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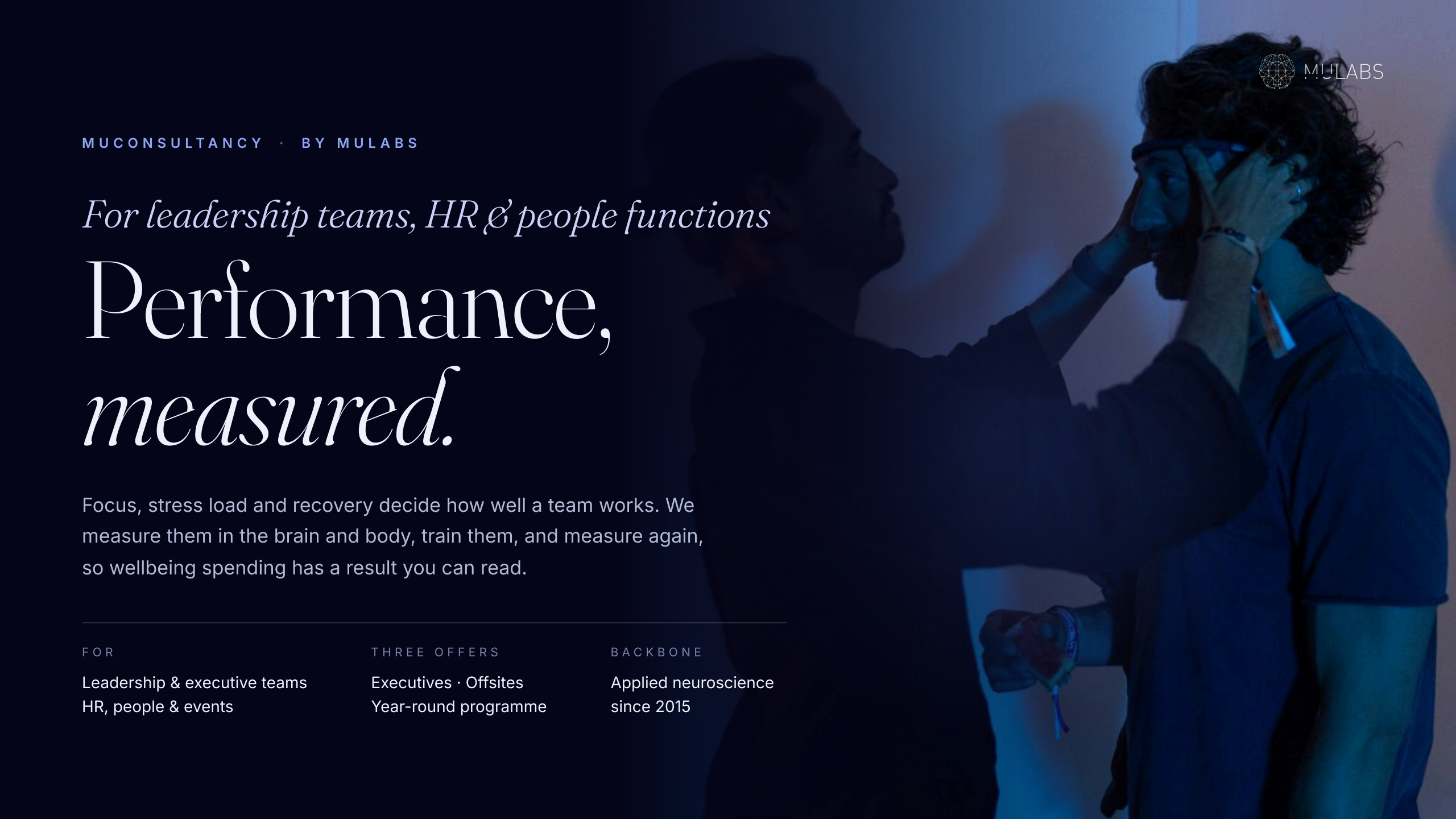
MUCONSULTANCY · BY MULABS

For leadership teams, HR & people functions

Performance, *measured.*

Focus, stress load and recovery decide how well a team works. We measure them in the brain and body, train them, and measure again, so wellbeing spending has a result you can read.

FOR	THREE OFFERS	BACKBONE
Leadership & executive teams HR, people & events	Executives · Offsites Year-round programme	Applied neuroscience since 2015



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Companies measure everything. *Except the people doing the work.*

Wellbeing budgets lack a result.

Apps, talks and wellness days are bought every year. Few companies can say what changed in the people who took part.

Surveys arrive late.

An engagement survey tells you how people felt months ago, in their own words. It does not show focus, stress load or recovery.

Leaders are the least measured.

Executives track every number in the business except their own attention, stress load and sleep.

MuLabs brings the missing layer: *measure*, *train* and *re-measure*, with privacy built in.

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Where we *work with teams*

Each offer runs on its own. Together they make a year in which wellbeing has a baseline and a result.

EXECUTIVES

Executive brain & body programme

A qEEG map and heart-rate variability reading, a private reading of the results, training in focus and recovery, and a second map at the end.

QEEG · HRV · NEUROFEEDBACK

OFFSITES

Measured offsites & kick-offs

Breath Lab, Brain Mirror and live biodata rooms at offsites, conferences and kick-offs, with an anonymised group report afterwards.

BREATH LAB · BRAIN MIRROR · VOXEL CUBE

YEAR-ROUND

The measured programme

Check-ins at set points of the year, training in between, on site or remote, and a yearly anonymised report for HR.

CHECK-INS · REMOTE TRAINING · YEARLY REPORT

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The executive *programme*

For a leadership team or a single executive. Individual results belong to the person; the company only sees what each person chooses to share.

i

Map

qEEG brain map, heart-rate variability and short questionnaires on focus, stress and sleep.

QEEG · HRV

ii

Read

A private conversation that explains the results in plain words and sets one or two goals.

ONE TO ONE

iii

Train

Neurofeedback, heart-rate coherence and breath sessions, in Lisbon or remotely.

NEUROFEEDBACK · BREATH

iv

Re-map

The same measures again, so the person sees what moved and what did not.

BEFORE / AFTER

v

Keep

A personal summary and a simple practice to keep, with optional check-ins through the year.

PERSONAL SUMMARY

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Formats we bring *into the room*

Run by our own team, combined to fit a morning, a full day or a multi-day offsite.

BREATH

Breath Lab

Guided breathwork with live heart-rate and breath feedback, for groups of 6 to 60.

NEURO-VISUAL

Brain Mirror

One volunteer's live EEG drives a large visual the whole room can watch.

IMMERSIVE

Voxel Cube

A walk-in light-and-sound volume that responds to biofeedback.

ASSESSMENT

Check-in station

Two-minute heart-rate snapshots and three questions on arrival and at the close.

TALK

The brain at work

A talk on focus, stress and recovery, built around the room's own anonymised data.

REPORT

The group report

Participation, before-and-after self-report and anonymised group physiology, for the organisers.

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A year with a *baseline and a result*

01 · START

Baseline

Short brain and body check-ins for everyone who opts in, plus deeper maps for those who want them.

02 · TRAIN

Practice

Breath, focus and recovery training on site or remote, with group sessions at key moments of the year.

03 · RE-MEASURE

Same measures

The check-ins repeated under the same conditions, so the year can be read honestly.

04 · REPORT

For HR

An anonymised group report: participation, what moved, what did not, and next year's plan.

Wellbeing with a result you can read.

MULABS

Your people's data *stays theirs*

Measuring people at work only works if they trust it. These rules are part of every contract.

Opt-in, always.

Each person chooses to take part and signs their own consent. Saying no has no consequence.

Individual results are private.

A person's map and reading go to that person only. The company never sees individual data unless the person shares it.

Groups, not people.

HR receives anonymised group results only, for groups large enough that nobody can be identified.

Wellbeing, not assessment.

No diagnosis, no ranking, no use in performance reviews or hiring. Data is never sold.

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One year, *in one report*

Participation
Who took part in each format, and how often, as group numbers only.

Before and after
Self-reported focus, stress and sleep at the start and the end of the year.

Group physiology
Anonymised heart-rate variability across the programme, as one shared curve.

Honest reading
What changed, what didn't, and what a year of data can and cannot show.

Next year
The two or three changes worth making, if any.

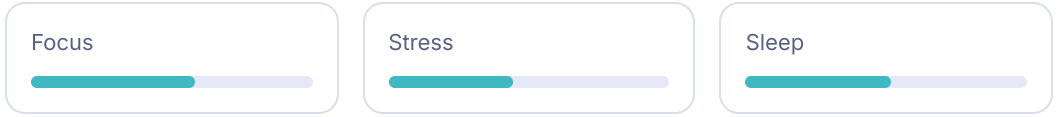
Year-round programme

SAMPLE LAYOUT

GROUP HEART-RATE VARIABILITY ACROSS THE YEAR



SELF-REPORT, START → END



Layout only. Shapes are placeholders, not results.

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We have run this *before*

27
PROJECTS

Studies and activations since 2015
Research pilots, experiences and consultancy work for wellness, brand and research clients.

5
ACTIVATIONS

Breath Lab with Alchemy Rewire
Co-created group breathwork format, run in four countries.

40+
VENUES

Conferences, stages and installations
Live biodata at Web Summit, SXSW, Telekom Innovation Labs, Milan Design Week and TEDxMarvila.

41
PARTICIPANTS

Wellness pod: two programmes (2024)
EEG, heart-rate variability, respiration and skin conductance, with pre and post baselines.

OUR STANDARD

If we can't measure it, we don't promise it.

Pre-specified. The outcome is written down before the first measurement.

Measured, not claimed. We report what the data shows and nothing more.

Null results reported. When an effect isn't confirmed, we say so plainly.

Privacy first. Participant data is anonymised and never sold.

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Four ways to *work with us*

i The executive programme

PROGRAMME

A leadership team or one executive: map, private reading, training and re-map.

ii The measured offsite

ONE EVENT

One offsite, kick-off or conference with live biodata formats and a group report.

iii The year-round programme

ONGOING

Check-ins, training and a yearly anonymised report for HR.

iv Talk & workshop

HALF DAY

A talk or half-day workshop on focus, stress and recovery, with the room's own data.



POWERED BY MULABS

The brain as something we can *train*.

MuLabs is a Lisbon neuroscience lab working with qEEG brain mapping, neurofeedback, biofeedback and biodata arts. Our analysis software, MuLabs PRYSM, turns brain and body recordings into results a person can understand. MuConsultancy brings that lab to leadership teams and the companies they run.

FOUNDED
Lisbon, 2015

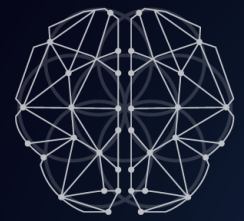
LED BY
Francisco Marques Teixeira

METHODS
EEG · HRV · breath · biometrics

REACH
Portugal, Europe & the Gulf

START THE CONVERSATION

Let's measure how your team *works*.



MULABS

Tell us about the team, the offsite or the year you are planning. The first step is a 30-minute call: what you want people to feel, and how we'll know it worked.

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STUDIO
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