

## Workforce of the future – Rethinking Success

**The thought leadership session on “Rethinking Success” will be facilitated by UBS on the first day of The Brain Forum 2016. Dr. Aki Hintsa will give an overview of the “Logical Framework Approach of Human High Performance”, a philosophy he created in order to achieve better health and performance.**

During the Entrepreneurship and Innovation Day of The Brain Forum (26 May), UBS will hold a thought leadership session, with Dr. Aki Hintsa, on “Rethinking Success”. Dr. Hintsa created the “Logical Framework Approach of Human High Performance”. This philosophy and concept has been the platform for his later work with many Olympic athletes, Formula 1 drivers and business executives around the world.

Based on a holistic and proactive approach, this philosophy integrates six key elements of health and wellbeing. These are physical activity, nutrition, sleep and recovery, biomechanics, mental energy, and general health. Achieving better health and performance is mostly based on improving our status in each of these six elements. According to Dr. Hintsa living a better life also requires us to rethink our concept of success and evaluate our goals in light of who we are and what is important for us.

Dr. Jamil El-Imad, CEO of The Brain Forum, comments: “The Thought Leadership session demonstrates the fact that brain science is relevant in fields outside of academia and healthcare. Supporting brain research and discussing the impact it has on our society and our way of working will help us to prepare for the future and ensure that we gain maximum benefit from the great work of talented scientists.” “UBS is keen to support one of the most valuable platforms where brain science provides insights into the latest research and innovations, discussed by a fascinating combination of thought leading experts and entrepreneurs. The developments in this area will be vital for the transition of our lives and will affect every aspect of it. It shapes and influences the future of our workforce; will create new investment opportunities through innovative technology and will be the most significant lever of human health and productivity in the future.” adds Nicholas Wright, Chief Marketing Officer at UBS Wealth Management.

**For more information, please contact:**

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**About The Brain Forum – [thebrainforum.org](http://thebrainforum.org)**

The Brain Forum, first launched in 2013, brings together novel thinkers and pioneers in brain research, technology, healthcare and the economy. Researchers, engineers, healthcare professionals, entrepreneurs, industrialists, investors, funding agencies and policy makers will meet at The Brain Forum 2016, to advance our understanding of how the brain works and to accelerate the application and value of this knowledge in society and the economy.

