

Speaker | Video Creator | Author

MICHAEL S. MELNIK

The Energized Approach™

THE STORY BEHIND THE ENERGIZED APPROACH™

*More than 25 Years of Generating Energy
for Safer, Stronger, More Engaged Workplaces*



The story of The **Energized Approach** began more than 25 years ago, but Michael's involvement in helping organizations improve their energy and engage employees began well before that.



Early in his career, Michael conducted safety training for employees. He walked into training rooms filled with employees who were ready to be bored to tears and who were only there because the session was mandatory. Michael saw this as a challenge, and he chose to take it head-on. He began his quest to provide training that was more fun, more personal and most importantly, more effective. He traveled the country bringing his engaging, high energy and practical message to thousands of employees at many of the countries' largest companies.



Michael knew that powerful presentations for employees were only part of the equation. Managers, supervisors and leads set the tone of an organization, so Michael focused his energy on this group. This is when The Energized Approach was born.



The **Energized Approach** helps companies create work environments where employees are motivated and engaged. Whenever companies implement "change", the variable that has the greatest impact on success is the energy of employees at every level of the organization. When this energy is good, progress is made. When it's bad, progress is limited, frustration is high and morale is low. **The Energized Approach**, with the help of the **10 Energy Sources**, shows organizations how to seamlessly make "going after the energy" the normal course of business.



To help his clients keep the energy up, he created the **ReachOut365** video coaching platform. It provides access to more than 250 videos on a variety of health, safety and "energizing" topics. Everything that Michael has shared with his clients over the years is available **24/7/365**.

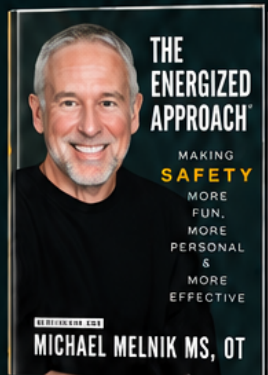


Most recently, Michael wrote a book about The Energized Approach. It's a compilation of stories from his 30-year journey of helping companies energize their workplaces, their programs and their people.

ReachOut365™ VIDEO COACHING PLATFORM



- ✓ 250+ Videos
- ✓ Dozens of Topics
- ✓ Anytime, Anywhere
- ✓ 24/7/365 Access
- ✓ Fresh Content
- ✓ Expert Insights



**REAL STORIES.
REAL RESULTS.
REAL ENERGY.**

Stories, lessons and insights from more than 30 years of helping organizations energize their workplaces, their programs and their people.

ENERGY IS CONTAGIOUS. LET'S SPREAD IT.