



Simon Shepard has been described as a nuisance. A Chartered Physiotherapist by profession, he is a futurist who has worked in the worlds of sport, health and business.

He speaks internationally on :

- Resilience, recharge and responsibility
- Key Human Performance Indicators as the catalyst for success
- The Data of Fluffy Stuff and The Battle for Sanity

Simon Shepard is the CEO of Optima-life, an organisation that blends data and expert knowledge from the world of sport, health and business to create effective teams. He started his career at Lord's cricket ground in 1991 and has over 25 years experience as Head of Health & Performance for Middlesex CCC and MCC. Over the past decade he has talked and worked with organisations who recognise the value of their people and want to help them function effectively at both an individual and team level.

He has a methodical approach that challenges corporate teams to assess their performance behaviours; and with over 1.5bn data points at his disposal he underpins messages with science, bringing the concept of KHPIs (Key Human Performance Indicators) to life.

EXAMPLE KEY NOTE: THE DATA OF FLUFFY STUFF AND THE BATTLE FOR SANITY

In the VUCA world that the 21st Century presents, change has become pandemic and the demands on minds and emotions are reaching hazardous capacity. With the emerging levels of expectation accompanied by decreasing levels of stability, it seems that people are facing significant challenge in the working world of the 21st century. So, if performance, productivity, energy and focus are critical to you, and let's face it when are they not, how are you and your organisation addressing both the human and humane side of performance?

A session that will:

- Explore why organisations are realising that people are important
- Draw on over 1.5 billion data points that match physiological response to human behaviour
- Get people thinking about their Key Human Performance Indicators (KHPIs)

"Can I just say what you do is superb and why you do it is enlightening; I look forward to bringing your science to more people across the bank – the messages are so important."

– **Head of Culture, SCB**

"My driver to access this session was to identify which was likely to kill me first – being a CEO in today's NHS or simply lifestyle. For me it was lifestyle which won! So I have prioritised where I can, my work/life balance, raised my own awareness of stress and how to counterbalance that and take care of myself a little better than before."

– **CEO, NHS Trust**

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