



## Life Performance Coaching Services

*All services will be provided by Joshua Klapow, Ph.D.  
on behalf of Empirical Applications, Inc.*

It's what we do or don't do every day. The small decisions, actions, and interactions often can have an enormous cumulative effect on our lives. When emotions, thoughts and actions are functioning in unison the result is better performance. The ability to optimize emotions, cognitions and actions leads to better decision making, reductions in stress, improved focus and concentrations, and overall improved well-being. Optimizing performance works best when an individual can make incremental changes in "real time" in their daily lives. Unlike psychotherapy, which focuses on a weekly visit to address challenges centered on a psychological or psychiatric diagnosis, performance optimization focuses on assisting the individual in real time by leveraging technology.

Often people find themselves in a position where family, colleagues, and friends are not the most appropriate individuals to share struggles with. Time is a precious commodity, and any given day may either function well without problems or be a struggle with the need for guidance. Performance optimization places a highly skilled, highly trained doctoral level psychologist in the client's life. The psychologist is not there to provide psychotherapeutic services.

The psychologist is, for all practical purposes, an optimization coach. The client has access to the psychologist at any time via phone, email, or text. In the performance optimization model, the client gains access to an individual who understands human behavior, corporate and business practices, family dynamics, and the psychophysiological processes that may reduce efficiency in decision-making, may cause unneeded and unintended stress, and may reduce the overall well-being of the individual. In performance optimization, the client has access to a professional who can help maximize their internal resources to function better at work, home and in life. This approach allows the client to make necessary adjustments and changes in their life as needed and when needed. It provides a confidential, personalized and tailored experience that sits "outside" of the health care delivery system, but "inside" the client's true daily experience.

### **General Areas Covered:**

- Lifestyle change
- Health and wellness improvement
- Relationship coaching
- Stress management, life blend refinement
- Communication (relationship, parenting, professional)
- Life transitions (work, relationship, parenting)
- Life design consultation (goal setting, life plan development)
- Crisis communication, crisis transition coaching