

— Exploring - Diagnosing - Enriching —

THE N WORD?! BOOK SERIES Pt. 2

9 BUSINESS N'richment Narratives Detailing

AN INSPIRATIONAL 30-YEAR CASE STUDY OF THE

Neurodivergent SuperPower!

A TECH - Based Resource Building N'richment

Services + Tools + Products

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The iiiNWord?! Pt. 2

9 N'richment Narratives Detailing An Inspirational 30-Year Case Study Of The Neurodivergent SuperPower!

This Book Is Not Just A Good Read,

It's A **Tech-Based**

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That Builds N'richment

Services + Tools + Products

Business N'richment Case Studies

Case Study #1 - Health & Fitness Operational Manager: 2005 – 2006

(Various Employees / Synergy - Baldwin, NY & East Meadow, NY / i.e. Holistic Wellness Services SP - Long Island, NY)

Being the operational manager at Synergy Health & Fitness presented Huemility with diverse opportunities to further strengthen his neurodivergent superpowers and broaden his holistic wellness endeavors amid the ripe neuro challenges that existed within the large business environment. Synergy Fitness operated in multiple locations within Long Island. The Baldwin location bled freely as a 24-hr incubator of race, social classes/groups, gender types, and very visible neurodivergent identities.



Inside the large health & fitness business nothing happened in true isolation, albeit signing up for a membership, exercising, and/or showering.

Untrained & disorganized sales associates at the ever-bustling Italian-American-owned and German-American-run gym were responsible for processing new members into the facility. The staff, which lacked diversity, was also responsible for maintaining relationships with the new members to preserve contracts that often wouldn't last longer than a month due to unstable client commitment.

Overburdened trainers faced the daily challenge of prohibiting the use of gym equipment reserved for their clients if to deliver their services effectively.

Outside brands and service providers showed lack of care for safe operation by placing boxes and/or performing maintenance on workout machines, which often affected the member experience.

Additionally, accounts receivable & ACH authorizations issues were the norm behind the chaotic sales desk.

Facility maintenance and day-to-day expenses continued to be an issue existing amid the daily drama of gym business at Synergy during the early 2000s.

All of those dramas within the business were especially interesting to Huemility. However, the open gym floor itself struck him in an even greater way.

Unlike an office where people could close a door, this was a habitat where everyone could see, hear, and feel what everyone else was doing.

And because of this, Huemility, who spent roughly a month observing the gym environment, mostly acted standoffish with his enrichment desires beckoning him take action.



Huemility cleaning up at Synergy Fitness

However, Huemility would play like a docile janitor soaking up the gym-goers personalities, wants, needs, and habits similar to a secret agent during a mission of espionage. Unable to fight the urge, the 360 immersive neuro-nightmare that existed in Synergy deeply affected Huemility to the point that summoned his superpowers of cPTSD *(complex post-traumatic stress disorder)*, OCD *(obsessive compulsive disorder)*, severe hyper-vigilance, and a tendency to hyper-regulate or overcompensate!

Innately, Huemility began hatching an enrichment plan to balance the intense habitat where members arrived with different personalities, routines, sensory tolerances, expectations & reasons for joining the popular gym. Elite trainers like G. Ainbinder & membership consultants brought positive ways of organizing, communicating, and handling neurological pressure.



Photo Courtesy Of
Synergy Fitness Website

However, other gym workers possessed less care for managing their neuro stresses.

Huemility quickly realized there was no system in place to balance the extreme contrast of mentalities, which made the gym an unusually revealing place to study people's neurological traits—a business ripe for enrichment?!

Motivated by instinct to balance the gym, Huemility began to cultivate opinions, solutions and plans to execute acceptable innovations of enrichment amid the business from ops to merch to sales.

"Through Humbly Exemplifying intuition + imagination + intelligence, Neurodivergents Will Optimize Reality Dynamically!!!"



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