they can measure and support life quality for their people.

That's the challenge...

We've risen to that challenge by creating syd™ (See Yourself Differently) a global award-winning artificial intelligence (AI) virtual companion for higher life quality for both employees and organisations. To make things as simple and clear as possible in the confusing world of well-being, we developed the ground-breaking Life Quality Index™ (LQI): a new metric for HR, coupled with a framework through which employees can tangibly improve their life quality – one step at a time.

The LQI™ redefines how life quality can be measured across nine key dimensions: physical health, emotional health, career, brain power, purpose, social life, financial health, self-awareness and environment.

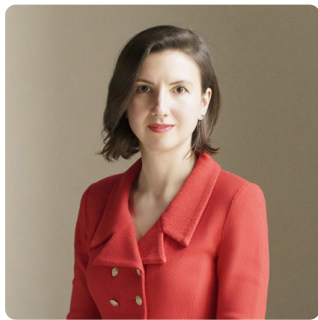
Within these nine dimensions, we have brought to life over 400 unique KPIs (Key Performance Indicators) based on the findings of over 22,000 clinical trials conducted collectively on over more than 86 million subjects.

By defining and analysing these KPIs, we can design a tailored adaptive process that helps every person, no matter how different, to improve life quality comprehensively and reliably.

And it works.

Our clients are reporting an average increase of **20%** in life quality across their employees, including increases in energy levels of **29%, and 48%** reduction in stress, anxiety, and depression, among others.

This white paper outlines the rationale for creating the syd™ platform and the current trends in personal health management. It explains the science behind syd™ and how the syd™ AI engine is constructed to formulate personalised recommendations. We will explore practical application and value to our members.



Lorena Puica
CEO

Contents

Foreword	2
Introduction	5
An optimistic view	6
The importance of life quality	8
syd™ – Increasing life quality through prevention	10
iamYiam's Life Quality Index™	13
How do we measure the LQI™?	14
How does each LQI™ evolve?	14
Making recommendations for lifestyle changes	15
Dimension 1: Physical Health	18
Dimension 2: Emotional Health	24
Dimension 3: Career	29
Dimension 4: Brain Power	34
Dimension 5: Purpose	39
Dimension 6: Social Life	44
Dimension 7: Financial Health	49
Dimension 8: Self-awareness	53
Dimension 9: Environment	57
Boosting LQI™ with genetic screening	61
Empowering your LQI™ journey with syd™	61
A positive investment for a healthier workplace	62



Introduction

According to the US Department of Health and Human Services, approximately 75% of today's global healthcare costs originate from preventable illnesses and chronic conditions.

In the UK, businesses lose £77 billion annually to sickness, with over 140 million days lost to absence in the UK each year. The risk of mental health and diabetes continues to increase, with global diabetes sufferers due to rise 52% by 2040. Obesity costs are estimated to rise to \$1.2 trillion by 2025 and depression will be the leading cause of disability by 2030.

Preventable diseases are downstream conditions that develop over a lifetime due to the type of lifestyle we live. Multiple diseases are associated with lifestyle factors, such as poor diet or a lack of physical exercise. These include cardiovascular diseases, cancers, obesity, type 2 diabetes, stress, anxiety, and depression. They are a leading contributor to growing health inequalities, with a gap in life expectancy between the most and least deprived deciles of the UK population increasing.

It is impossible to underestimate the enormous toll of adverse health consequences for individuals suffering from these conditions and their societal and economic burden. With every new research study and statistic sounding alarm and public health campaigns launched to raise awareness and to call for action, we have come to understand how the negative consequences of the way we live contributes to this global epidemic:

- Preventable diseases are the leading cause of death worldwide. The World Health Organisation states that such diseases **kill 41 million people each year** — the equivalent of 71% of all deaths globally.
- Cardiovascular disease, type 2 diabetes, and musculoskeletal disorders contribute to an estimated **5.5 million years lost** in the UK alone.
- **50% of the disease burden** in England is due to four modifiable health behaviours – poor diet, tobacco, excessive alcohol, and physical inactivity.

An optimistic view

While the enormous toll of adverse health consequences from failure to follow simple lifestyle practices will not be reversed overnight, the fortunate truth is that, thanks to clinical research and the wealth of scientific evidence, we already know how to make improvements.

For example, a recent women's health study showed that over 80% of all heart disease and 91% of all diabetes could be eliminated if women followed a few simple lifestyle measures, such as regular physical activity (30 minutes or more a day), better diet (more fruits, vegetables and whole grains), and avoiding tobacco products.

As we increasingly turn to Google for answers, we need a more robust digital tool to provide personalised, evidence-based support.



*Our mission is to enhance
the health and quality of
life of 1bn people by 2025,
using our ground-breaking
all-in-one solution.*

— syd™

The importance of life quality



Cardiovascular disease, type 2 diabetes, and musculoskeletal disorders contribute to an estimated **5.5 million years lost** in the UK alone.

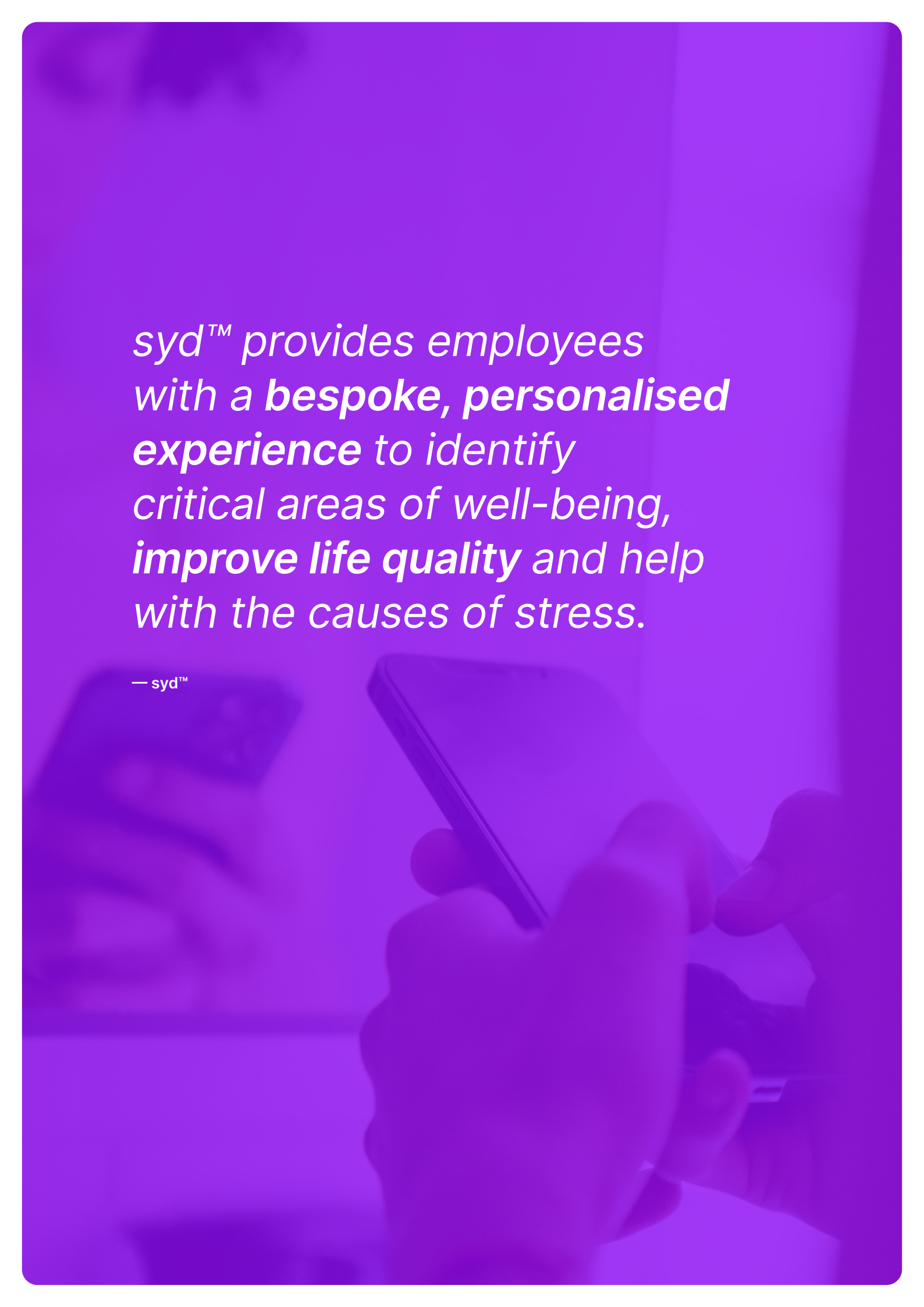
Mental health conditions such as stress, anxiety, and depression are estimated to affect 1 in 4 people at some point in their lives. The burden of chronic disease affects individuals of all ages, socio-economic conditions, and professions.

But this global disease burden could be significantly lessened with intervention. As employers, there is now an accepted responsibility to accommodate well-being into HR and people management.

However, to create a holistic well-being programme and address these preventable conditions, it must focus on more than a narrow band of employee health. Instead, it should encompass the multitude of issues affecting employees, from self-esteem to career opportunities and personal growth.

Personal well-being is a subjective assessment of how people feel about their own lives. It is generally summed up as a focus on overall satisfaction with life, the extent to which we feel the things we do are worthwhile and daily emotions, such as happiness and anxiety. These measures are strongly related to other vital aspects of life quality, such as our health, relationships, and employment.

To the individual, lifestyle changes can increase their life quality, affecting physical, mental, social, and environmental dimensions of health and well-being.

A hand holding a smartphone, with a purple overlay covering the entire image. The text is white and positioned in the upper left quadrant.

*syd™ provides employees
with a **bespoke, personalised
experience** to identify
critical areas of well-being,
improve life quality and help
with the causes of stress.*

— syd™

syd™ – Increasing life quality through prevention

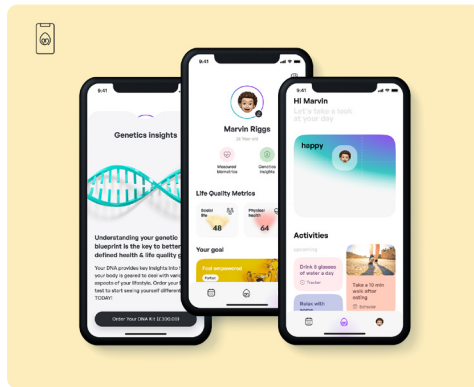
Our team of scientists and experts have spent the past four years combining the latest in big health data, genetics, and academic research, covering over 22,000 clinical trials and 720,000 biomarkers, to develop syd™ – a single integrated solution to address all of the dimensions affecting life quality through our Life Quality Index™ (LQI).

Developed with the primary goal of improving people's health and well-being, syd™ is firmly underpinned by the LQI™. It provides employees with a bespoke, personalised experience to identify critical areas of their well-being, improve their life quality, and thus help them eliminate possible causes of stress.

This unique platform incorporates:

- **Biometrics** – integrating with Apple Health and Google Fit to track and measure your employees' biological progress over time.
- **Interactive conversations** – from onboarding to daily use, syd™ invites employees to share information about their current situation and aspirations to better support them.
- **Genetics kit and concierge** – an optional item, syd™ uses the data from a simple swab to provide even more tailored suggestions determined by genetic predispositions.

This data is then aggregated and analysed to give HR professionals the well-evidenced business case they need to support targeted initiatives.



Individual Companion App

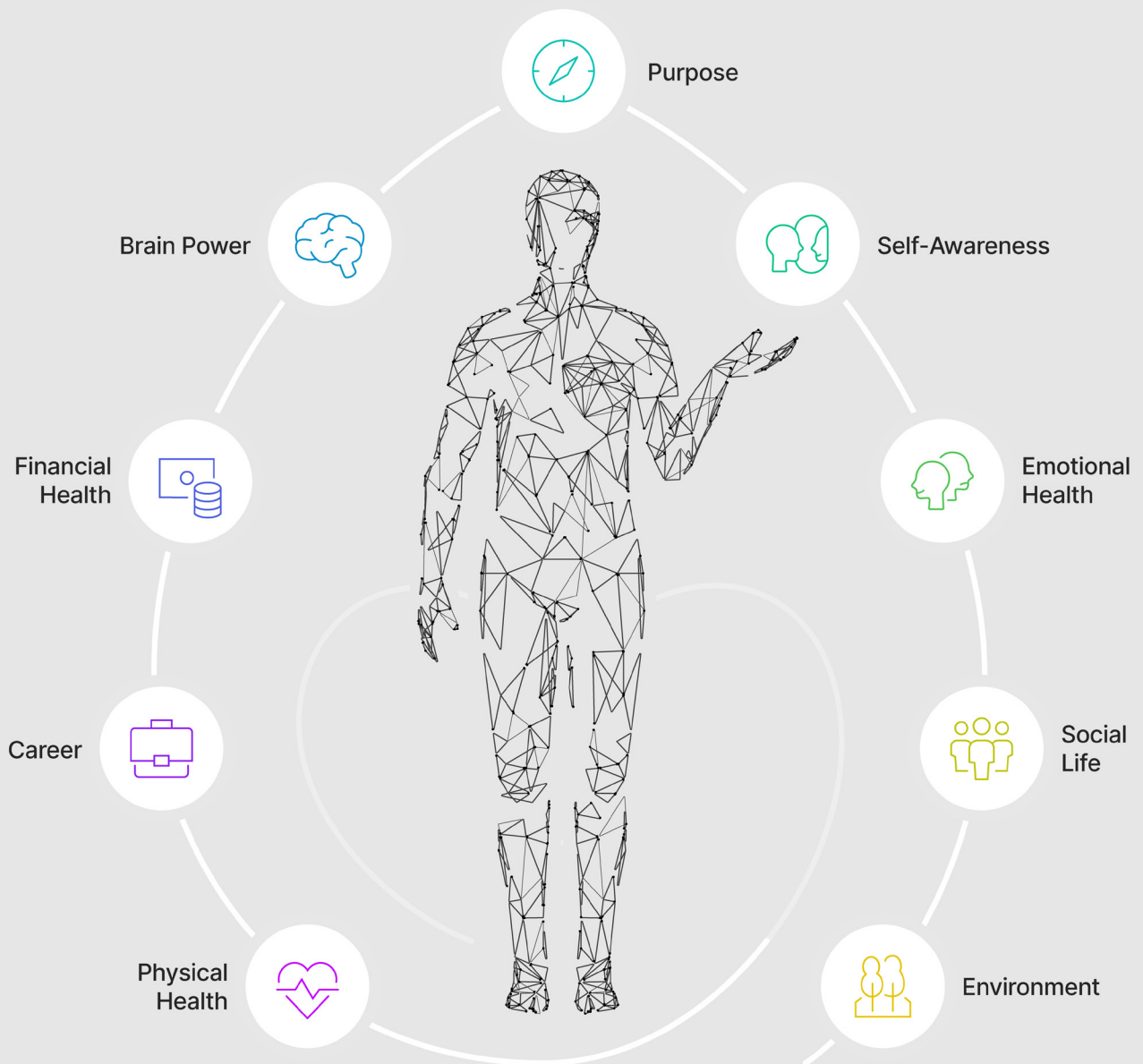


Population Insights Dashboard

syd™ uses AI to provide science-backed, personalised recommendations at scale while helping HR to keep track of employees' states and prove the ROI of their initiatives.

By leveraging AI technology, we've bridged the gap between knowledge and application, helping you support employees in improving the areas that will drive the most significant impact.

Furthermore, you can see and prove that impact in real-time. syd™ aggregates and analyses employee data on a range of tailored metrics, giving you real-time population insights to support data-driven decisions, increase employees' life quality and performance, and decrease absenteeism and presenteeism.



iamYiam's Life Quality Index™

Our LQI™ identifies nine dimensions to measure and evaluate life satisfaction:

1. **Physical Health:** An optimal state of physical well-being, incorporating lifestyle choices, nutrition, and environment.
2. **Emotional Health:** A positive outlook with the capacity to acknowledge, navigate, and express feelings competently.
3. **Career:** Often long term, a commitment to working. The alignment of career and life purpose will create a sense of achievement.
4. **Brain Power:** The ability to learn, recall, problem solve, concentrate, appreciate, love, and express kindness.
5. **Purpose:** The meaning and direction of life, often related to spiritual harmony, and participating in activities that stem from personal values.
6. **Social Life:** Enjoyable interactions with fellow human beings in various contexts including family, work, community, and peers.
7. **Financial Health:** Maintaining an adequate level of monetary security, in line with expectations, to feel content.
8. **Self-awareness:** Subjective, emotional evaluation of worth and personal value, often fluctuating depending on other index dimensions and experiences.
9. **Environment:** A relationship with the natural world and immediate, daily surroundings, including abode, air quality, temperature, and noise.

How do we measure the LQI™?

Variables within each of the dimensions are actively measured through data collected from answers (typically in a 5-point Likert scale) to research-validated questions and/or measured passively through wearable devices.

This data is used to provide an estimated value to each of the dimension's variables based on our state estimation models, where a higher score is given to what is defined as an optimal state by research.

Scores are then weighted to calculate the LQI™ variable according to their importance in defining each dimension. These weights were determined from research studies and internal modelling carried out by the iamYiam team.

How does each LQI™ evolve?

There are two pathways by which an LQI™ can progress:

- Through the update of variable scores.
- Through the accomplishment of relevant actions or recommendations.

iamYiam's team of scientists created a state-of-the-art automated pipeline collecting research articles from reputable web-based science and research news services and article-level bibliometrics to evaluate their scientific impact and importance.

Once the most impactful medical research papers (including clinical trials, meta-analysis, and systematic reviews) are selected, a natural language processing strategy is applied to prioritise articles based on the relevance of their topic for syd's™ mission.

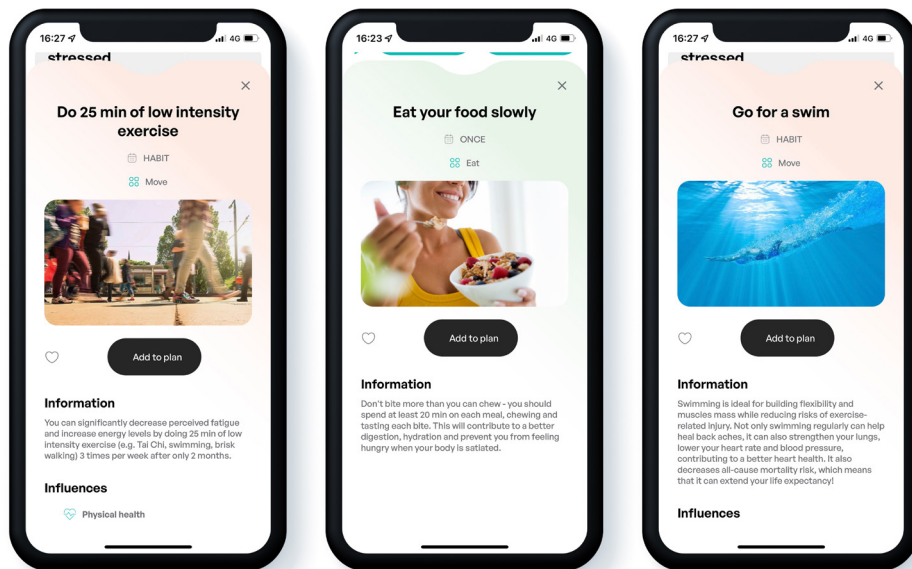
Top-level research articles are thoroughly examined and curated by iamYiam's team of scientists to extract specific features (e.g., the effect-size, p-value, study limitations, population size) used to calculate an

evidence score. Once a robust evidence score has been established (when an action is proven to have a beneficial effect on a variable), a recommendation is created. Every recommendation is accompanied with an article explaining in detail the positive impact of variables related to that specific dimension alongside a wealth of research literature.

Making recommendations for lifestyle changes

syd™ has created a vast amount of content related to lifestyle recommendations, supported by scientific evidence as outlined above, all of which are proven to improve life quality. Some examples of these recommendations can be found for each dimension later in this report.

Through an application driven by a friendly and relatable conversational agent, syd™ provides personalised, scientifically-backed guidance based on individuals' personal goals, preferences, and personality to improve their life quality, with a focus on preventive health.



Not all recommendations are relevant to everyone – syd™ considers the individual's specific LQI™, personality, preferences, and chosen goal to provide personalised recommendations.

syd's™ AI-driven recommender engine considers the health state of an individual (measured by their LQI™ status), as well as exclusion criteria (e.g., allergies and dietary preferences), personality, and current health goals, to select and present optimal recommendations that lead to an increase in LQI™.

While individuals' self-reports and biometrics are likely to provide the most accurate estimation of their current health state, acting on lifestyle interventions from syd's™ recommendations may also help estimate the impact on the individual's health variables.

These recommendations are intended to create long-term habits that can form the basis of a preventative solution to many diseases and health conditions.

Dimension 1

Physical Health



Dimension 1: Physical Health

The optimal state of physical well-being

The Physical Health dimension includes every aspect that relates to the normal functioning of an individual's body. Physical activity is an essential part of a healthy lifestyle. Linked to other positive lifestyle choices, it promotes better health and also encourages emotional and social well-being.

An ideal Physical Health LQI™ refers to an optimal state of physical ability to perform daily tasks while comfortably living in your body and avoiding preventable diseases, such as type 2 diabetes, cardiovascular disease, and musculoskeletal disorders.

The Physical Health LQI™ includes a diverse set of actions associated with keeping a healthy body and mind; ranging from how you breathe and the amount of water you drink to consistent physical activities and how much sleep you are getting.

For example, suppose you have a busy urban lifestyle and are always on the go. In that case, this can often mean you face dietary problems from grabbing fast foods and nutritionally poor foods on the go. According to a report conducted by [Cancer Research UK in 2017](#), adults in the UK eat 79 million ready-meals and 22 million takeaway meals every week, contributing to the rise in problems like obesity, cardiovascular disease, and increased cancer risk.

We offer recommendations to help you find alternatives and have a better balance for your daily energy and physical needs within this dimension.

KPI examples

syd's™ Physical Health LQI™ score is currently calculated from a total of 157 variables. Some of the key KPIs include:

- **Physical fitness:** Body weight and BMI; body fat percentage and abdominal fat; muscle tone, recovery and damage; vitality and physical exhaustion; and injuries, aches, and pains (e.g., neck and back pain).
- **Dietary habits:** Macronutrients (saturated and unsaturated fats, proteins, carbohydrates) and micronutrients (e.g., vitamins, phosphorus, selenium, calcium, magnesium) intake through food and supplements; and sodium and high-fat foods consumption.
- **Lifestyle habits:** Alcohol consumption; smoking habits; exposure to sunlight; and time spent outside.
- **Sleeping behaviours:** Sleep duration; sleep quality and sleep onset latency; bedtime routine; and sleeping disorders (e.g., insomnia).

In 2014, over half of women,
and nearly two thirds of men
were overweight or obese.

Source: NHS



Encouraging better physical health

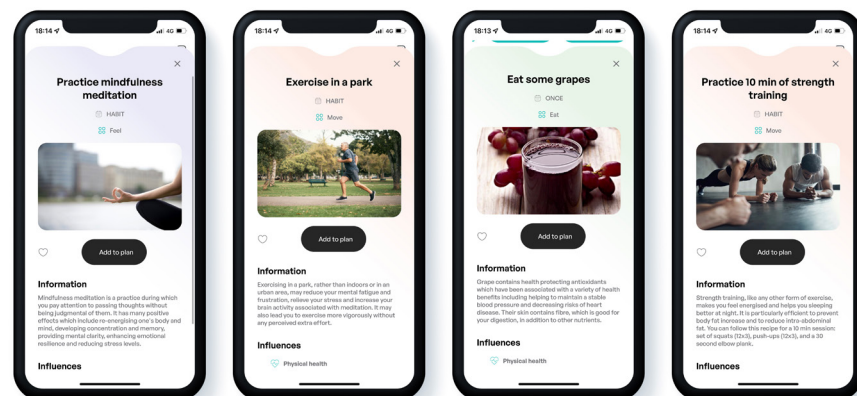
An estimated 137.3 million working days were lost due to sickness or injury in 2016 (ONS). Promoting good physical health and well-being among employees can reduce their levels of sickness, increase energy levels, and boost levels of concentration.

Researchers at Bristol University found that people perform significantly better if they work out for 45 minutes at lunch time. As well as being a mood buster and improving their ability to cope with stressful situations, scores for their perceived concentration levels were also 21% higher on days that they exercised.

Recommendations

syd™ has a growing library of 279 scientifically backed recommendations, created from the curation of 1,211 high-quality medical research papers, that have been evaluated and proven to positively impact on the Physical Health LQI™. These recommendations spread between three categories: Do, Eat, and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Physical Health LQI™, personality, preferences, and chosen goal to provide personalised recommendations.



Just a few examples of recommendations delivered by syd™ include:

- **Consume flavonoid-rich food:** Dark chocolate has been scientifically proven to have a protective effect on the cardiovascular system [1] and contribute to a lower fat body mass development [2]. Consuming more of this recommended food will increase a Physical Health LQI™ by improving the score for cardiovascular health and body fat percentage variables.
- **Spend the afternoon working at a standing desk to reduce fatigue and reduce back pain.** Sitting down for prolonged periods can lower your metabolism, leading to fatigue, a decrease of good (HDL) cholesterol, and increased fat blood level. In the long run, excessive sitting can increase back pain and mortality risk factors. [3]
- **Listen to calming music before bedtime to improve sleep quality.** Listening to calming music for 25-60 minutes affects your nervous system responses (by leading to a decrease in sympathetic arousal). It helps reduce stress levels, which can improve sleep quality.[4]
- **Drink green tea every day to maintain a healthy body fat distribution.** Green tea provides a natural energy boost owing to the flavonoids catechins, which work as antioxidants and have been associated with many benefits, including maintaining blood pressure, lowering cholesterol, and preventing cardiovascular diseases.[5]

If you do even one action like listening to calming music and thus getting a better night's sleep, it can have tangible impact on your life quality at home and at work.

As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects of variables related to the Physical Health LQI™ and a wealth of research literature for those who may want more information.

REFERENCES

- [1] C. Vlachopoulos et al., "Effect of dark chocolate on arterial function in healthy individuals", *American Journal of Hypertension*, vol. 18, no. 6, pp. 785-791, 2005. Available: [10.1016/j.amjhyper.2004.12.008](https://doi.org/10.1016/j.amjhyper.2004.12.008).
- [2] A. Jennings et al., "Higher dietary flavonoid Intakes are associated with lower objectively measured body composition in women: evidence from discordant monozygotic twins", *The American Journal of Clinical Nutrition*, vol. 105, no. 3, pp. 626-634, 2017. Available: [10.3945/ajcn.116.144394](https://doi.org/10.3945/ajcn.116.144394).
- [3] A. Thorp et al., "Breaking up workplace sitting time with intermittent standing bouts improves fatigue and musculoskeletal discomfort in overweight/obese office workers", *Occupational and Environmental Medicine*, vol. 71, no. 11, pp. 765-771, 2014. Available: [10.1136/oemed-2014-102348](https://doi.org/10.1136/oemed-2014-102348).
- [4] K. Jespersen et al., "Music for insomnia in adults", *Cochrane Database of Systematic Reviews*, 2015. Available: [10.1002/14651858.cd010459.pub2](https://doi.org/10.1002/14651858.cd010459.pub2).
- [5] M. Venables et al., "Green tea extract ingestion, fat oxidation, and glucose tolerance in healthy humans", *The American Journal of Clinical Nutrition*, vol. 87, no. 3, pp. 778-784, 2008. Available: [10.1093/ajcn/87.3.778](https://doi.org/10.1093/ajcn/87.3.778).

Dimension 2

Emotional Health

Dimension 2: Emotional Health

Identifying and managing emotional responses

The Emotional Health dimension reflects a positive outlook and a capacity to acknowledge and appropriately navigate others' emotions and feelings. Having good emotional health is a fundamental aspect of fostering resilience, self-awareness, and achieving contentment.

It is the ability to cope with life's ups and downs and find healthy coping mechanisms during moments of great emotional strain. Practically speaking, individuals need to be realistic about what they can accomplish or expect others to achieve, knowing when to reach out for assistance.

Good emotional health is also about developing empathy and building close, caring, and meaningful relationships with others.

The Emotional Health LQI™ includes a range of suggestions associated with having greater control of your mood and mindset, ranging from techniques that help you reduce stress to how you listen to and interact with others.

In 2019/20, work-related stress, depression or anxiety accounted for



Source: [HSE](#)

KPI examples

syd's™ Emotional Health LQI™ score is calculated from a total of 67 variables. Some of the key KPIs include:

- **Feelings and moods:** Cheerfulness; sadness; stress level; anxiety; leisure enjoyment; and laughter.
- **Emotional process:** Meditation; negative effectivity; self-deception; hedonism; enthusiasm; hopefulness; and worry.
- **Emotional regulation:** Introspection; stress coping mechanisms; neuroticism level; and ability for relaxation.
- **Emotional conditions:** Anxiety; depression; and panic.

Understanding emotional responses

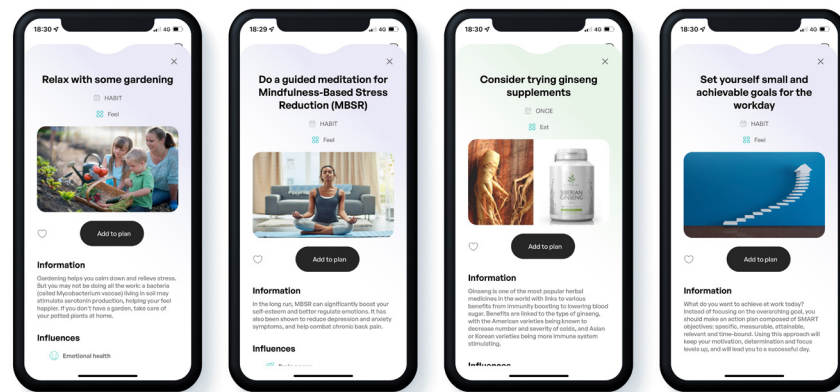
HR leaders must be sensitive to and perceptive of employee's emotions and use this knowledge to improve the working environment. This can directly impact key areas of employee absence and poor performance, work-related stress, and burnout.

Promoting greater levels of empathy and emotional intelligence can also improve commercial performance. A study from [Harvard Business Review](#) found that empathetic companies outperform their less sensitive peers by as much as 20%.

Recommendations

syd™ has a growing library of 81 scientifically backed recommendations, created from the curation 436 high-quality medical research papers, proven to improve the Emotional Health LQI™. These recommendations are spread between three categories: Do, Eat, and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Emotional Health LQI™, personality, preferences, and chosen goal to provide personalised recommendations.



Just a few examples of recommendations delivered by syd™ include:

- **Practice dance movement therapy.** It's been scientifically proven to increase the perceived life quality [1] and to decrease depressive symptoms through the improvement of emotional responses and neurohormones regulation.[2]
- **Be grateful to improve hopefulness.** Being grateful means feeling appreciative of something (e.g., having a good night of sleep, eating a nice meal, or chatting with a friend). Although a simple concept, gratitude can improve mood and general well-being by strengthening positive neural associations [3].
- **Do aerobic exercise to reduce anxiety.** 25 minutes of aerobic exercise regularly (e.g., jump rope or cycling) regulates cortical activity and contributes to reducing physical exhaustion and migraine frequency [4].
- **Practising mindfulness meditation.** This builds emotional resilience and impulsivity [5]. Mindfulness meditation consists in paying attention to passing thoughts without being judgmental of them. It also leads to concentration and memory development, mental clarity, and reduced stress levels [6].
- **Consume Ginkgo biloba.** A traditional Chinese medicine used for a myriad of purposes. It can reduce the intensity of anxiety symptoms and increase cognitive abilities [7].

If you even just achieve one of these recommendations, like having a quick walk to de-stress, it can have tangible impact on your life quality at home and at work.

As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects of variables related to the Emotional Health LQI™ and a wealth of research literature for those who may want more information.

REFERENCES

- [1] M. Gomes Neto et al., "Dance therapy in patients with chronic heart failure: A systematic review and a meta-analysis", *Clinical Rehabilitation*, vol. 28, no. 12, pp. 1172-1179, 2014. Available: 10.1177/0269215514534089.
- [2] Y. Jeong et al., "Dance movement therapy improves emotional responses and modulates neurohormones in adolescents with mild depression", *International Journal of Neuroscience*, vol. 115, no. 12, pp. 1711-1720, 2005. Available: 10.1080/00207450590958574.
- [3] D. Ducasse et al., "Gratitude diary for the management of suicidal inpatients: A randomized controlled trial", *Depression and Anxiety*, vol. 36, no. 5, pp. 400-411, 2019. Available: 10.1002/da.22877.
- [4] E. Lattari et al., "Effects of aerobic exercise on anxiety symptoms and cortical activity in patients with panic disorder: A pilot study", *Clinical Practice & Epidemiology in Mental Health*, vol. 14, no. 1, pp. 11-25, 2018. Available: 10.2174/1745017901814010011.
- [5] J. Galante et al., "A mindfulness-based intervention to increase resilience to stress in university students (the Mindful Student Study): a pragmatic randomised controlled trial", *The Lancet Public Health*, vol. 3, no. 2, pp. e72-e81, 2018. Available: 10.1016/s2468-2667(17)30231-1.
- [6] M. Cairncross and C. Miller, "The effectiveness of mindfulness-based therapies for ADHD: A meta-analytic review", *Journal of Attention Disorders*, vol. 24, no. 5, pp. 627-643, 2016. Available: 10.1177/1087054715625301.
- [7] H. Woelk et al., "Ginkgo biloba special extract EGb 761® in generalized anxiety disorder and adjustment disorder with anxious mood: A randomized, double-blind, placebo-controlled trial", *Journal of Psychiatric Research*, vol. 41, no. 6, pp. 472-480, 2007. Available: 10.1016/j.jpsychires.2006.05.004.

Dimension 3

Career

Dimension 3: Career

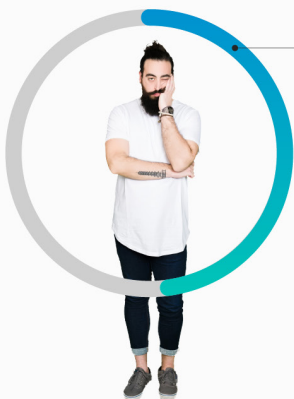
Aligning career aspirations and goals

The Career dimension has to do with your main daily activities and it involves your long-term commitments. Aligning your career with your purpose in life will contribute to your feeling of achievement. Ideally, commitments, ambitions, and achievements are personal choices.

They should balance with other things you do, thus enabling a self-determined sense of well-being, a feeling of control, daily achievement, and enjoyment. This then positively impacts others around you and can be sustained throughout your life.

The Career LQI™ looks at the many ways that you can get the most from your daily life. It explores whether you have choices that align with your overall goals and purpose.

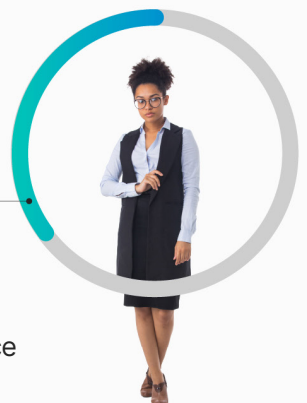
Often, your career choices can influence other elements of your lifestyle, and are those the healthiest choices for you? For example, a report by the [TUC in 2018](#) found that the average daily commute to and from work was 59 minutes. Is that daily commute affecting other aspects of your life like your mood or quality time spent with your loved ones?



48% of UK employees
are not happy at work

**35% of UK employees
would be happier**

if they had more recognition in the workplace



Source: [Personal Group](#)

KPI examples

syd's™ Career LQI™ score is currently calculated from a total of 43 variables, some of the key KPIs include:

- **Commitment to work:** Conscientiousness; perfectionism; punctuality; work performance; workload management; and planning skills.
- **Career choices satisfaction:** Career expertise; job satisfaction; career and values alignment; future career prospects; and success mindset.
- **Working environment:** Absenteeism; presenteeism; work/life balance; trust, flexibility, valuation and appreciation at work; co-workers trust; workplace support; and teamwork.

Creating opportunities for growth

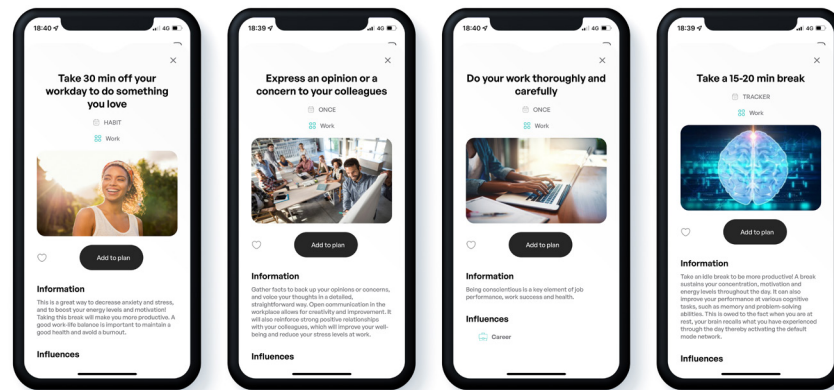
Lack of promotion and appreciation only leads to disengagement and higher attrition. For employers, replacing employees typically costs more than developing skills and nurturing an existing talent pool. HR professionals need to understand employees' aspirations and help them carve out careers that align with their personal goals. Implementing recognition schemes and developing opportunities to progress will bring real job satisfaction.

Recommendations

syd™ has 45 scientifically backed recommendations, created from the curation of 101 high-quality medical research papers, that are proven to improve the Career LQI™. These recommendations spread between three categories: Do, Eat, and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Career LQI™, personality, preferences, and chosen goal to provide personalised recommendations.

Some examples for syd's™ recommendations for improving the Career LQI™ are:



- **Taking an idle break has been scientifically proven to increase conscientiousness and productivity.** [1] Accomplishing this recommendation will increase Career LQI™ through improving conscientiousness and work performance variables.
- **Experiment with mindfulness meditation to improve work/life balance.** Mindfulness meditation consists in paying attention to passing thoughts without being judgmental of them. It also leads to concentration and memory development, mental clarity, and reduced stress levels. [2]
- **Practice low-intensity exercise during the workday to improve memory.** 25 minutes of low-intensity exercise such as Tai Chi or swimming can significantly decrease perceived fatigue and increase energy levels.[3]
- **Take some time to chat with your colleagues.** A strong social support is helpful whenever facing challenging times at work, especially when working remotely. Developed social networks are also enhancers of physical and mental health. [4]

Even just completing one of these recommendations, like finding time to meditate, can have a tangible impact on your life quality at home and at work.

As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects of variables related to the Career LQI™ and links to a wealth of research literature for those who may want more information.

REFERENCES

- [1] A. Ariga and A. Lleras, "Brief and rare mental "breaks" keep you focused: Deactivation and reactivation of task goals preempt vigilance decrements", *Cognition*, vol. 118, no. 3, pp. 439-443, 2011. Available: [10.1016/j.cognition.2010.12.007](https://doi.org/10.1016/j.cognition.2010.12.007).
- [2] R. Wolever et al., "Effective and viable mind-body stress reduction in the workplace: A randomized controlled trial.", *Journal of Occupational Health Psychology*, vol. 17, no. 2, pp. 246-258, 2012. Available: [10.1037/a0027278](https://doi.org/10.1037/a0027278).
- [3] T. Puetz et al., "A Randomized Controlled Trial of the Effect of Aerobic Exercise Training on Feelings of Energy and Fatigue in Sedentary Young Adults with Persistent Fatigue", *Psychotherapy and Psychosomatics*, vol. 77, no. 3, pp. 167-174, 2008. Available: [10.1159/000116610](https://doi.org/10.1159/000116610).
- [4] T. Amabile, "Motivational synergy: Toward new conceptualizations of intrinsic and extrinsic motivation in the workplace", *Human Resource Management Review*, vol. 3, no. 3, pp. 185-201, 1993. Available: [10.1016/1053-4822\(93\)90012-s](https://doi.org/10.1016/1053-4822(93)90012-s).

Dimension 4

Brain Power

Dimension 4: Brain Power

Cultivating a healthy brain

Throughout life, the function of a healthy brain helps you to make sense of the world and help manage daily life.

The Brain Power dimension concentrates on abilities such as learning, solving problems, concentrating, managing and retaining information, thinking logically, and displaying sound judgment. It also helps to nurture positive attitudes like altruism and humour.

Being able to think logically and with a lively mind can help bring perspective and the ability to live a full and well-expressed life.

Brain Power increases self-esteem and makes us perform better. Acquiring new skills, experiencing new things, and overcoming challenges make people feel better about themselves.

Building strong social networks has also been proven to keep the brain healthy, lower the risk of dementia, and help promote longer life expectancy, according to the [Global Council on Brain Health](#).

KPI examples

syd's™ Brain Power LQI™ score is currently calculated from a total of 28 variables, some of the key KPIs include:

- **Attention and memory:** Concentration; memory; flow state (i.e., ability to be in the zone); general cognitive functions; and sensing and intuition abilities.
- **Learning abilities:** Motivation to learn; curiosity; and learning speed.
- **Information processing:** Reading inclination; mathematical inclination; reaction time; and judging and perceiving abilities.

- **Reasoning:** Creativity; logic and artistic reasoning; and differed gratification.
- **Cognitive disorders:** Dementia; Parkinson's disease; and Attention Deficit Hyperactivity Disorder (ADHD), Obsessive-Compulsive disorders (OCD).

Mind over matter



According to the Association for Talent Development (ATD), companies that offer comprehensive training programmes have **218% higher income per employee** than companies without formalised training.

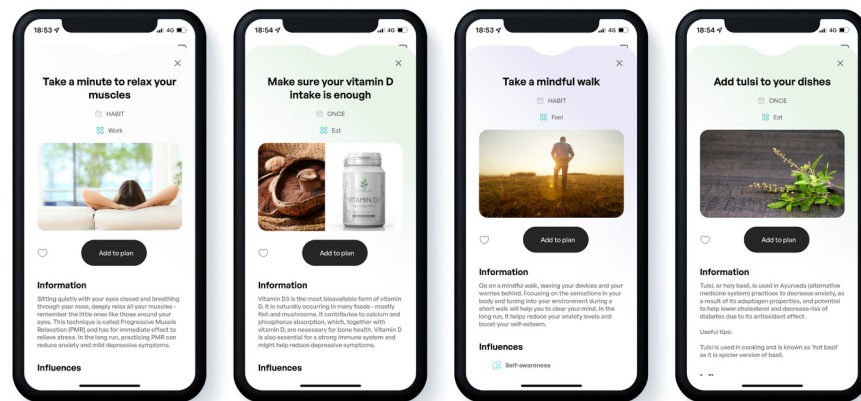
That's an impressive business case for HR leaders to present. By investing in employee education and training, employers can not only reduce the costs of recruitment through better retention, but they can also enjoy better performance and, ultimately, a significant return on investment.

Recommendations

syd™ has 65 scientifically backed recommendations, created from the curation of 198 high-quality medical research papers, proven to improve the Brain Power LQI™. These recommendations spread between three categories: Do, Eat and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Brain Power LQI™, personality, preferences, and chosen goal to provide personalised recommendations.

Some examples of syd's™ recommendations for improving the Brain Power LQI™ are:



- **Practising mindfulness meditation.** It has been scientifically proven to increase memory [1] and concentration abilities [2], and to reduce the symptoms of symptoms for those suffering from an OCD. [3]
- **Experiment with music therapy to improve memory and general cognition abilities.** Music has the power to call and modulate emotions. Music therapy can also improve communication skills and develop self-awareness. [4]
- **Practice Tai Chi to improve concentration.** Tai Chi is an ancient Chinese martial art that descends from a practice called Qi Gong. It consists in a series of slow, controlled, meditative movements, originally rooted in self-defence, which promote relaxation, inner peace, and a feeling of calm. [5]
- **Eat breakfast every day to increase learning speed.** Eating breakfast restores blood sugar levels after a night of fasting which leads to an improvement in all cognitive functions.[6]

Even just changing your daily routine with one of these recommendations, like eating an excellent energy-filled breakfast, can have a tangible impact on your life quality.

As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects of variables related to the Brain Power LQI™ and links to a wealth of research literature for those who may want more information.

REFERENCES

- [1] F. Zeidan et al., "Mindfulness meditation improves cognition: Evidence of brief mental training", *Consciousness and Cognition*, vol. 19, no. 2, pp. 597-605, 2010. Available: [10.1016/j.concog.2010.03.014](https://doi.org/10.1016/j.concog.2010.03.014).
- [2] A. Moore et al., "Regular, brief mindfulness meditation practice improves electrophysiological markers of attentional control", *Frontiers in Human Neuroscience*, vol. 6, 2012. Available: [10.3389/fnhum.2012.00018](https://doi.org/10.3389/fnhum.2012.00018).
- [3] M. Hanstede et al., "The effects of a mindfulness intervention on Obsessive-Compulsive Symptoms in a non-clinical student population", *Journal of Nervous & Mental Disease*, vol. 196, no. 10, pp. 776-779, 2008. Available: [10.1097/nmd.0b013e31818786b8](https://doi.org/10.1097/nmd.0b013e31818786b8).
- [4] K. Innes et al., "meditation and music improve memory and cognitive function in adults with subjective cognitive decline: A pilot randomized controlled trial", *Journal of Alzheimer's Disease*, vol. 56, no. 3, pp. 899-916, 2017. Available: [10.3233/jad-160867](https://doi.org/10.3233/jad-160867).
- [5] T. Hawkes et al., "Cross-sectional comparison of executive attention function in normally aging long-term T'ai Chi, meditation, and aerobic fitness practitioners versus sedentary adults", *The Journal of Alternative and Complementary Medicine*, vol. 20, no. 3, pp. 178-184, 2014. Available: [10.1089/acm.2013.0266](https://doi.org/10.1089/acm.2013.0266).
- [6] E. Pollitt and R. Mathews, "Breakfast and cognition: An integrative summary", *The American Journal of Clinical Nutrition*, vol. 67, no. 4, pp. 804S-813S, 1998. Available: [10.1093/ajcn/67.4.804s](https://doi.org/10.1093/ajcn/67.4.804s).

Dimension 5

Purpose

Dimension 5: Purpose

The meaning and direction of life

The Purpose dimension focuses on what gives meaning and direction to a person's life. Enhancing the connection to self, nature, and others are key to establishing purpose. People with a strong sense of purpose are better able to handle the ups and downs of life and can offer a psychological buffer against obstacles.

For many, purpose and spiritual harmony are related, but purpose also involves participating in activities that stem from one's values and beliefs. Purpose may also arise spontaneously from a playful, curious mind.

Activities that can help drive purpose include contemplation, spiritual or metaphysical journeys, crisis, meditation, prayer, or reflection on meaningful life events.

For example, taking a walk and looking at the natural world around you can give you a feeling of being connected and part of something bigger. Studies have shown that spending at least 120 minutes a week in nature can lead to improved health and well-being.[1]



70% of employees
say that their sense of purpose is
defined by their work.

Source: McKinsey

KPI examples

syd's™ Purpose LQI™ score is currently calculated from a total of 36 variables, some of the key KPIs include:

- **Motivation:** Motivation to be healthier; motivation to be happier; growth mindset; extrinsic motivation; and hope for achieving life goals.
- **Morality:** Life coherence; honesty; openness to learn from mistake; moral behaviours; and commitment to truth.
- **Gratitude:** Gratitude for community; gratitude for living environment; and health gratitude.
- **Purpose-oriented actions and reflections:** Life purpose practicality and anxiety; spirituality and religion; and mystical experiences.

A higher meaning

People who feel they live meaningful lives have stronger personal relationships, fewer physical health problems, improved mental health, and overall healthier lifestyles.

When you lack a sense of purpose, it can make you feel trapped, which can turn to being unmotivated and disengaged.

Employers should encourage their employees to pursue their passions outside of work and give them both the time and resources to do so. In work, they can make them part of the company vision and create opportunities for growth and learning.

Recommendations

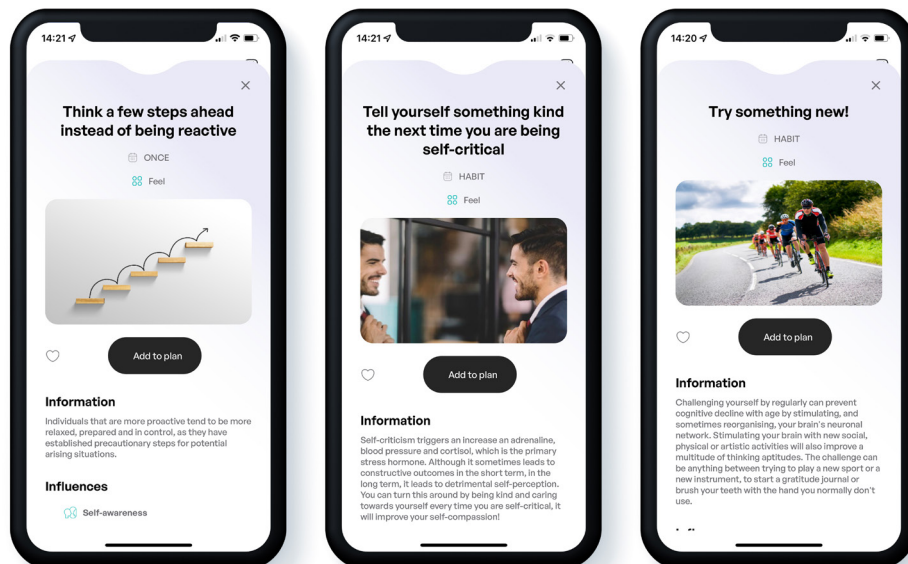
syd™ has 44 recommendations, created from 85 high-quality medical research papers, that can improve the Purpose LQI™. These recommendations spread between three categories: Do, Eat, and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Purpose LQI™, personality, preferences, and chosen goal to provide personalised recommendations.

Research has associated a higher sense of purpose with better **Physical Health, Emotional Health, Social Life, and Environment**. All of the recommendations we make for impacting those dimensions will also lead to a higher sense of purpose.

For example:

- **Practising Hatha yoga.** This has been scientifically proven to decrease rumination [2] and to increase self-worth level [3]. Accomplishing this recommendation will also increase the Self-awareness LQI™ through improving their score for the following variables: rumination, inclination, and self-worth.



REFERENCES

- [1] White, M.P., Alcock, I., Grellier, J. et al. Spending at least 120 minutes a week in nature is associated with good health and wellbeing. *Sci Rep* 9, 7730 (2019). <https://doi.org/10.1038/s41598-019-44097-3>
- [2] P. Kinser et al., "Feasibility, acceptability, and effects of gentle Hatha yoga for women with major depression: Findings from a randomized controlled mixed-methods study", *Archives of Psychiatric Nursing*, vol. 27, no. 3, pp. 137-147, 2013. Available: 10.1016/j.apnu.2013.01.003.
- [3] R. Domingues, "Modern postural yoga as a mental health promoting tool: A systematic review", *Complementary Therapies in Clinical Practice*, vol. 31, pp. 248-255, 2018. Available: 10.1016/j.ctcp.2018.03.002.

Dimension 6

Social Life

Dimension 6: Social Life

Interactions and reactions in a social context

The Social Life dimension relates to how we view life and interactions in a social context. Our personal relationships form the foundations of our social support networks and are important for both individual and community well-being.

This can be the family, work environment, housing environment, community, or peer groups. The quality and depth of your social life, the acts of giving and receiving, a sense of community, and the communication patterns arising thereof can have a substantial impact on your life quality.

In fact, a study from [Brigham Young University](#) found that people with social relationships live 50% longer than people who are more socially isolated.

This dimension looks at all aspects of your social life, ranging from the small conversations at work to being comfortable in different social settings. How you react and behave socially can have a profound effect on your overall well-being.

For example, [research from the University of Chicago](#) found that people who are more socially isolated experience more night-time disruptions. Lack of sleep makes us irritable, making interactions with others even harder.

KPI examples

syd's™ Social Life LQI™ score is currently calculated from a total of 30 variables, some of the key KPIs include:

- **Social network:** Number of close friendships; community support; and social network's depth of connection.
- **Social interactions:** Listening ability; interpersonal intelligence; social adequacy; and face-to-face meetings.

- **Social comfort:** Social energy; sociability; social anxiety; and fear of judgment.
- **Social values:** Respect; loyalty; altruism; trust in others; and empathy.

Get by with a little help from our friends

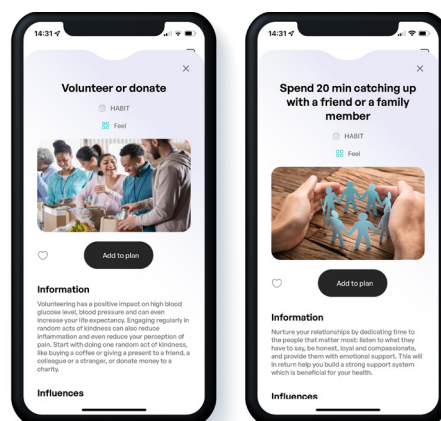
Studies have shown that adults who consider themselves to have strong social support systems and friendships have a reduced risk of many common health problems. These include:

- A reduced risk of mental health illnesses such as depression;
- Lower blood pressure; and
- A lower body mass index (BMI).

Recommendations

syd™ has 36 scientifically backed recommendations, created from the curation of 104 high-quality medical research papers, to improve the Social Life LQI™. These recommendations spread between three categories: Do, Eat and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Social Life LQI™, personality, preferences, and chosen goal to provide personalised recommendations.



Some examples of syd's™ recommendations for improving Social Life LQI™ are:

- **Nurturing your social network has been scientifically proven to increase social life satisfaction and feeling supported.** [1] Accomplishing this recommendation will increase your Social Life LQI™ score.
- **Experiment with Cognitive Behavioural Therapy (CBT) to reduce social anxiety.** BT is an approach that helps recognise negative thoughts that can lead to destructive or harmful behaviour in order to learn to reframe them in a more positive and helpful way. [2]
- **Practice mindfulness meditation to decrease agoraphobia.** Mindfulness meditation consists of paying attention to passing thoughts without being judgmental of them. It also leads to concentration and memory development, mental clarity, and reduced stress levels. [3]

Completing any of these recommendations can lead to a tangible improvement in your Social Life LQI™, which can bring many benefits to other areas of your Life Quality, like Emotional Health and Purpose.

As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects of variables related to the Social Life LQI™ and links to a wealth of research literature for those who may want more information.

REFERENCES

- [1] M. Reblin and B. Uchino, "Social and emotional support and its implication for health", *Current Opinion in Psychiatry*, vol. 21, no. 2, pp. 201-205, 2008. Available: [10.1097/yco.0b013e-3282f3ad89](https://doi.org/10.1097/yco.0b013e-3282f3ad89).
- [2] S. Hoffman and J. Smits, "Cognitive-Behavioral Therapy for adult anxiety disorders", *The Journal of Clinical Psychiatry*, vol. 69, no. 4, pp. 621-632, 2008. Available: [10.4088/jcp.v69n0415](https://doi.org/10.4088/jcp.v69n0415).
- [3] J. Miller et al., "Three-year follow-up and clinical implications of a mindfulness meditation-based stress reduction intervention in the treatment of anxiety disorders", *General Hospital Psychiatry*, vol. 17, no. 3, pp. 192-200, 1995. Available: [10.1016/0163-8343\(95\)00025-m](https://doi.org/10.1016/0163-8343(95)00025-m).

Dimension 7

Financial Health

Dimension 7: Financial Health

Understanding and influencing financial health

The Financial Health dimension describes the state of your personal finances. Financial well-being is about a sense of security and being in control of your expenditure.

Taking a cross-cultural, transnational perspective, financial health is maintaining an absence of distress by having an adequate amount of money to meet your expectations and/or those of your extended family for food, housing, healthcare, and cultural/community/societal involvement.

KPI examples

syd's™ Financial Health LQI™ score is currently calculated from a total of 24 variables, some of the key KPIs include:

- **Spending and debt:** Budgeting skills; overspending inclination; categorical spending preference; debt inclination; and saving frequency.
- **Financial security and income:** Income stability; income satisfaction; financial independence; and financial responsibility.
- **Financial literacy:** Financial awareness; saving and investing understanding; investment literacy; and investment confidence.

Almost 1 in 5 employed adults would describe their financial well-being as 'poor' or 'very poor'.

Source: [Perkbox](#)



Bad for business

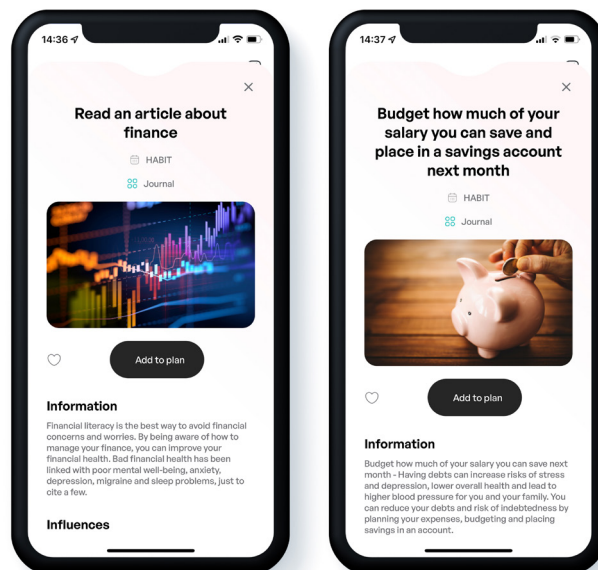
Financial well-being has become an increasingly critical component of employee well-being, and not without reason. According to a study by [Close Brothers](#), 89% of larger UK businesses are impacted by poor employee financial well-being.

The effects for employers are far-reaching, manifesting in measurable areas like lower productivity, loss of talent, higher absentee rates, and healthcare costs.

Recommendations

syd™ has 17 recommendations, created from 19 high-quality medical research papers, that can improve the Financial Health LQI™. These recommendations spread between three categories: Do, Eat, and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Financial Health LQI™, personality, preferences, and chosen goal to provide personalised recommendations.



Some examples syd's™ recommendations for improving Emotional Health LQI™ are:

- **Planning monthly expenses has been scientifically proven to increased financial health and well-being.** [1] Budgeting will help you to feel more in control of your expenses and help you to feel financially secure.
- **Budget monthly expenses, prioritising basic needs first.** This includes healthcare, good quality food and water, and a good living situation.[2]
- **Read an article about finance.** Financial literacy is the best way to avoid financial concerns and worries. [3] By being aware of how to manage finance, one can improve financial health. Bad financial health has been linked with poor mental well-being, anxiety, depression, migraine, and sleep problems.

Even just changing your financial mindset with one of these recommendations can have a tangible impact on your life quality.

As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects related to the Financial Health LQI™ and offers links to a wealth of research literature for those who may want more information.

REFERENCES

- [1] L. Altfest, "Personal Financial Planning: Origins, Developments and a Plan for Future Direction", The American Economist, vol. 48, no. 2, pp. 53-60, 2004. Available: 10.1177/056943450404800204.
- [2] R. Catalano, "The health effects of economic insecurity.", American Journal of Public Health, vol. 81, no. 9, pp. 1148-1152, 1991. Available: 10.2105/ajph.81.9.1148.
- [3] C. Wrosch et al., "Primary and secondary control strategies for managing health and financial stress across adulthood.", Psychology and Aging, vol. 15, no. 3, pp. 387-399, 2000. Available: 10.1037/0882-7974.15.3.387.

Dimension 8

Self-awareness

Dimension 8: Self-awareness

Understanding self-worth and personal value

The Self-awareness dimension reflects the lifelong evolution of your overall subjective emotional evaluation of your own worth and personal value. This also includes the ability to understand your emotions, your strengths, and your development opportunities.

It is a trait that can range from arrogant over-confidence to the depths of despair and complete loss of confidence. It can be consistent or varied depending on your personality, environment, and other personal circumstances, some of which may develop from childhood. Ideally, self-awareness provides a healthy balance of liking, understanding, accepting, and embracing who you are, but also having the ability to show resilience by building yourself up and refocusing after a challenge.

It is having self-sufficiency and an internal independence of circumstance while also recognising that there are ways you can continue to grow and to develop as a person.

KPI examples

syd's™ Self-Awareness LQI™ score is currently calculated from a total of 19 variables, some of the key KPIs include:

- **Introspection:** Autonomy; self-efficacy; self-compliance; and intrinsic motivation.
- **Self-acceptance:** Self-worth; self-doubt; body satisfaction; self-image acceptance; rumination inclination; and social media inclination.

The importance of self



Recent studies have shown that although 95% of people think they're self-aware, only 10-15% truly are. (Harvard Business Review)

Self-awareness is critical for career success. People who are more self-aware tend to perform better at work, get more promotions, and lead more effectively. Companies with more self-aware professionals have shown stronger financial performance.

Recommendations

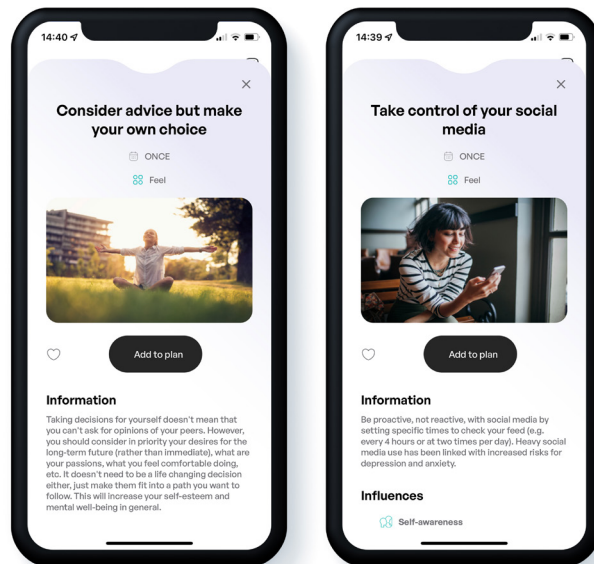
syd™ has 26 recommendations, created from the curation of 61 high-quality medical research papers, to improve the Self-awareness LQI™. These recommendations spread between three categories: Do, Eat and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Self-awareness LQI™, personality, preferences, and chosen goal to provide personalised recommendations.

Some examples syd's™ recommendations for improving Self-awareness LQI™ are:

- **Practising Hatha Yoga has been scientifically proven to decrease rumination and to increase self-worth level.** [1] Hatha Yoga has been linked to a reduction of depression and anxiety symptoms.
- **Experiment with mindfulness meditation to increase self-esteem.** [2] Mindfulness meditation consists in paying attention to passing thoughts without being judgmental of them. It also leads to concentration and memory development, mental clarity, and reduced stress levels.

- **Smile in the mirror regularly to increase self-image acceptance.** Smiling promotes the release of serotonin, endorphins, and dopamine which contribute to lowering heart rate, blood pressure, and stress levels.



Even just spending more time working on one of these recommendations can have a tangible impact on your life quality.

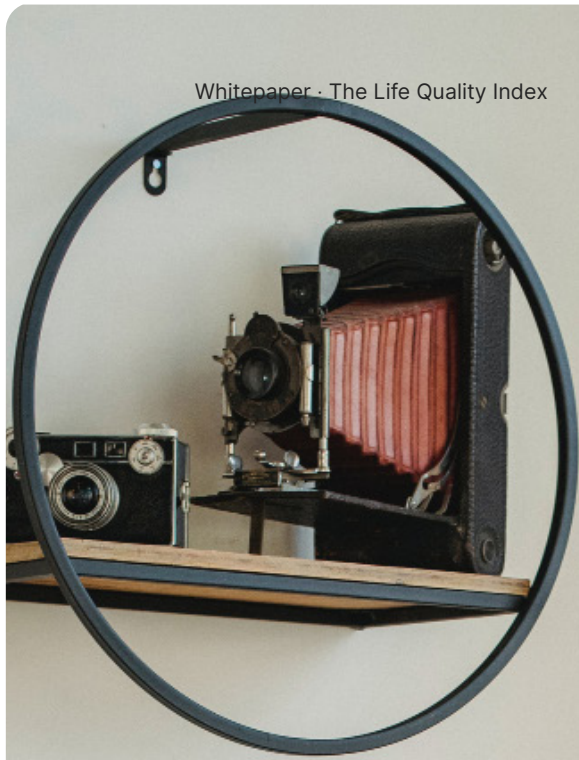
As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects related to the Self-awareness LQI™ and offers links to a wealth of research literature for those who may want more information.

REFERENCES

[1] P. Kinser et al., "Feasibility, acceptability, and effects of gentle Hatha yoga for women with major depression: Findings from a randomized controlled mixed-methods study", *Archives of Psychiatric Nursing*, vol. 27, no. 3, pp. 137-147, 2013. Available: 10.1016/j.apnu.2013.01.003.

[2] P. Goldin and J. Gross, "Effects of mindfulness-based stress reduction (MBSR) on emotion regulation in social anxiety disorder.", *Emotion*, vol. 10, no. 1, pp. 83-91, 2010. Available: 10.1037/a0018441.

[3] J. O'Doherty et al., "Beauty in a smile: the role of medial orbitofrontal cortex in facial attractiveness", *Neuropsychologia*, vol. 41, no. 2, pp. 147-155, 2003. Available: 10.1016/s0028-3932(02)00145-8.



Dimension 9

Environment



Dimension 9: Environment

The world around us

The Environment dimension is about your surroundings. Your environment includes the natural world around you and the conditions you surround yourself with. Aspects of environment include location of residence, air quality, noise level, temperature, and the humidity of the location.

Additionally, your environment is comprised of factors that you choose for yourself, such as the clothes you wear, the number of plants in your house, your commute time, and your preferred method of transportation.

An ideal environment, in addition to protecting your physical health, can create a safe place for your mental health to grow and evolve.

For example, keeping things clean and organised in your home is good for you. A [study by Indiana University](#) found that people with clean houses are healthier than people with messy houses.



According to the WHO,
24% of all estimated global deaths
**are linked to the
environment.**

KPI examples

syd's™ Environment LQI™ score is currently calculated from a total of 41 variables, some of the key KPIs include:

- **Natural environment:** Sun exposure; average weather; amount of noise pollution; distance to natural environment; and climate's temperature and humidity.
- **Domestic environment:** Living comfort; tap water quality; presence of plants at home; and quality of living environment.
- **Transportation:** Commute stress; type of transportation; daily transport time; and amount of flight travel.
- **Personal preferences:** Shoe comfort; wear of weather-appropriate clothing; and tap water drinking.
- **Environmental choices:** Water usage; waste production; recycling habits; and meat consumption habit.

Mission critical

Protecting the environment isn't just about looking after the planet, it's good for health and well-being too.

For example, using compact fluorescent light bulbs rather than incandescent bulbs, is not only eco-friendly but fluorescent light bulbs also emit no harmful radiation and are more cost-effective.

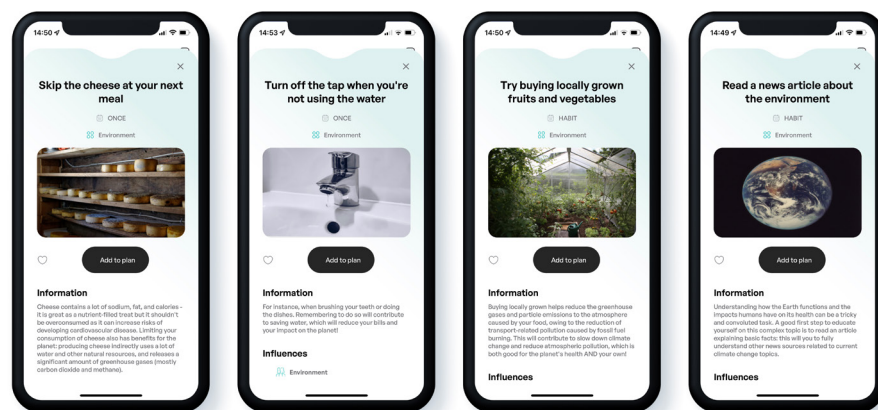
Employers need to appreciate that employees are increasingly interested in environmental issues. Maybe they are concerned about waste, sustainability, and carbon emissions – whatever it is, environmental objectives need to have crossover with HR strategies to encourage increased engagement.

Research suggests that a better living Environment, encompassing both the surrounding natural and domestic environment, will lead to better Physical and Emotional Health [1] as well as a higher sense of Purpose [2]. The most impactful Environment LQI™ recommendations are associated with beneficial effects on these LQIs™.

Recommendations

syd™ has 87 recommendations, created from 112 high-quality medical research papers, to improve the Environment LQI™. These recommendations spread between three categories: Do, Eat, and Meditate.

Not all recommendations are suitable for everyone, so syd™ considers the individual's current Environmental LQI™, personality, preferences, and chosen goal to provide personalised recommendations.



Some examples include:

- **Practising mindfulness meditation to improve perception of the surrounding environment.** [3] Mindfulness meditation consists in paying attention to passing thoughts without being judgmental of them. It also leads to reduced stress created from the work environment.
- **Placing plants in the surrounding environment to increase well-being.** Not only will plants lead to creating a more pleasant environment, but they also contribute to increasing productivity [2] and concentration [4] as well as decreasing stress.
- **Reducing carbon emissions by planning a holiday nearby instead of across the world.** Taking care of the Environment is a two-way street: it contributes to creating more pleasant surroundings and is also directly beneficial to human health.[1,2]

If you perform even just one of these activities, you will not only be improving your Environment LQI™, you will also be doing some good for other people and the planet too.

As illustrated by the reference materials listed below, every recommendation is accompanied by an article explaining in detail the positive effects related to the Environment LQI™ and offers links to a wealth of research literature for those who may want more information.

REFERENCES

- [1] R. Ulrich et al., "Stress recovery during exposure to natural and urban environments", *Journal of Environmental Psychology*, vol. 11, no. 3, pp. 201-230, 1991. Available: [10.1016/s0272-4944\(05\)80184-7](https://doi.org/10.1016/s0272-4944(05)80184-7).
- [2] P. Piff et al., "Awe, the small self, and prosocial behavior.", *Journal of Personality and Social Psychology*, vol. 108, no. 6, pp. 883-899, 2015. Available: [10.1037/pspi0000018](https://doi.org/10.1037/pspi0000018).
- [3] R. Wolever et al., "Effective and viable mind-body stress reduction in the workplace: A randomized controlled trial.", *Journal of Occupational Health Psychology*, vol. 17, no. 2, pp. 246-258, 2012. Available: [10.1037/a0027278](https://doi.org/10.1037/a0027278).
- [4] Y. Oh, S. Kim and S. Park, "Real Foliage Plants as Visual Stimuli to Improve Concentration and Attention in Elementary Students", *International Journal of Environmental Research and Public Health*, vol. 16, no. 5, p. 796, 2019. Available: [10.3390/ijerph16050796](https://doi.org/10.3390/ijerph16050796).

Boosting LQI™ with genetic screening

Another critical area that makes the syd™ AI engine distinctive is genetic screening. All humans have near-identical DNA sequences across the estimated six billion-letter code for their genome.

A genomic variant occurs in a location within the DNA where that code differs among people. Changes in either one or many of their genes affect human traits and disorders, frequently coupled with environmental factors. Some variants increase the risk of developing a disease while others may reduce such risk. Individuals can choose to have a genetic screening test completed on their saliva sample.

At iamYiam, we combine genetic screening results with a public database of studies investigating associations between genomic variations and human traits and disorders to compute an individual risk score for 60 traits and disorders related to diet, health, mind, fitness, and other characteristics.

In each of the characteristics listed, results are shown on an amber to green scale on the syd™ app.

Empowering your LQI™ journey with syd™

From the employee perspective, all of these dimensions come together via syd™. It communicates and behaves as an engaging and intuitive digital companion, offering recommendations, encouragement, and feedback.

Individuals can also use syd™ to visualise their weekly, monthly, and yearly progress on these biometrics, with detailed information about the tangible health benefits and research in a dedicated section of the app. This helps individuals to feel more in control of their life quality and gives them a clear way to measure their progress.

This regular 'in time' check is vital as our daily actions often have measurable effects years in the future.

Understanding genetic predisposition also adds a crucial perspective to individuals on their empowering journey with syd™. Knowing one's susceptibility certainly does not equate to an adverse outcome. For example, when individuals find out that they have a higher genetic risk of obesity, they will be well informed of the risk and supported via syd™ to keep their weight under control.

A positive investment for a healthier workplace

We know that investment in health and the causes of ill-health, pays. A healthier working-age population is expected to translate into an economy with higher overall productive capacity, increased tax revenues, and reduced spending on health-related social security payments and strengthening public finances.

Using syd™, our clients' employees reduce stress by 19%, increase energy levels by 23%, and increase overall life quality by 20%. They're seeing a reduction of 5 full days of absences – giving a 12.5x ROI.