

The FlipSide Plan Inc. is a global provider of corporate wellness programs, workshops, and training sessions for professionals in fast-paced environments, focusing on optimizing productivity and health through science-based tools and techniques.



By integrating six key areas of health: time, stress, sleep, food, movement, and brain health, The FlipSide Plan creates the platform for enhanced productivity, always recognizing that time is the catalyst for change and habit formation.

Committed to imparting education and training on healthy lifestyles and accumulated expertise working with high-performing professionals, The FlipSide equips individuals with tools to achieve balance in a fast-paced working environments.

Why The FlipSide Plan?

The expertise of Rosana Fernandez (MSc) and Maria Virginia Anzola (LLM) as founders and leaders excels at providing content designed and crafted specifically for professionals and executives in fast-paced, hybrid work environments.

These accomplished corporate women with over 25 years of experience and esteemed degrees provide a unique and realistic perspective as professionals, parents, athletes, and champions of health, productivity and human performance.

Some Clients.

Impala Canada Ltd, HudBay Minerals Inc, New Gold Inc, Weirfoulds LLP, Gowling WLG, Fogler Rubinoff LLP, EY Central America, Trax Retail.

About Us.



Maria Virginia Anzola
LL.M, INHC

With a distinguished career as General Counsel and Corporate Secretary for Ascendant Resources Inc (TSX-ASND) and Cerrado Gold Inc (TSXV-CERT), Maria Virginia brings to The FlipSide a wealth of knowledge of the realities of the corporate environment. Her educational background includes a Master's degree from The University of Michigan and Osgoode Hall Law School. She also holds certification as a Nutrition and Health Coach, specializing in corporate wellness. Through her vast experience, she excels in teaching practical and realistic tools to busy professionals operating in hectic environments to optimize their well-being while navigating the demands of their professional and personal lives.

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Rosana Fernandez
MSc, INHC

With over 20 years of experience as a project manager in various industries and international settings, and holding an MSc from The London School of Economics, Rosana brings creativity, problem-solving and dynamic expertise to The FlipSide. Also certified in Applied Positive Psychology, Mindfulness, and Integrative Health and Nutrition, her mission is to empower individuals to improve their health while maintaining peak productivity during the height of their career growth. By combining behaviour change strategies, growth mindset and project-management skills, she helps individuals achieve well-being and thrive in their professional paths.

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The FlipSide Plan's Workshops

The FlipSide's workshops are a fantastic and optimal starting point for organizations that prioritize health and productivity. Based on the six areas of health, participants gain a wealth of knowledge, tools, and strategies to implement in their professional and personal growth. The sessions are carefully designed to be realistic, practical and engaging and guarantee attendees will leave with actionable items while taking into consideration their constant time constraints.

The workshops are customized to meet each client's specific needs and challenges, ensuring they are attuned to the fast-paced and demanding nature of the professional realm. These 1-hour sessions provide targeted learning and professional development opportunities. Delivered online and in person, these sessions can be a stand-alone offering or bundled into comprehensive Health & Productivity series.

Time: Your Non-renewable Currency, Master It!

Four strategies to optimize your most valuable asset: time.

Hybrid Workplace IQ: Thriving with Email, Communication, Teamwork, and Productivity.

Amplify communication prowess with skills for e-work excellence.

Efficiency Unleashed: Goal Setting Strategies for Busy Professionals.

Discover a transformative system to create efficient goals that drive success through productivity and personal growth.

Zen Mode: Focusing Techniques to Minimize Distractions and Maximize Productivity.

Manage distractions and maximize focus to produce high-quality work in due time.

Make Meetings Great: A Call to Create Value and Traction.

Become a meeting maestro in the modern work environment and be the trendsetter for meetings everybody wants to attend (available in-person).

Productivity Unleashed: Harnessing Strengths and Brain Science.

Leverage strengths, flow, and mindset for increased productivity.

Stress and Resilience: Navigating the Pressure with Grace.

Convert stress into a positive performance driver with four tools.

Dream Deep, Perform Strong: Optimizing Sleep Superpowers.

Discover eight essential habits to improve sleep.

Lifestyle Changes: A Practical Approach to Addressing Common Health Concerns.

Explore common health concerns and identify six lifestyle changes to boost health, prevent unwanted conditions and enhance overall performance.

Move Forward: Exploring Science and Solutions for Busy Professionals' Fitness Success.

Discover the scientific benefits of exercise and how to integrate daily activity into a busy life.

Cracking the Code of Nutrition: Smart Choices for Busy People.

Understand the basics of nutrition to optimize health, manage weight, enhance cognition, and sustain energy through small yet impactful choices.

Food Jungle Mastery: Shop Smart, Choose Wisely, Eat Healthy!

Become a savvy consumer in the food jungle and learn how to navigate the overwhelming options and labels.

Meal Planning Mastery: Empowering Busy Professionals for Health and Productivity.

Master the art of meal planning to reduce stress, gain time, eat healthily and improve productivity.

Holiday Hustle: Staying on Track and Slaying the Season!

Practice ingenious hacks to preserve year-long efforts amidst the holiday frenzy.



The FlipSide Plan's Training Session

The FlipSide Training Sessions are built to suit clients' needs, and an opportunity to dive deeper into a topic, offering time to practice strategies and tools and understand how to implement them in daily routines. To ensure relevancy and alignment with participants' specific needs and work environments, The FlipSide meticulously constructs real-life scenarios based on information gathered from preliminary interviews and/or surveys with the team.

Training sessions are typically 90 minutes long. The FlipSide recognizes flexibility and may adapt the length of the sessions to accommodate the time availability, ensuring optimal engagement. To further support the learning journey, follow-up is provided after each session with a summary, key takeaways, and additional deliverables and resources for those interested in acquiring a deeper understanding of the concepts and practices.

The Training Sessions are designed to offer a comprehensive and hassle-free experience, providing a seamless "turn-key" solution that attends to every detail from internal marketing and communications support, learning material and support, to post-session debriefing and follow-up.

Some examples of Training Sessions are described below:

Going Remote? Best Practices on E-Work, Communication, Expectations and Delegation

Designed for remote managers seeking to improve workflow, communication, and e-work practices, this 2-hour training session offers an engaging discussion and interactive exercises to acquire strategies for efficient teamwork. Templates and worksheets help set clear work expectations.

Key to this session is a 5-level delegation strategy empowering effective delegation and benefiting both parties. The outcome is enhanced productivity, collaboration, and reduced friction.

Participants explore email communication optimization in today's hybrid and remote work environments to discover best practices, avoid common mistakes, and become trendsetters fostering clarity, professionalism, and connection.

Additionally, participants delve into character strengths to improve their understanding of themselves and others as a means to build better communication.

Hybrid C-Suite: A 5-month Productivity and Health Training.

Curated and designed for a team of ten executives in the mining Industry, the goal of this training program on Health and Productivity is to provide the team with common tools and techniques, as well as shared vocabulary and awareness to open the space for prioritizing health and improving both individual and collective performance.

Emerging from the pandemic, and set to work on a hybrid environment, the sessions provide science-based concepts, tools and strategies targeting the following areas:

- time optimization in a hybrid realm,
- e-work best practices and efficient communication,
- stress management to increase performance and avoid burnout,
- focused and deep work, both individually and collectively (i.e. meetings) to produce high quality results, and
- sleep habits to implement and avoid,

all to improve overall mental wellbeing to a team working on a fast-paced, high risk, 24/7 industry.



Our Services



	Workshops	Training Programs	Wellness +
Duration	60 min	90 min minimum	2 months minimum
Delivery Method	Online / In person	In person	Online / Hybrid
Delivery of Content	Per topic	Per topic	Per module
Max # of Participants	No Cap	5-20	No Cap
Internal Marketing	✓	✓	✓
Worksheets	✓	✓	✓
Challenges			✓
Preliminary Interviews		✓	✓
Personalized Support		✓	
Access to Community Platform			✓
Open Q&A Sessions			✓
Individual / Group Coaching		*	✓

*Individual and Group Coaching is available for training programs upon request.