

MEDIA KIT

THE AGELESS EXECUTIVE



The Science of Longevity
in the Boardroom

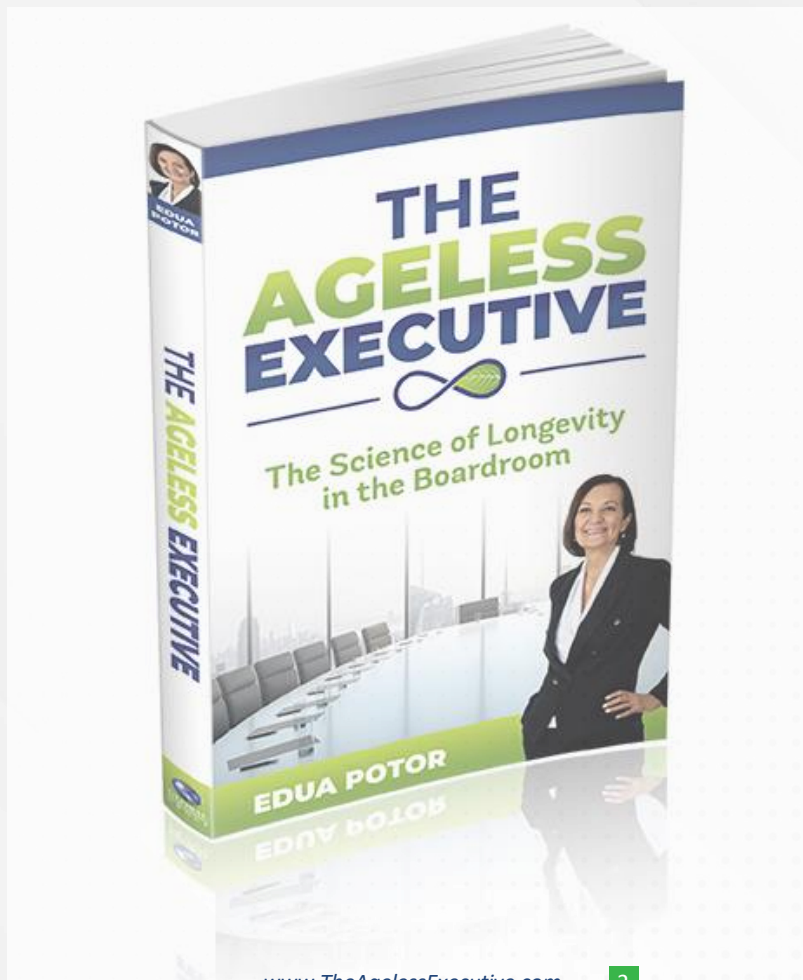
EDUA POTOR



OVERVIEW

OF THE MEDIA OPPORTUNITY

- ✓ **THE AGELESS EXECUTIVE, LAUNCH IN APRIL 2024 !**
- ✓ You are invited to get in touch for interviewing Edua Potor for content and relevance of her new book **THE AGELESS EXECUTIVE**.
- ✓ The book is written by International author, presenter, researcher and executive coach, Edua Potor. It is published and distributed by one of Australia's largest and most successful international publishing companies, "Global Publishing Group".
- ✓ It will reach markets all around the world, with a focus on Australia and New Zealand. The target market is Senior Executives, CEO's, Boards, Business owners, Entrepreneurs, Decision Makers. See the marketing section below for more information on this.
- ✓ The book is unique because it presents science-based data that leaders must be aware of to reach and maintain peak performance when running a company in today's changing leadership landscape.
- ✓ You have been identified as a potential participant/advertiser among a handful of reputable firms / companies in your field.
- ✓ For more on **THE AGELESS EXECUTIVE** and your participation, read on.



THE AGELESS EXECUTIVE



SAME TARGET MARKET

- The stakes have risen markedly in the recent turbulent years for leaders when it comes to facing unexpected challenges.
- The Global Health crisis has required them to make quick decisions, respond rapidly, and convey their directives clearly, taking into consideration the impact on their employees, their company and the bottom line.
- Most CEOs are very driven, and in times of pressure and stress, their natural tendency is to drive even harder.
- Executive Leaders are fully aware of the personal costs of high-level leadership, and some have difficulty handling stress.
- THE AGELESS EXECUTIVE is offering breakthrough solutions, targeting the executive market.
- This Media Kit covers the statistics demonstrating a receptive audience / readership for a leadership market and their employees, clients/customers and followers/readers.
- THE AGELESS EXECUTIVE launch will create readership interest in the region and Nationally.

WHAT IS IT ABOUT?

1. *The book offers breakthrough strategies to help reach and maintain peak performance and hold stress under control.*
 - How to achieve superior Brain function
 - The 13 Powerful obsessions of exceptional executives
 - How to make water “wetter” for extraordinary wellbeing and peak performance
 - The secrets of longevity hidden on your dinner plate
 - The medical truth about the impact of sleep on your work and in your life
 - How to beat adrenaline addiction and avoid burnout
 - How to access the unfair advantages leading to high achievement with the latest scientific research on health and longevity
2. **THE AGELESS EXECUTIVE** *uncovers the secrets to deal with stress and longevity in the boardroom and makes the book a must-read for seasoned Executives as well as those new to leadership.*

PRAISE FOR THE AUTHOR

- “ As an executive search professional and small business owner, I have interviewed thousands of “C” level executives over a 30-year career. I've enjoyed many conversations with that cohort about the importance of investing in the physical and mental well-being of their employees – their greatest asset. 'The Ageless Executive' is a well-researched, compelling read that reaffirms the importance of that investment. A highly recommended and timely book.

Kerryn Wilson, Director & Founder, Wilson Research

- This book is a powerful testament to the critical connection between well-being and performance. 'The Ageless Executive' offers actionable insights and practical strategies to empower anyone to unlock their true potential and thrive in today's world and its demanding business landscape."

Paul Middleton, Naturopath & Personal Trainer

- In The Ageless Executive, Edua presents powerful insights as to how you can unlock the secrets of peak performance. The tools and resources detailed in each chapter are easy to understand and Edua gives practical tips about how to find out what can really work for you as you navigate the corporate environment without having to suffer from stress and burnout.

Michael Fullick, author of The Strategic Advisor

PRAISE FOR THE AUTHOR

- As an entrepreneur, I've always believed that our greatest asset is our people. 'The Ageless Executive' is a compelling guide that reaffirms the importance of investing in the physical and mental well-being of employees. It's an eye-opener for anyone looking to build not just a successful business but also a vibrant and resilient organizational culture.

Savvas Leondas, Director, Savvas Leondas Enterprises Pty Ltd

- I've spent over 25 years dealing with "C" Level Executives in my role and have witnessed firsthand the significant demands and challenges faced by these individuals daily. The ability to do more with less continues to be a major factor in most executives lives and while there are many resources available to assist in managing work, the focus on managing physical and mental health is not as heavily supported. The Ageless Executive is a compelling guide that reaffirms the importance of investing in the physical and mental wellbeing for those working in high stress roles providing insights, both traditional and more alternative, allowing for peak performance and happiness.

Garry Medland, Director – Executive Search – Rhodium Executive



STATISTICS

***REGISTERED Companies / CEO'S / TARGET MARKET / SALARIES**

*** DEMOGRAPHICS**

Australia

Number of trading companies = number of CEO's or Executives

- 2,402,254 actively trading businesses (June 30 2021)
- 1,720 large corporate groups (turnover greater than \$250 million)
- CEO/ Executive salary in Australia starts at \$204,000 AUD + (July 2022)
- Earning \$180,000 or plus = top 10 per cent of earners in Australia (ABS)
- **Executive median age bracket 45 - 54 years and 71% are 45 - 64 years old**
- Gender split of 83% male - 17% female

New Zealand

- 562,520 registered enterprises
- Average salaries range for CEO's \$111,000 NZD to \$352,000 NZD. This compares to the average New Zealand salary of \$60,000 and annual median waged income of \$44,886 (2013 NZ Income Survey)

USA

- 8,000,178 Total Employer Establishments (2020 Economic Surveys Business Patterns)
- 20,139 large businesses
- 38,708 Chief Executive Officers currently employed in the US
- The average CEO salary in the US is between \$605,167 and \$1,031,554. (Aug.2022)
- **Average 54.1 years (2018)**

Increased interest in mental health and wellbeing in the workplace in Australia*

- In 2020-21 many Australians (61%) took actions to help manage their mental health. Of all people aged 16-85 years:
 1. 37% increased their level of exercise or physical activity
 2. 29% practiced thinking positively
 3. 28% did more of the things they enjoy.
- In 2020-21, 3.4 million Australians aged 16-85 years (17%) saw a health professional for their mental health.
- 82% of illness is stress related

WELLBEING AT WORK and HEALTH SAVVY CEO'S

- For many CEOs, 2020 was likely the year stress and anxiety played a significant role in performance. Some signs of mental health issues include feelings of fatigue, irritability, worry, isolation or rumination. (Korn Ferry – Being a CEO may be hazardous to your health)
- Since sleep and exercise can lower a person's cortisol levels (one of the stress hormones), focusing on self-care is vital for CEOs to stay strong, especially in stressful times. (CEO Magazine)
- Health and wellness have become urgent CEO priorities (Deloitte - CEO role employee health wellness)
- For organizations across the world, 85% of costs are absorbed by their people. (PWC)
- Talent is the “make or break” of an organization, so an inclusive, supported, and HEALTHY workplace just makes good business sense. (Sonder)
- Health was the responsibility of the individual, but now it's also critical for the employer (Deloitte)
- Health and wellness have become urgent CEO priorities (Deloitte: CEO role employee health wellness)
- Leading organizations, listed below, are approaching wellbeing as a strategic priority, presented at the Wellbeing at Work ANZ Leadership Summit. (2021)
 1. **Deloitte** - Head of Talent - Breckon Jones
 2. **Blackmores** - Global Organizational Development Director - Francine Boyes
 3. **Sumo Salad** - CEO, THR1VE, and former co-founder - Luke Baylis
 4. **Sonder** - Head of Enterprise - Dave Watson
- The contemporary Health Savvy CEO is an agent of change for organizational wellbeing and makes it their mission to ‘walk the talk’
- Case studies highlighting new role of CEO from Accor, Atlassian and Woolworths – (McKinsey & Company - Lurie and Tegelberg)



MARKETING

Target Market

- Executives/Business Leaders/Entrepreneurs
- Demographic: Men/women, 35-75 years.

Reach of book

- Markets all around the world in over 50,000 outlets
- International online distribution (e.g. Amazon, Barnes & Noble, Kindle, Ipads, Kobo readers).
- Retail distribution throughout Australia and New Zealand.
- Electronic distribution to over 29,000 outlets globally.
- Published by International Publishing House **“Global Publishing Group”**

News Media Campaign

- News Media Campaigns will be launched, initially targeting business media in Australia and NZ
- Multiple Press releases targeting different regions and multiple niches.
- Global Publishing Group and their authors have appeared in many major national and international media in a variety of formats including print, radio and TV. (e.g., The Australian, Channel 7, Foxtel, sunrise, channel 9, BBC, Money, CNN, Forbes, Herald, ABC, SMH.com.au, The Courier Mail, Entrepreneur Magazine, Reuters, Herald Sun, The AGE, Fox News, Wealth)
- Global Publishing Group have launched more bestselling authors than any other publisher.

Number of years in market and viewing numbers

- 4-5 years.
- Books are then passed around on average 9 times— with a print run of 5,500, this means the book is viewed by approximately 49,500 people
- Frequency of reprint will be dictated by the market response, but estimated every 3 months

Return on Investment in Wellness

- Productivity Commission estimates that mental health costs Australian workplaces \$17 billion each year.
- Harvard Business Review: every dollar invested in the intervention yields \$6 in healthcare savings.
- RAND Corporation’s analysis estimated an overall ROI of \$1.50, or a return of \$1.50 for every dollar that the employer invested in an entire wellness program + Employee Positivity Factor
- PWC (ROI Analysis report): Increasing evidence (ROI) of at least \$2.30 in benefits for \$1.00 –
- 600 national and international studies in past 20 years including multiple large meta- evaluations published by HAPIA shows \$5.81 saving for every \$1 invested in employee wellbeing.
- Research demonstrates that Healthy employees can boost a company’s bottom line.

CLIENT COMPANIES EDUA POTOR

WORKED WITH

PRESENTING

Edua Potor



International author | Presenter | Researcher | Executive Coach

- International author - Presenter - Researcher - Executive Coach
 - Edua Potor is a Global Executive Search Researcher, experienced in identifying C Level Executives and Boards. She searched for and interviewed well over 15,000 executive candidates.
 - During those interviews, Edua acquired a good understanding of the stresses and health risks faced by Senior Executives. Combining her own personal experience in recovery and her thorough study and research in the fields of health and longevity, Edua reveals in her new book, **THE AGELESS EXECUTIVE**, critical breakthrough strategies to upgrade your body, melt away excess weight, get younger and rejuvenate your brain!
 - She studied, researched, trained with, and learned from, experts and leaders in health, wellness and mind management and accumulated a wealth of information from scientists all around the world, some of which were awarded Nobel prizes for their discoveries of the keys to ageing, life span and health span.
 - Edua started her life in East Europe, where her family experienced the Hungarian uprising against communism, fleeing to Austria as political refugees. They experienced further expulsions from countries undergoing political turmoil, mainly in the Congo, Ruanda and Burundi. She then made an easy choice to relocate to Australia!
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- She lived in and visited 23 countries, was drawn to spiritual studies, eastern philosophies, and healing modalities and learned 5 languages. English is her fifth language and she is still fluent in French.
 - She has a bachelor's degree in Homeopathic Medicine (BHM), AdvDip PR and a Graduate Certificate in English Language and Literature from the University of Oxford.
 - She is an enthusiastic student of life, health, consciousness, and longevity, aspiring to the marriage of health, science, spirit and business.
 - Edua has established herself on the beautiful Coast of Queensland, Australia and starts each day walking barefoot on the beach or trekking through sand dunes and forests.
 - Her mission is to revolutionize wellness, its perception and importance, in the workplace.

THE AGELESS EXECUTIVE



REGISTERING YOUR INTEREST

Please take the time to fill in all necessary details, ensuring that all spelling and numbers are correct and legible, then email to edua@theagelessexecutive.com

Yes, I am interested in writing about this interesting book

Your Full Name: _____

Title: _____

Company Name: _____

Postal Address: _____

Suburb: _____ State: _____

Postcode: _____ D/L () _____ Mobile: () _____

Email: _____

Attached Press Release

Yes, I am interested in interviewing Edua Potor about her intriguing book.

Name: _____ Signature: _____ Date: _____

Please email this form to: edua@theagelessexecutive.com

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