

BE WELL LEAD WELL

PULSE® CERTIFICATION

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We become
our habits.

We can
evolve.

Wellbeing is
an innate
capacity.

Wellbeing
inspires
well-doing.

WHAT CAN YOU EXPECT?



1. GAIN INSIGHTS INTO THE SCIENCE OF THRIVING AND ITS LINKS TO LEADERSHIP



2. APPLY BE WELL LEAD WELL PULSE® FOR 1:1 LEADER DEVELOPMENT



3. DEEPEN YOUR WELLBEING JOURNEY THROUGH BE WELL LEAD WELL PULSE®

**GREATER ABILITY TO MAKE
THRIVING A LEADERSHIP ASSET**

KSA's OF A CERTIFIED GUIDE

SELF-ASSESSMENT

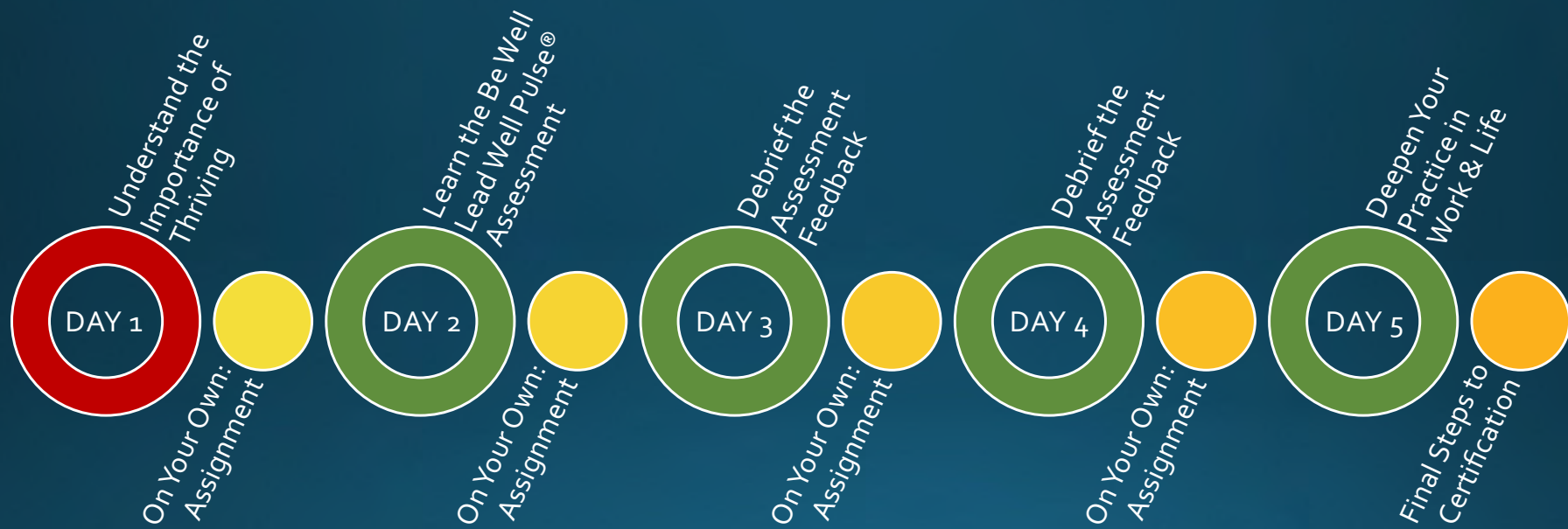
Assess Your Knowledge, Skills & Abilities



INSTRUCTIONS: Using the 1–5 scale provided below, circle the number that reflects your current knowledge, skills, and abilities to use the Be Well Lead Well Pulse® assessment system.

1 2 3 4 5
 Novice Advanced Beginner Competent Proficient Expert

KNOWLEDGE	SELF-ASSESSMENT #1	SELF-ASSESSMENT #2
A holistic definition of thriving	1 2 3 4 5	1 2 3 4 5
Why thriving is a priority in leadership and organizations today	1 2 3 4 5	1 2 3 4 5
The link between thriving and leadership	1 2 3 4 5	1 2 3 4 5
6 dimensions & 19 subcategories of the Be Well Lead Well Pulse® assessment	1 2 3 4 5	1 2 3 4 5
The contents of the Be Well Lead Well Pulse® assessment	1 2 3 4 5	1 2 3 4 5
The contents of the Be Well Lead Well Pulse® Interpretation Manual	1 2 3 4 5	1 2 3 4 5
When to use Be Well Lead Well Pulse®	1 2 3 4 5	1 2 3 4 5
Ways to share Be Well Lead Well Pulse® with leaders	1 2 3 4 5	1 2 3 4 5



BE WELL LEAD WELL PULSE® CERTIFICATION

THRIVING & LEADERSHIP: WHY THRIVING, WHY NOW?

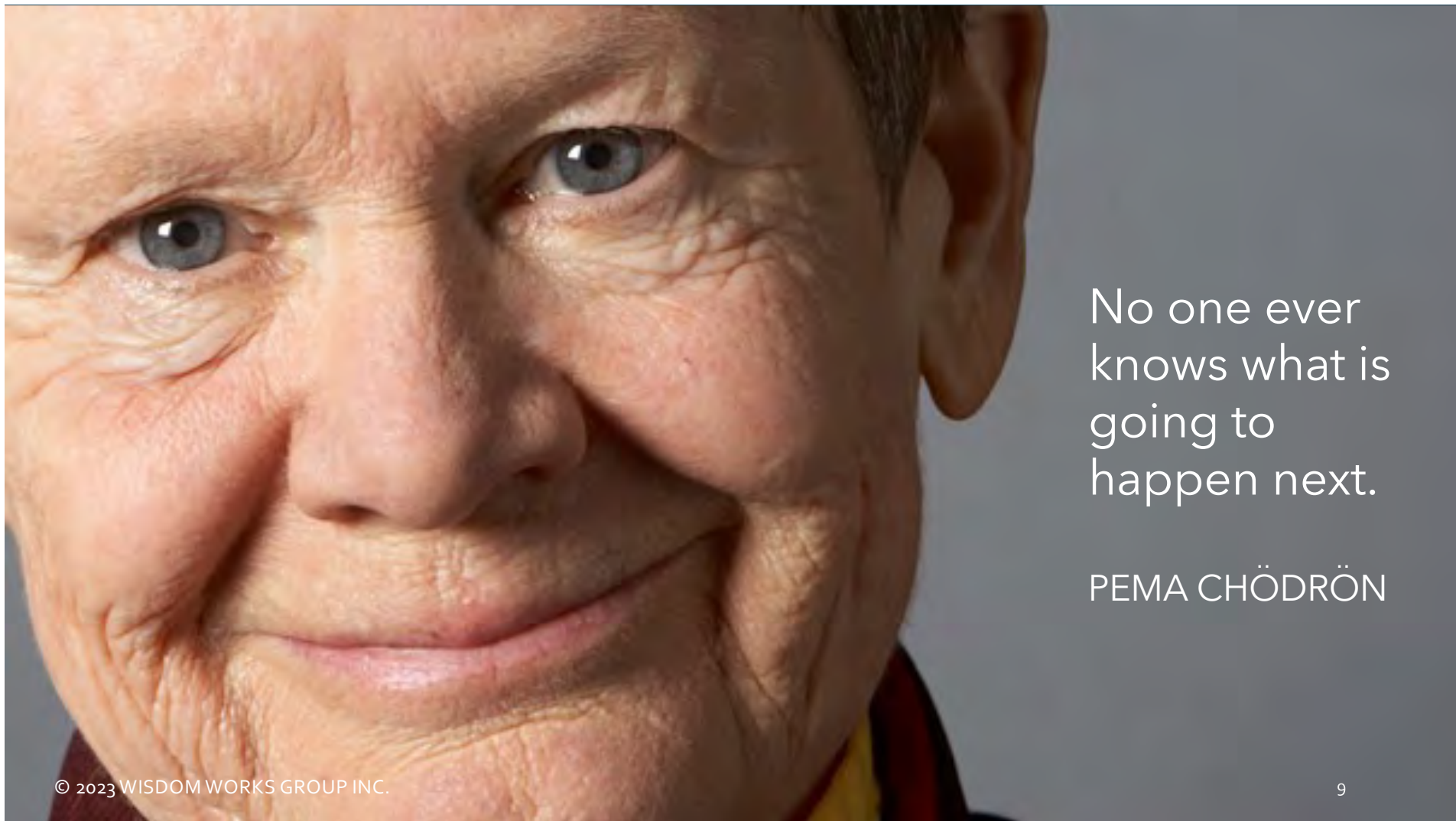
How are current events affecting **leaders' ability to thrive?**

Why does thriving matter to organizations & leadership?

What **enables or limits thriving?**

How do leaders **connect personal thriving with how they lead—including yourself?**





No one ever
knows what is
going to
happen next.

PEMA CHÖDRÖN



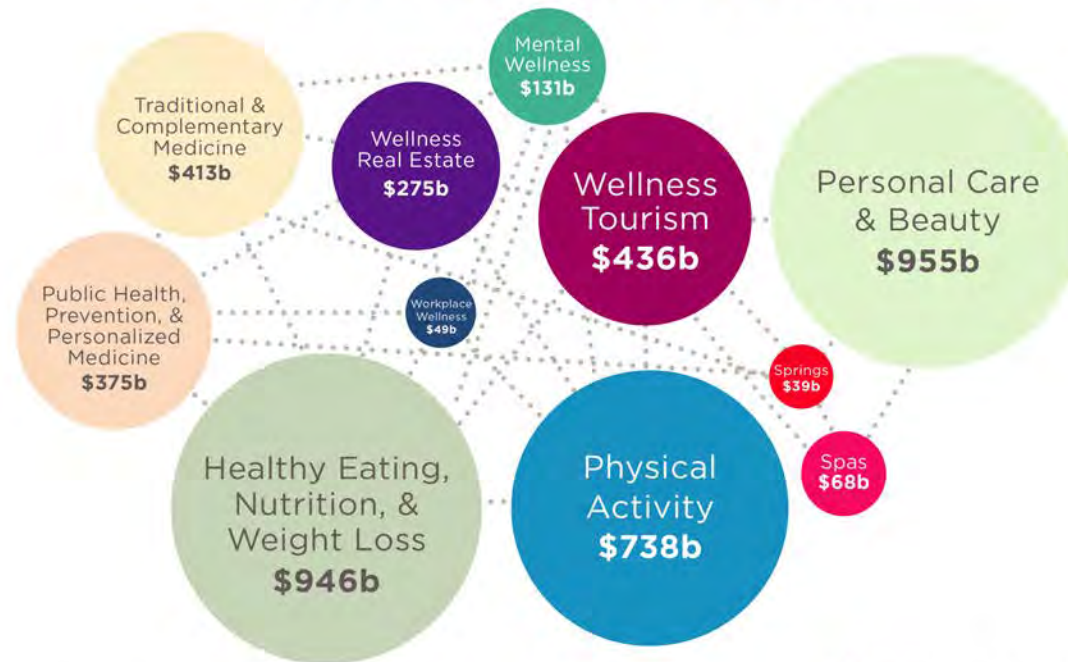
REFRESH



- Australian Unity Wellbeing Index
- Global Inclusiveness Index
- Happy Planet Index
- Social Progress Index
- Sustainable Development Goals Compass
- UN Human Development Index
- UAE Wellbeing Global Survey
- World Stress Index
- Canadian Index of Wellbeing
- Global Peace & Humanity Index
- Legatum Prosperity Index
- Sovereign Wellbeing Index of New Zealand
- Sustainable Economic Development Assessment
- Wellbeing Index (Gallup–Sharecare)
- Index for Wellbeing Sustainability, Food Sustainability Index (BCFN)
- Migrant Wellbeing & Development, and How the World Views Migration
- Genuine Progress Indicator
- Gross National Happiness Index
- OECD Better Life Index
- State of the USA
- UK National Wellbeing Index
- Personal Wellbeing Index of China
- Global Youth Wellbeing Index
- Standard & Poor's Ratings Services Global Financial Literacy Survey

WELLBEING INDEXES

GLOBAL WELLNESS ECONOMY: \$4.4 trillion in 2020



Note: Numbers do not add to total due to overlap in sectors.
Source: Global Wellness Institute

WELLBEING AS DIFFERENTIATOR



Atos



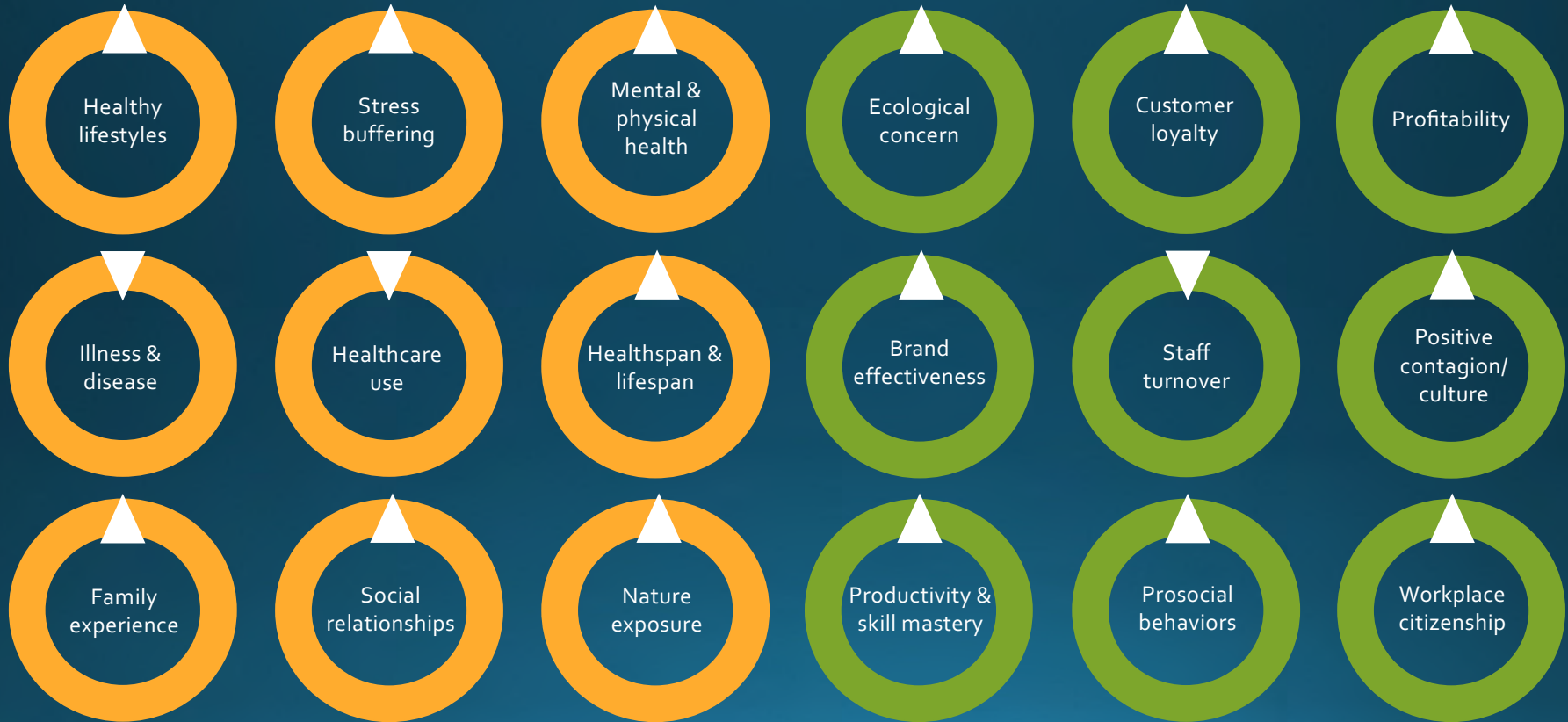
AUTOMATIC



Deloitte.



WELLBEING LINKS



A NEW LEADERSHIP AGENDA



PAST

Health = “not sick”
Wellbeing as afterthought
Perform to your expertise
High stress as badge of honor



FUTURE

Effectiveness via wellbeing
Thriving as imperative
Be adaptive and learn to succeed
Thriving as a new standard

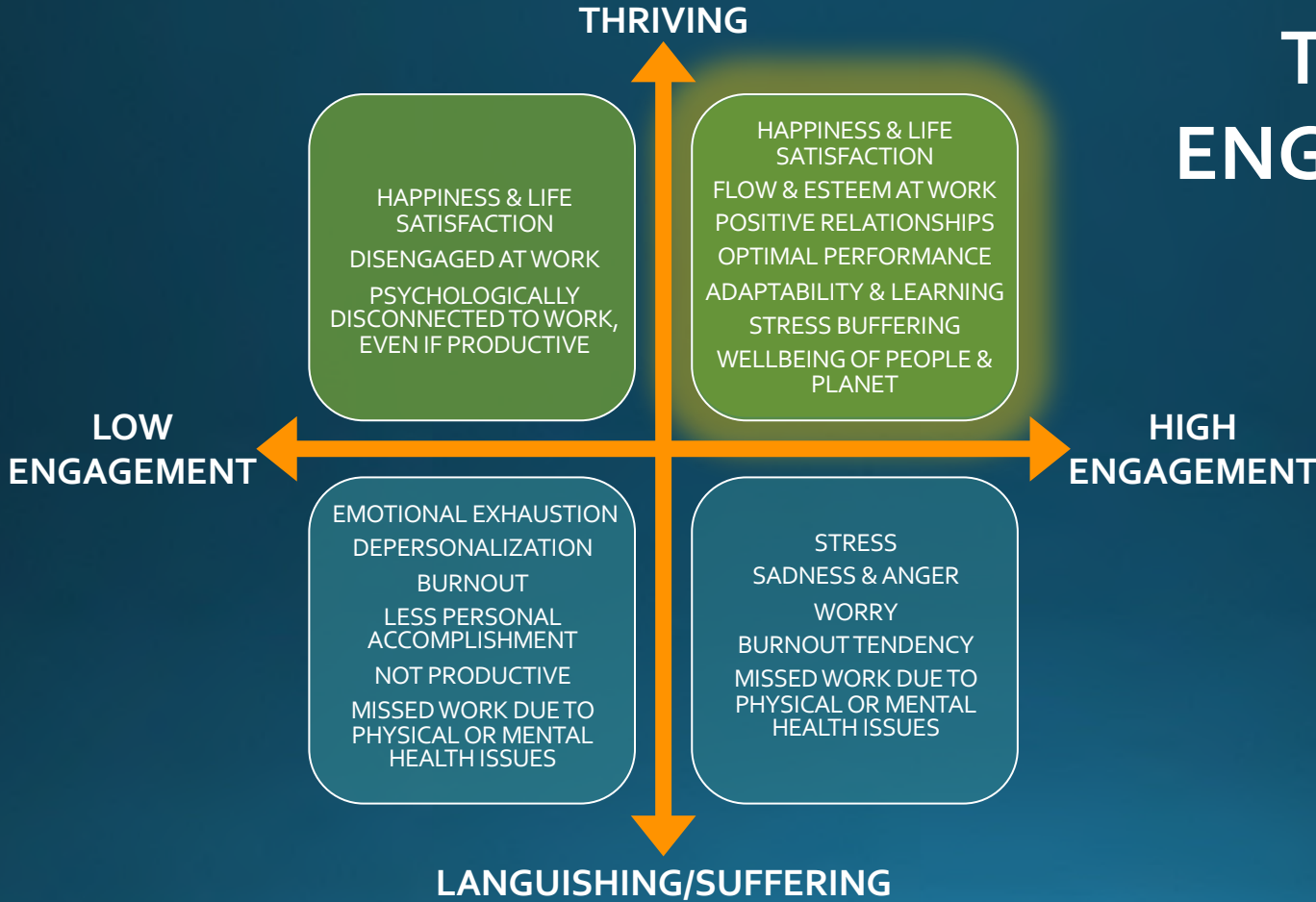
THRIVING

an internal resource
to meet our demands
& evolve

THRIVING

- Innate
- Practical
- Dynamic
- Renewable

THRIVING + ENGAGEMENT MATRIX™



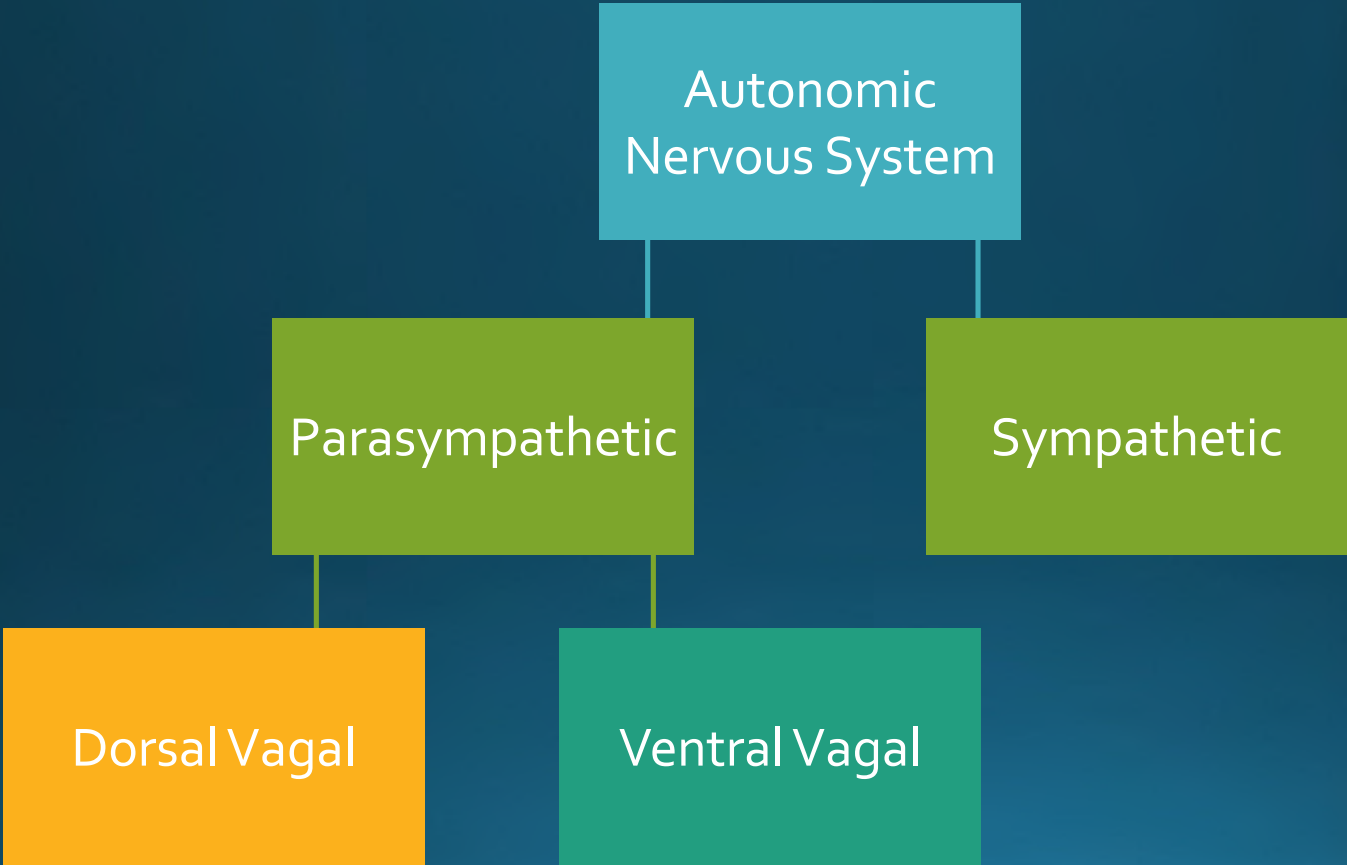
BE WELL LEAD WELL PULSE® CERTIFICATION

THE PHYSIOLOGY OF STRESS & ITS EFFECTS ON LEADING

PRINCIPLES OF THE NERVOUS SYSTEM

- 1) Autonomic hierarchy
- 2) Neuroception
- 3) Co-regulation & self-regulation





SYSTEM

PURPOSE

ONLINE

Ventral Vagal

Social Engagement

200 M years ago

Sympathetic

Mobilization

400 M years ago

Dorsal Vagal

Immobilization

500 M years ago

NEUROCEPTION

detection without
awareness



*Co-regulation is a
biological imperative.*

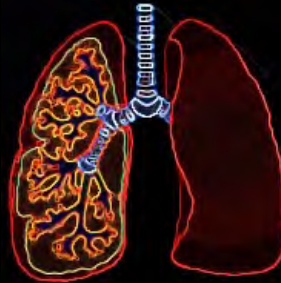
—Deb Dana, LCSW

CHRONIC WELLBEING ☺



CARDIOVASCULAR

Heart health ▲
Heart disease ▼
HRV ▲



IMMUNE SYSTEM & GENES

Healthy cortisol ▲
Anti-inflammatory response ▲
Telomere length ▲



BRAIN

Attention ▲
Learning ▲
Memory ▲
Perceptual field ▲



DIGESTIVE SYSTEM

Intestinal issues ▼
Healthy metabolism ▲
Microbiome health ▲



HEAD, EYE, BONE

Vision ▲
Migraines / headaches ▼
Bone density ▲

CONNECT

distrust
take control
stick with familiar

DISCONNECT

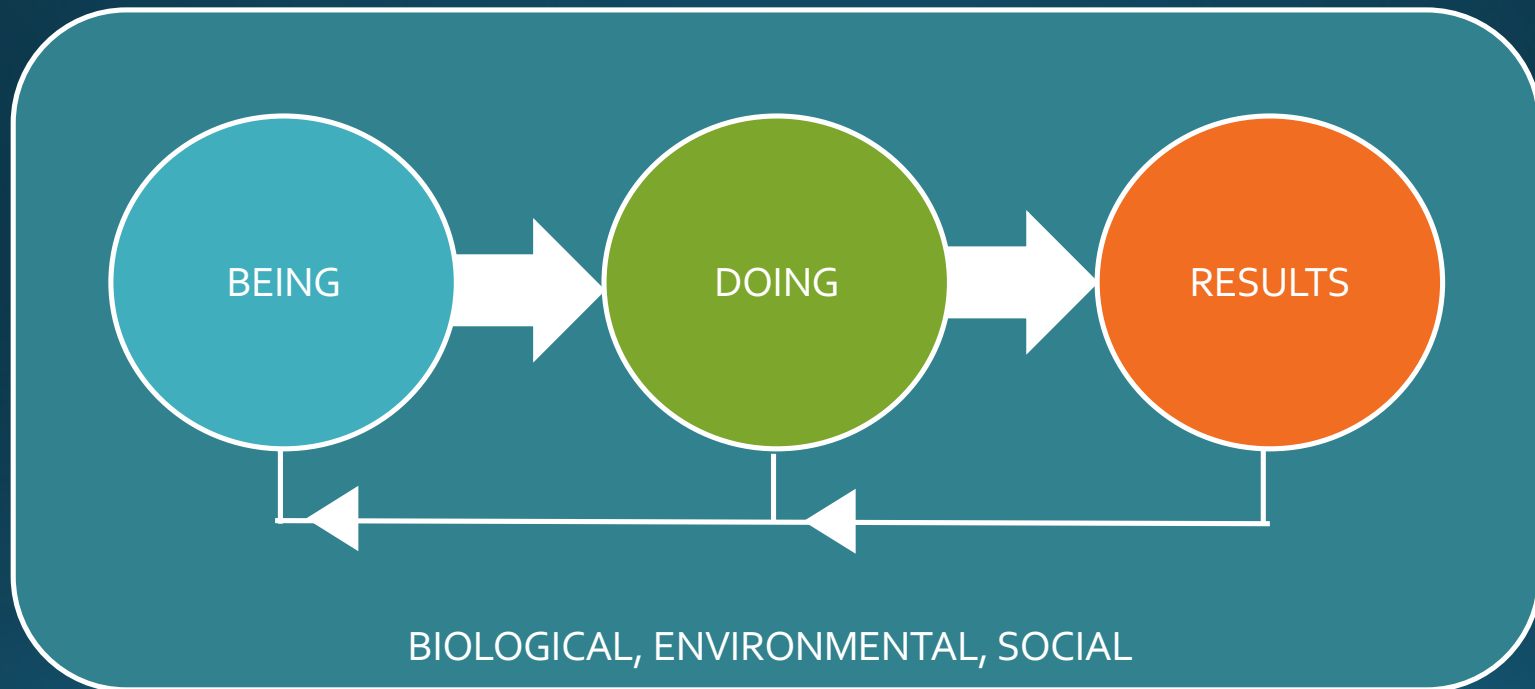
CONNECT

trust
partner with others
take risks & adapt



DISCONNECT

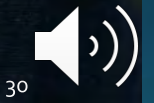
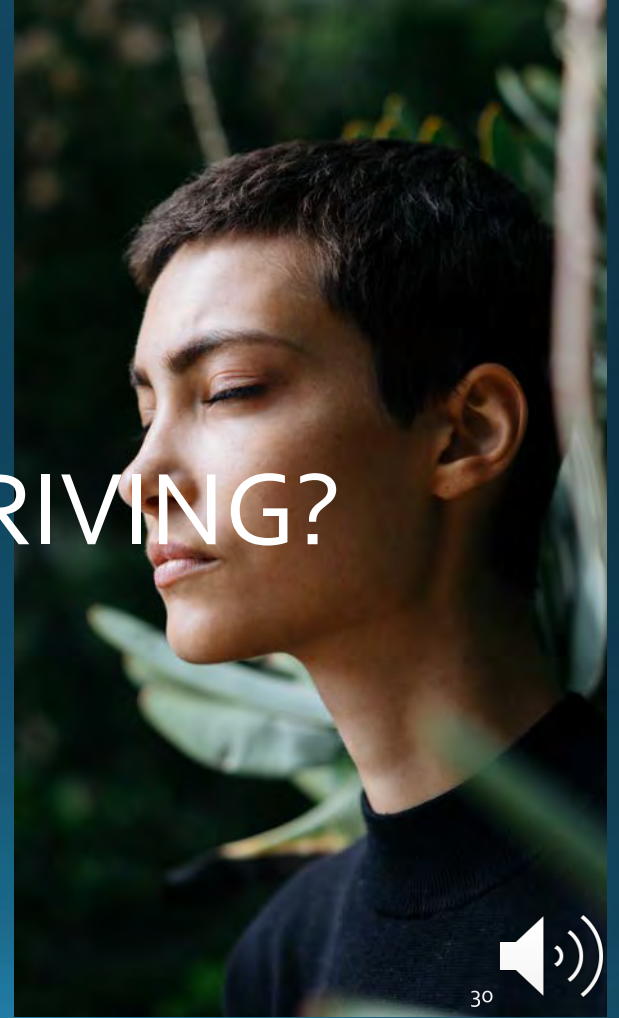
PULLING IT ALL TOGETHER



BE WELL LEAD WELL PULSE® CERTIFICATION

BACKGROUND & DEVELOPMENT, PART 1

WHY FOCUS ON THRIVING?





WHAT DOES THRIVING
MEAN TO ME?



THE HISTORY OF PULSE®



WHAT ENABLES US TO LEAD FROM WELLBEING?

QUALITIES OF PULSE®

1. HOLISTIC

2. ACTIONABLE

3. GROUNDED IN
SCIENCE

4. SCALABLE

5. UPLIFTING

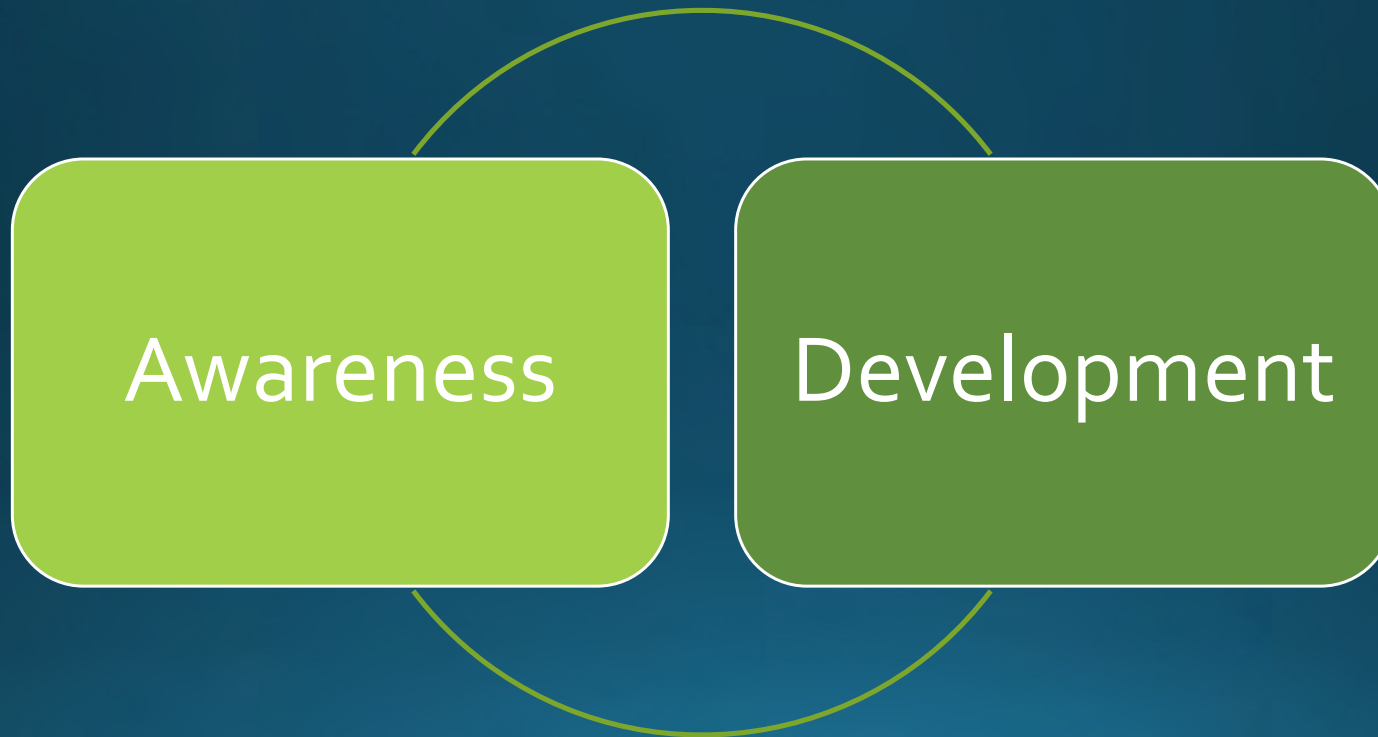
6. A PATH TO AMPLIFY
WELLBEING





we are grateful for the roots

TWO PURPOSES OF PULSE®



THE PULSE® ASSESSMENT SYSTEM



Be Well Lead Well Pulse®
Online Assessment
Tool



11-page Personalized
Feedback Report for
Individuals & Groups



Robust Interpretation
Manual with close to 100
Development Actions

Fueled by a Growing Database of Wellbeing Leadership Insights

PULSE® CAN BE USED FOR...



LEADER ONBOARDING, WELLBEING &
RESILIENCE, EFFECTIVENESS, GROWTH



GROUP VITALITY, DEVELOPMENT,
CREATIVITY, PERFORMANCE



VALUE-ADDED SERVICE TO ELEVATE
CUSTOMERS, PARTNERS & COMMUNITIES



INTEGRATION OF WELLBEING INTO
WORK CULTURE AND BRANDS

BE WELL LEAD WELL PULSE® FRAMEWORK



BE WELL LEAD WELL PULSE® CERTIFICATION

BACKGROUND & DEVELOPMENT, PART 2





ip Inc.



FLOW

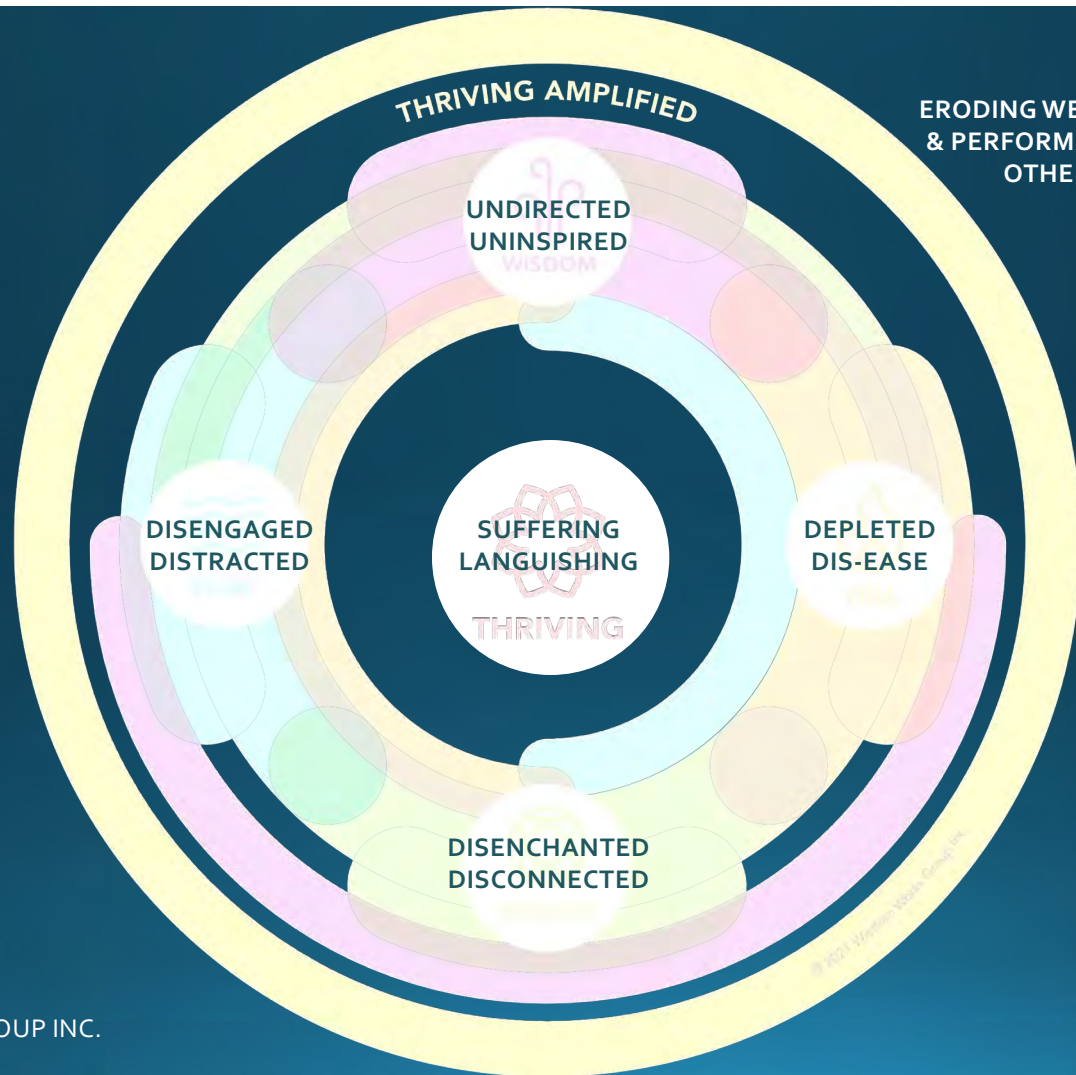


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THRIVING AMPLIFIED



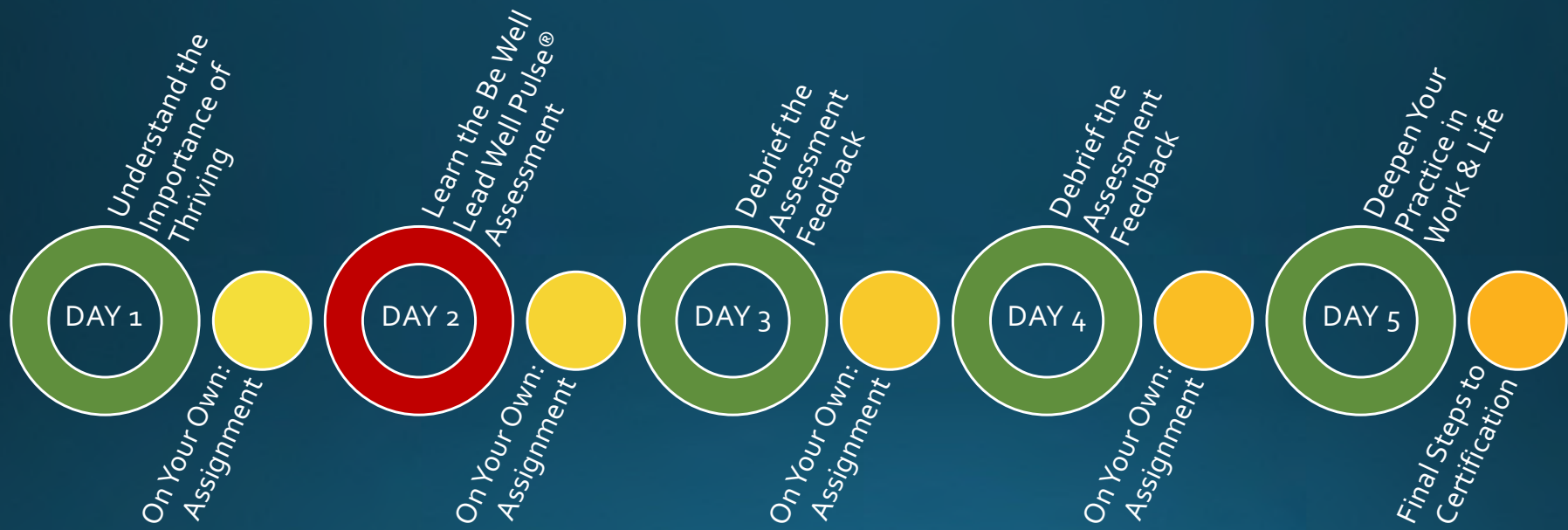
ERODING WELLBEING & PERFORMANCE OF OTHERS





REFRESH



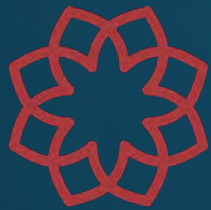


BE WELL LEAD WELL PULSE® CERTIFICATION

6 DIMENSIONS & 19 PSYCHOMETRICS



SIX DIMENSIONS OF PULSE®



THRIVING .89



FUEL .93



FLOW .93



WONDER .94



WISDOM .92



**THRIVING
AMPLIFIED** .95

19 PSYCHOMETRICS OF PULSE®



THRIVING

TODAY & TOMORROW .74
 FLOURISHING .92
 RESILIENCE .76



FUEL

EATING AS FUEL .85
 MOVING AS FUEL .92
 RESTING AS FUEL .91
 BREATHING AS FUEL .92



FLOW

ENGAGEMENT AT WORK .94
 SELF-ESTEEM AT WORK .94
 MINDFULNESS .76



WONDER

APPRECIATION & AWE .86
 SEEKING NEW PERSPECTIVES .79
 LEARNING & GROWING .82



WISDOM

VISION & PURPOSE .94
 WHOLENESS .72
 EMOTIONAL CAPACITY .84



THRIVING AMPLIFIED

ENERGIZING OTHERS .91
 MAXIMIZING OTHERS .87
 CULTIVATING CARE IN OTHERS .83

	Thriving	Fuel	Flow	Wonder	Wisdom	Thriving Amplified
Thriving	1	.487**	.553**	.700**	.748**	.565**
Fuel	.487**	1	.554**	.581**	.603**	.580**
Flow	.553**	.554**	1	.681**	.690**	.702**
Wonder	.700**	.581**	.681**	1	.900**	.682**
Wisdom	.748**	.603**	.690**	.900**	1	.700**
Thriving Amplified	.565**	.580**	.702**	.682**	.700**	1

** Correlation is significant at the 0.01 level (2 tailed).

CORRELATIONS

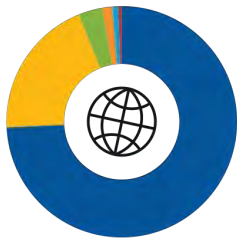
Correlations between Be Well Lead Well Pulse® 19 Subcategories

Range of "N" for subcategory correlations is 853-904
 .2-.5 = Moderately Strong Over .5 = Strong

		TODAY & TOMORROW	FLOURISH	RESILIENCE	EAT AS FUEL	MOVE AS FUEL	REST AS FUEL	BREATHE AS FUEL	ENGAGE AT WORK	SELF-ESTEEM AT WORK	MINDFULNESS	APPRECIATION & AWE	SEEK NEW PERSP	LEARN & GROW	VISION & PURPOSE	WHOLENESS	EMOTIONAL CAPACITY	ENERGIZE OTHERS	MAXIMIZE OTHERS	CULTIVATE CARE IN OTHERS
TODAY & TOMORROW	Reason Correlation	1	.514*	.306*	.329*	.373*	.353*	.339*	.474*	.448*	.209*	.531*	.425*	.438*	.513*	.504*	.456*	.417*	.434*	.394*
FLOURISHING	Reason Correlation	.514*	1	.451*	.393*	.396*	.419*	.312*	.405*	.438*	.304*	.467*	.431*	.407*	.794*	.482*	.442*	.580*	.562*	.557*
RESILIENCE	Reason Correlation	.306*	.451*	1	.217*	.242*	.236*	.181*	.286*	.340*	-.233*	.393*	.401*	.363*	.454*	.409*	.480*	.322*	.324*	.385*
EATING AS FUEL	Reason Correlation	.329*	.393*	.217*	1	-.478*	-.546*	.354*	.404*	.308*	.318*	.482*	.307*	.349*	.412*	.417*	.456*	.344*	.403*	.411*
MOVING AS FUEL	Reason Correlation	.373*	.396*	.242*	-.478*	1	.362*	.336*	.418*	.349*	.322*	.488*	.408*	.432*	.418*	.504*	.480*	.440*	.472*	.428*
RESTING AS FUEL	Reason Correlation	.353*	.419*	.236*	.544*	.542*	1	.491*	.548*	.410*	.274*	.480*	.434*	.420*	.344*	.475*	.439*	.440*	.448*	.444*
BREATHING AS FUEL	Reason Correlation	.339*	.312*	-.181*	.354*	.336*	.491*	1	.440*	.274*	.331*	.509*	.424*	.348*	.380*	.480*	.410*	.454*	.400*	.401*
ENGAGEMENT AT WORK	Reason Correlation	.474*	.405*	.286*	.436*	.418*	.346*	.448*	1	.505*	.303*	.560*	.461*	.442*	.504*	.513*	.472*	.465*	.587*	.548*
SELF-ESTEEM AT WORK	Reason Correlation	.448*	.438*	.340*	.308*	.349*	.410*	.274*	.505*	1	.227*	.548*	.550*	.413*	.536*	.549*	.595*	.549*	.547*	.580*
MINDFULNESS	Reason Correlation	.209*	.304*	-.233*	.314*	.232*	-.274*	-.331*	.382*	.227*	1	.381*	.232*	.239*	.279*	.348*	.313*	.383*	.307*	.399*
APPRECIATION & AWE	Reason Correlation	.531*	.467*	.393*	.482*	.408*	.482*	.509*	.540*	.548*	.381*	1	.745*	.495*	.732*	.746*	.494*	.599*	.581*	.554*
SEEKING NEW PERSPECTIVES	Reason Correlation	.425*	.431*	.401*	.367*	.428*	.434*	.424*	.481*	.530*	.337*	.745*	1	.717*	.482*	.776*	.488*	.544*	.580*	.502*
LEARNING & GROWING	Reason Correlation	.438*	.407*	.363*	.349*	.420*	.420*	.348*	.442*	.413*	.229*	.495*	.717*	1	.474*	.744*	.371*	.592*	.395*	.572*
VISION & PURPOSE	Reason Correlation	.513*	.794*	.454*	.412*	.418*	.444*	.388*	.504*	.546*	.279*	.732*	.482*	.474*	1	.717*	.449*	.590*	.404*	.527*
WHOLENESS	Reason Correlation	.504*	.482*	.409*	.499*	.504*	.479*	.480*	.512*	.549*	.348*	.746*	.776*	.744*	.717*	1	.732*	.426*	.593*	.554*
EMOTIONAL CAPACITY	Reason Correlation	.456*	.442*	.480*	.456*	.490*	.439*	.415*	.472*	.545*	.313*	.494*	.448*	.371*	.449*	.732*	1	.410*	.584*	.548*
ENERGIZING OTHERS	Reason Correlation	.417*	.580*	.322*	.444*	.440*	.480*	.454*	.465*	.549*	.257*	.599*	.544*	.592*	.590*	.408*	.410*	1	.612*	.744*
MAXIMIZING OTHERS	Reason Correlation	.434*	.562*	.324*	.432*	.472*	.446*	.420*	.587*	.547*	.307*	.591*	.580*	.595*	.404*	.592*	.584*	.612*	1	.788*
CULTIVATING CARE IN OTHERS	Reason Correlation	.394*	.557*	.285*	.411*	.428*	.441*	.401*	.548*	.580*	.299*	.554*	.530*	.572*	.520*	.554*	.549*	.744*	.788*	1

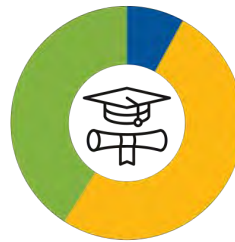
*. Correlation is significant at the 0.01 level (2-tailed).

GEOGRAPHY



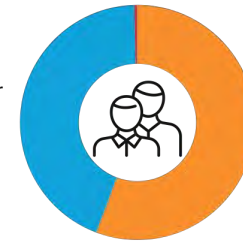
- 74.3% NAM
- 19.6% EURO
- 3.4% ASIA-PAC
- 1.4% LATAM
- 0.8% MENA
- 0.5% AFR

EDUCATION



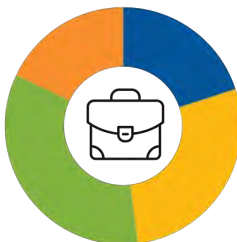
- 8% high school grad
- 51% some/2-year/4-year
- 41% post-college

GENDER IDENTITY



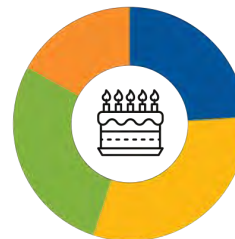
- 55.7% female
- 43.8% male
- 0.5% non-binary/other

JOB



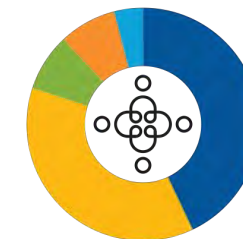
- 20% first line leader
- 28% mid-management
- 34% senior leader
- 18% other (self-employed, freelance, non-managerial)

AGE



- 24% <35
- 31% 35-44
- 28% 45-54
- 17% >54

RACE/ETHNICITY IDENTITY



- 43% White
- 37% Hispanic
- 8% Black
- 8% Asian
- 4% Two or more/other

COMPARATIVE DATABASE 2021

GENERAL INSIGHTS

- Older leaders score higher in all wellbeing dimensions
- Leaders who identify as male score higher in THRIVING
- Leaders who identify as female score higher in STRESS-RELATIVES
- Leaders who identify as male score higher in STRESS-SPIRITUAL/FAITH



REFRESH



BE WELL LEAD WELL PULSE® CERTIFICATION

THE FEEDBACK REPORT



WHAT'S HAPPENING IN YOUR LIFE & WORK TODAY?

CONTEXT: YOUR ORGANIZATION

The degree of organizational change that affected your area in the past year



The opportunity for independence and personal initiative in your job

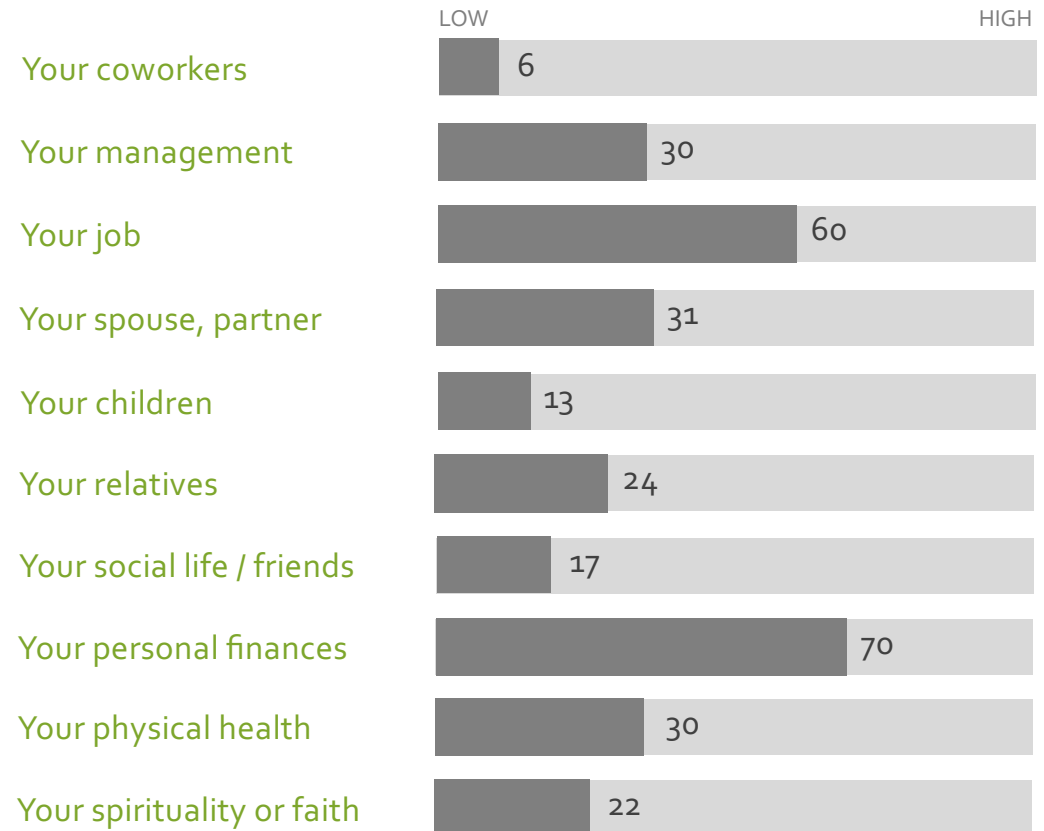


Your organization's culture, ways of communicating, and management styles

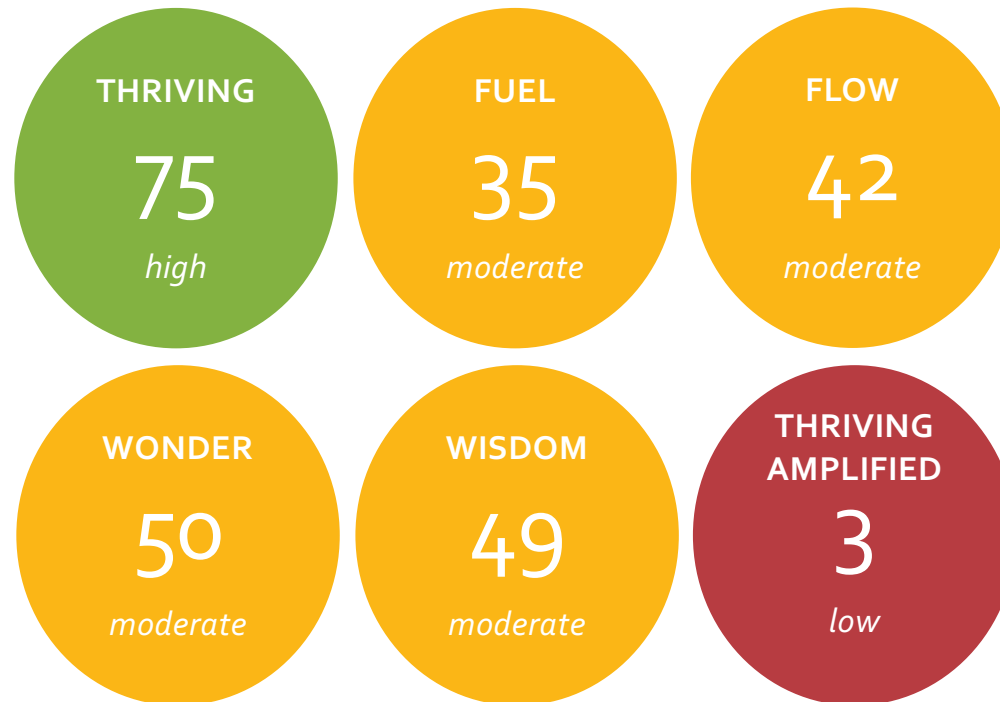


WHAT'S HAPPENING IN YOUR LIFE & WORK TODAY?

CONTEXT: STRESS IN YOUR LIFE & WORK



DASHBOARD: 6 DIMENSIONS



SCORES IN 19 PSYCHOMETRICS



THRIVING

TODAY & TOMORROW
FLOURISHING
RESILIENCE



FUEL

EATING AS FUEL
MOVING AS FUEL
RESTING AS FUEL
BREATHING AS FUEL



FLOW

ENGAGEMENT AT WORK
SELF-ESTEEM AT WORK
MINDFULNESS



WONDER

APPRECIATION & AWE
SEEKING NEW PERSPECTIVES
LEARNING & GROWING



WISDOM

VISION & PURPOSE
WHOLENESS
EMOTIONAL CAPACITY



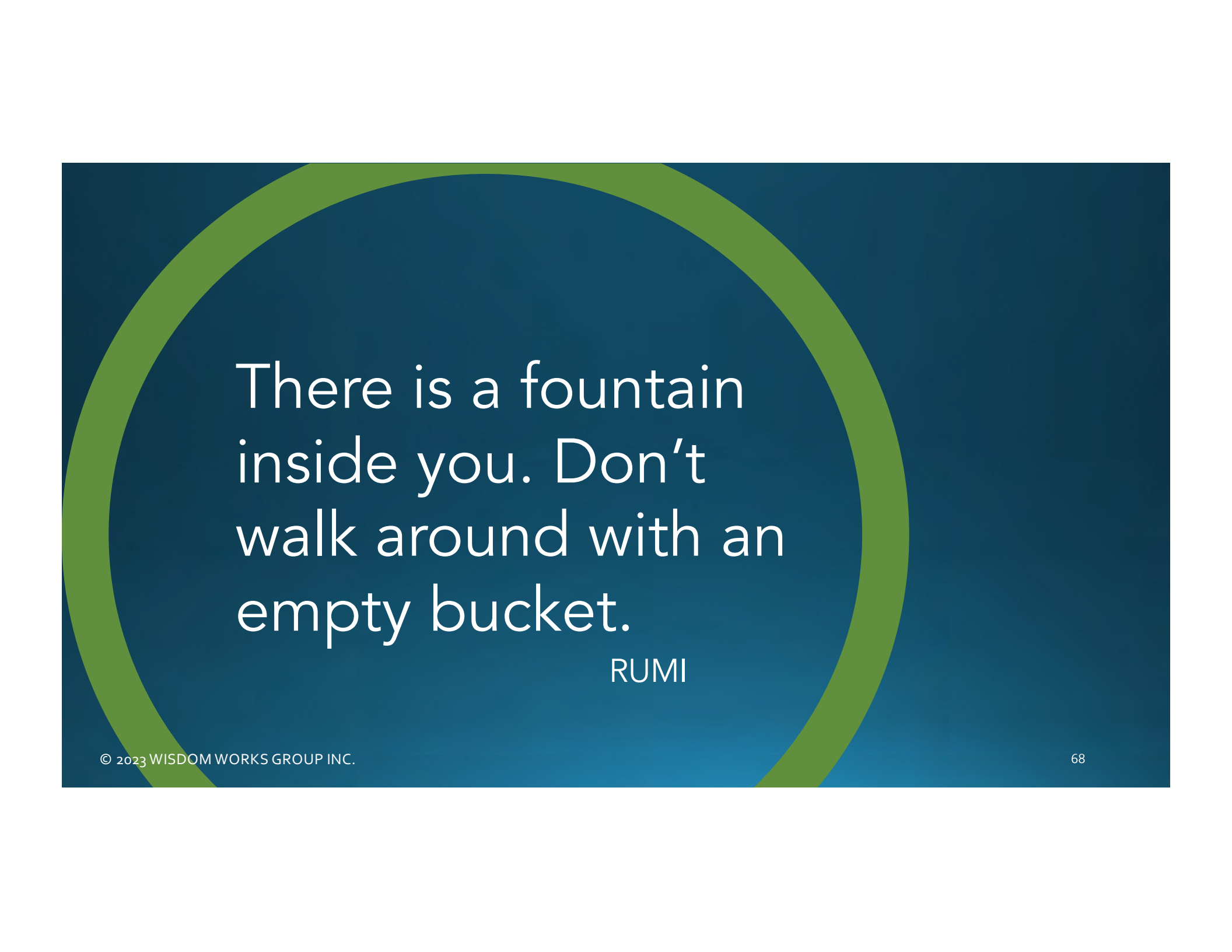
THRIVING AMPLIFIED

ENERGIZING OTHERS
MAXIMIZING OTHERS
CULTIVATING CARE IN OTHERS



DEMOGRAPHICS

- Job Level
- Age
- Length of Time with Organization
- Length of Time in Role
- Industry
- Level of Education
- Gender Orientation
- Country
- Ethnicity



There is a fountain
inside you. Don't
walk around with an
empty bucket.

RUMI

BE WELL LEAD WELL PULSE® CERTIFICATION

MANUAL & PRACTICES TO UPLEVEL THRIVING

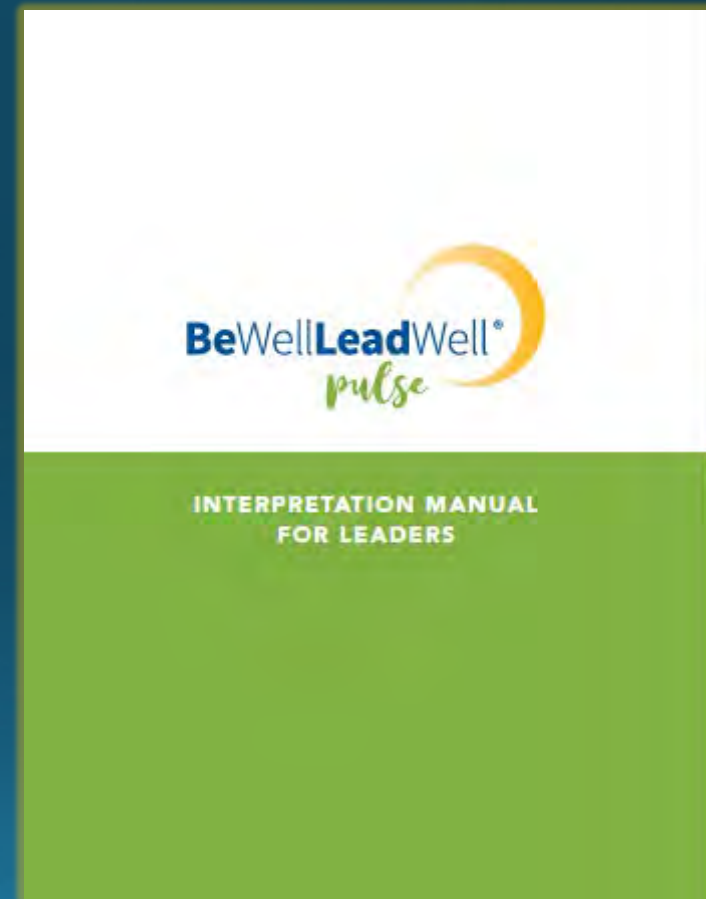
Choose 1 area that motivates you.

Explore that area in the “Interpret” section.

- In what way is the interpretation accurate or inaccurate for you?
- What new questions emerge?

Explore that area in the “Uplevel” section.

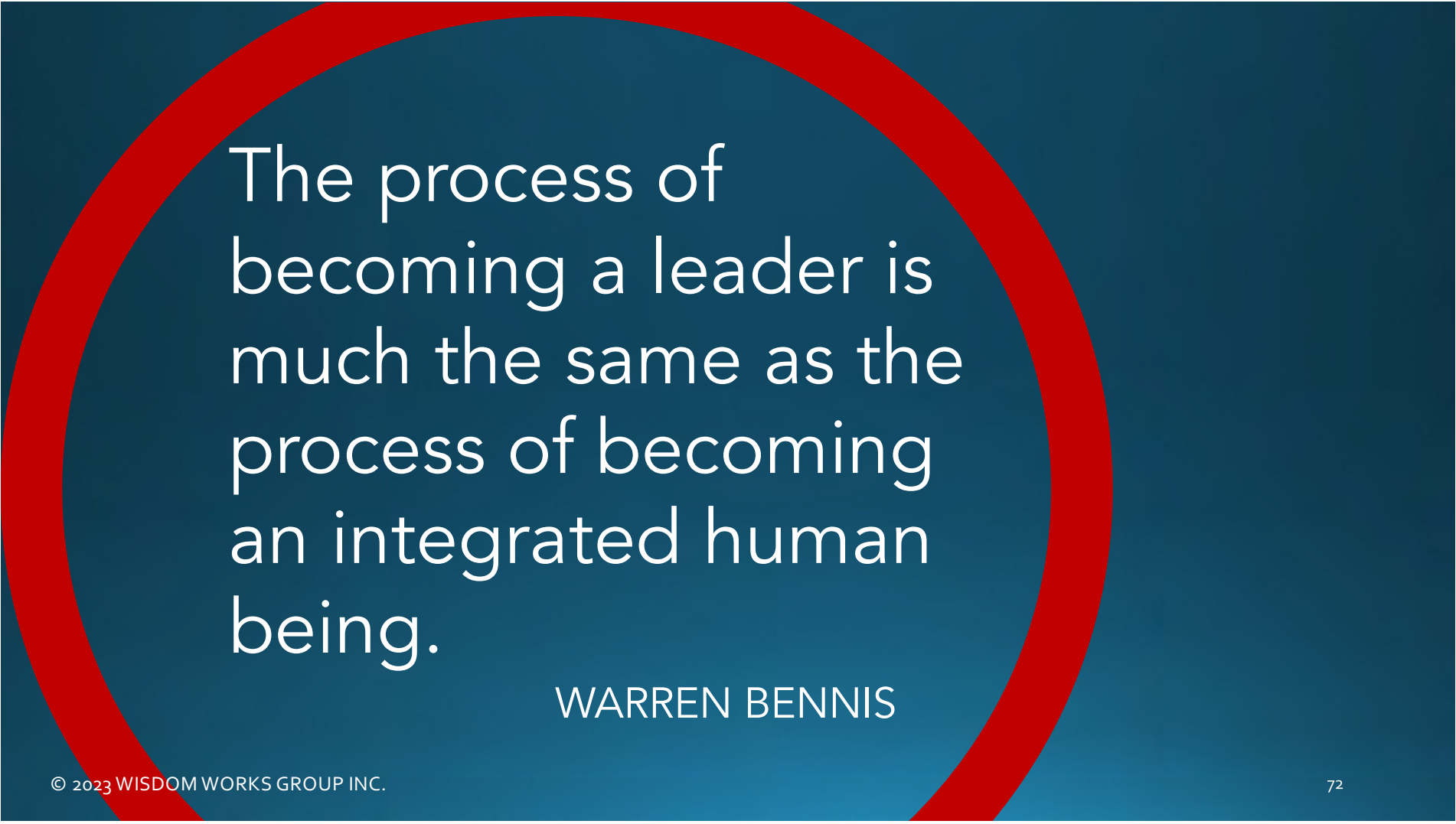
- Which macro and/or micro practices call to you?
- What other practices might be useful?





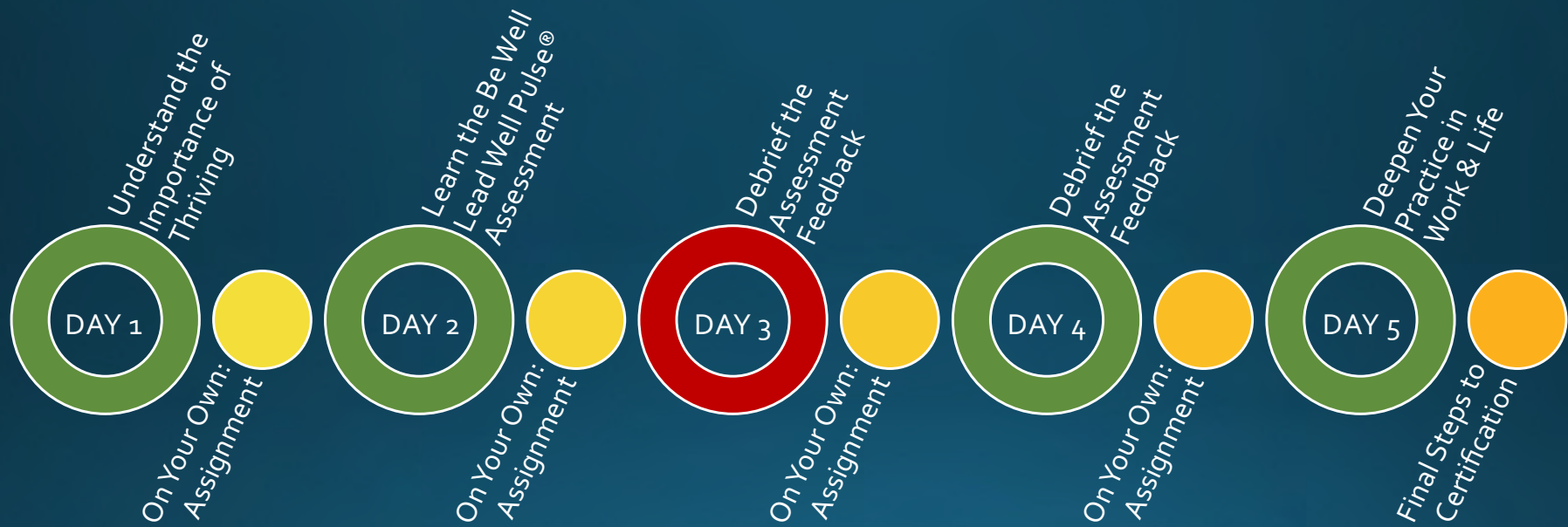
REFRESH





The process of becoming a leader is much the same as the process of becoming an integrated human being.

WARREN BENNIS



BE WELL LEAD WELL PULSE® CERTIFICATION

INTERPRET THE FEEDBACK REPORT:

3 PRINCIPLES & 6 STEPS

THREE PRINCIPLES OF THE DEBRIEF



it reflects wellbeing
in action

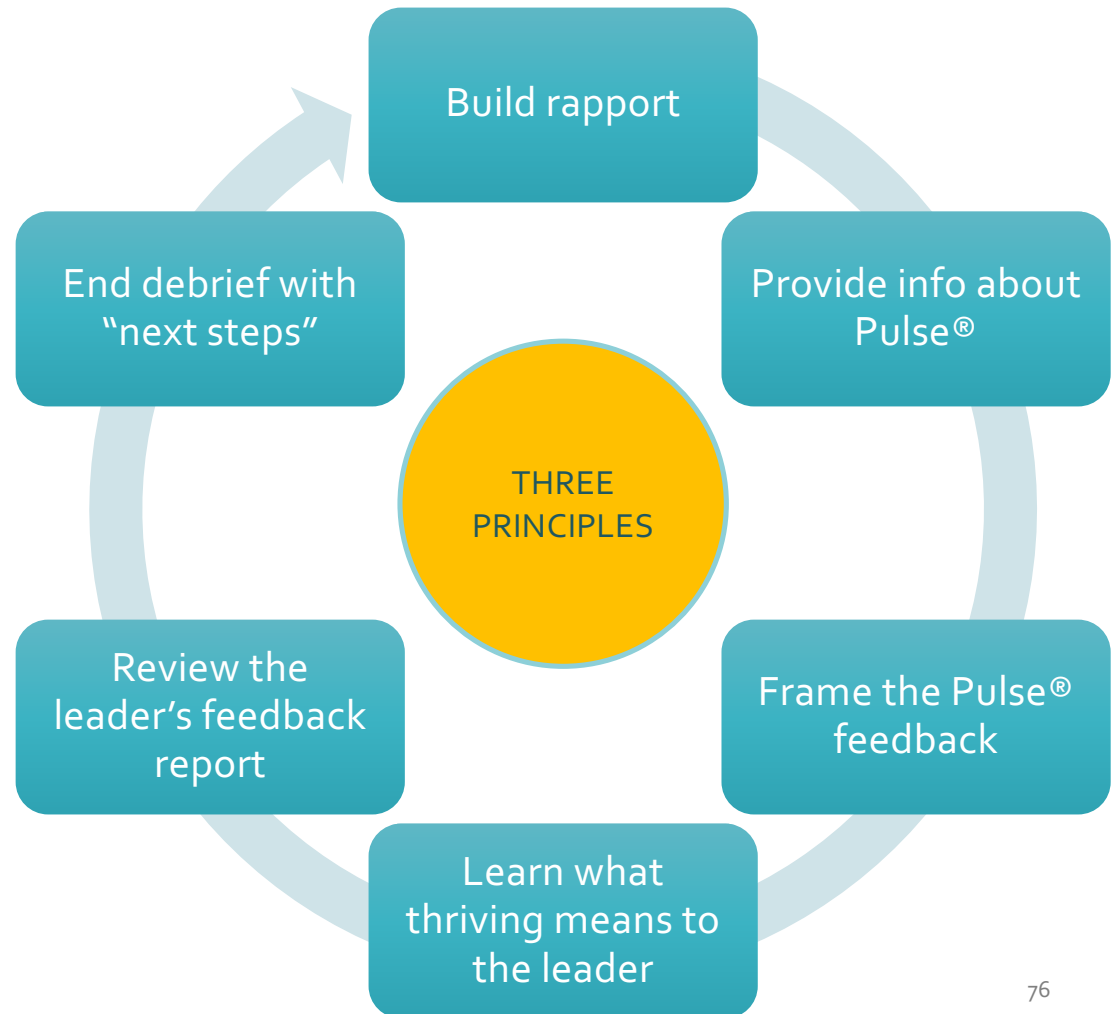


it offers space to
pause & reflect



it draws wisdom
from the leader

SIX STEPS TO THE DEBRIEF





PRACTICE 1: Follow the Methodology

Get with your partner. Choose roles:
Coach Client

Participate in debrief.

As the coach, note areas of ease and challenge you experienced.

As the client, note personal insights you gained.



REFRESH





PRACTICE 2: Debrief with Feedback

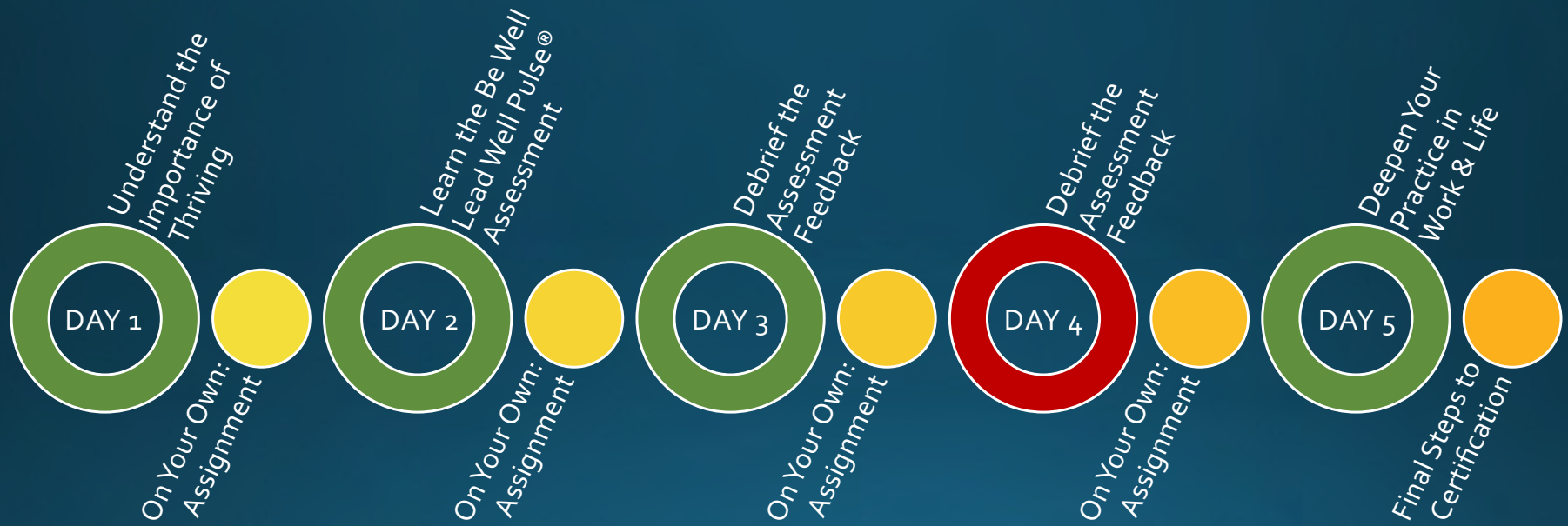
Choose roles.

Coach Client

Coach identify what you want to work on.
Let client know. Practice.

Client provide feedback to the coach.

* Switch



PRACTICE 3: Debrief Jam

Get in small groups.

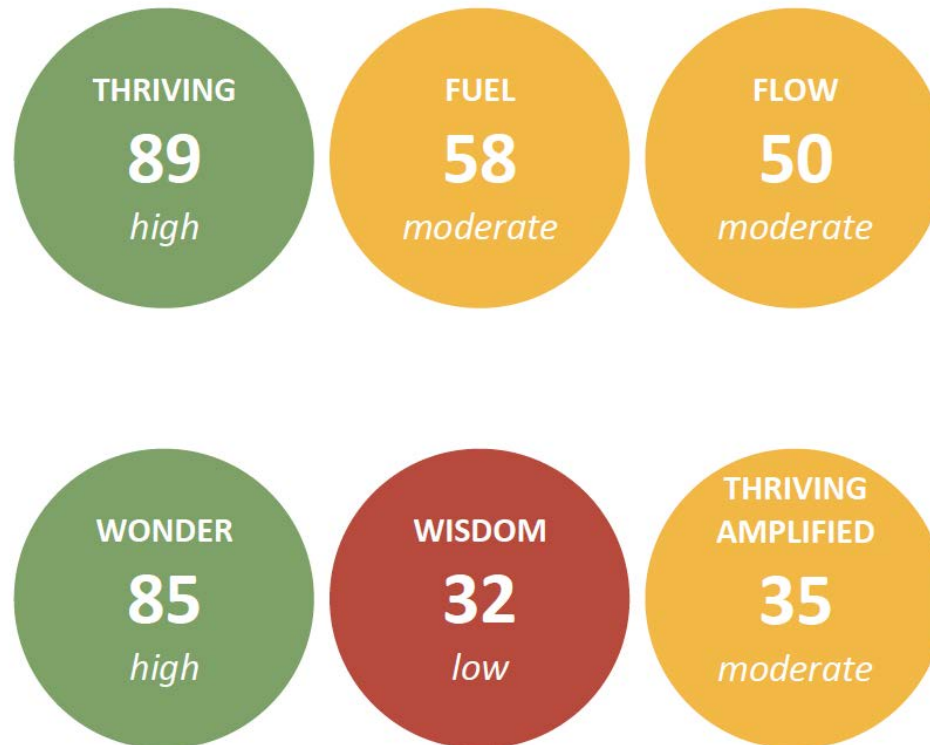
Together:

- Review your unique client profile.
- Notice what you notice.
- Design questions and potential approaches to support this client.

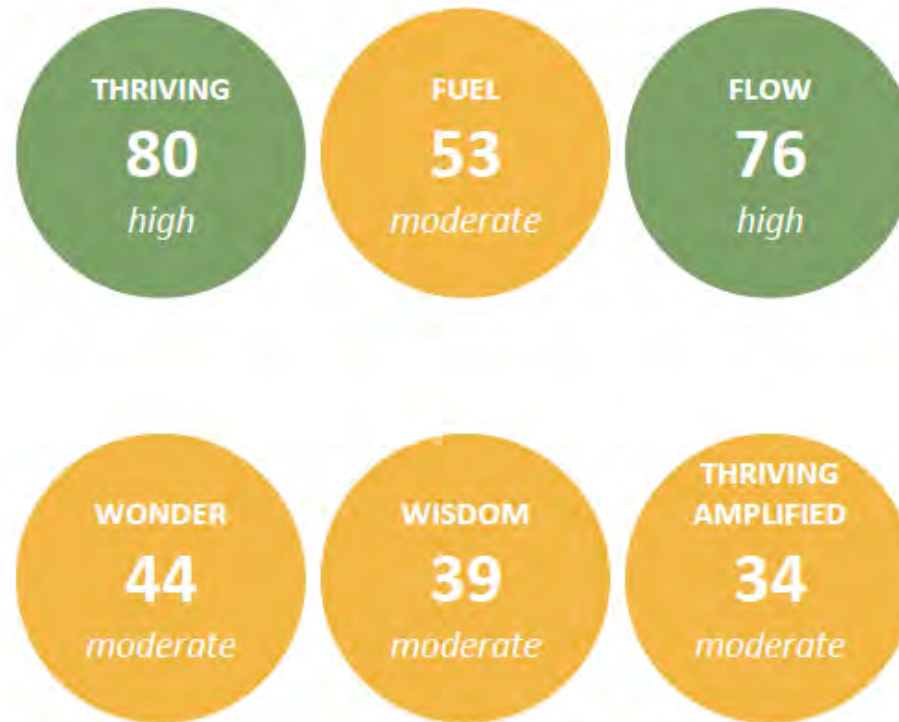
Share your group's views about this client.



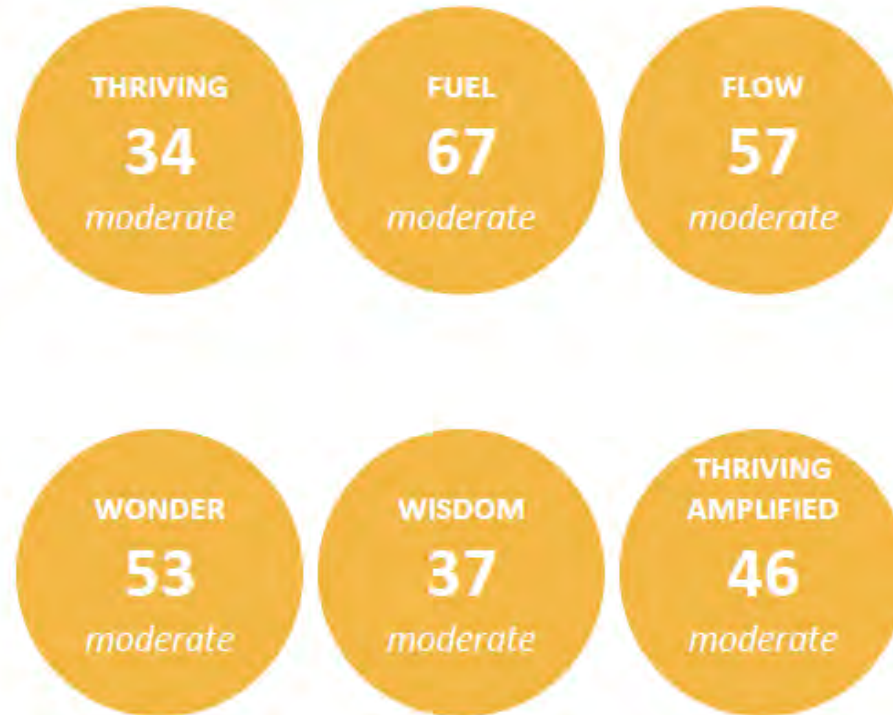
GROUP 1: COLE ROBBIE



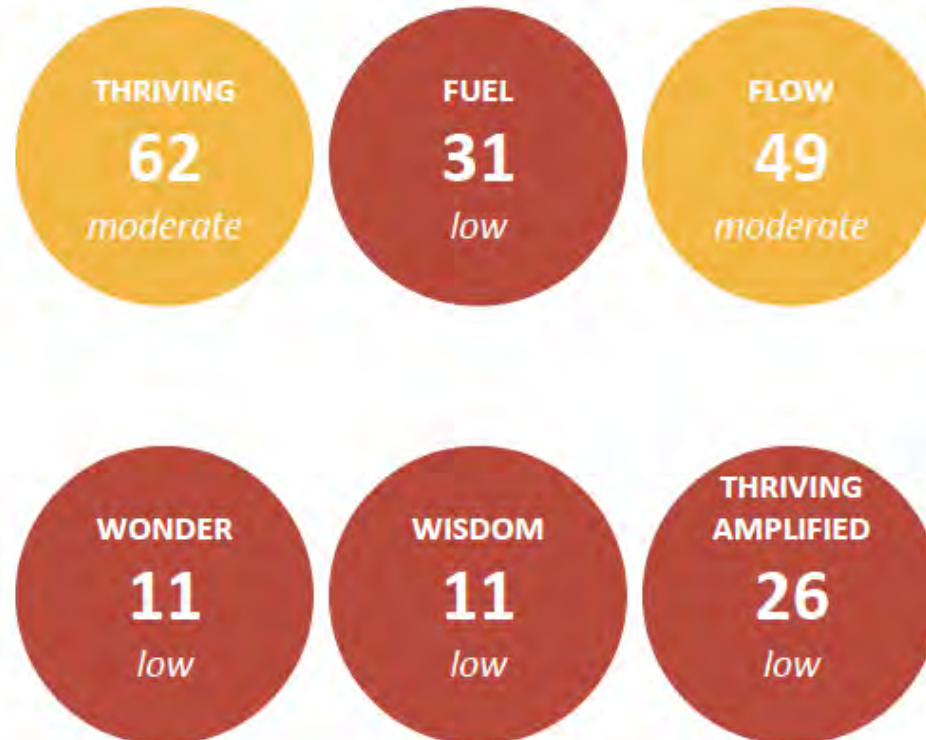
GROUP 2: SARAHTONIN



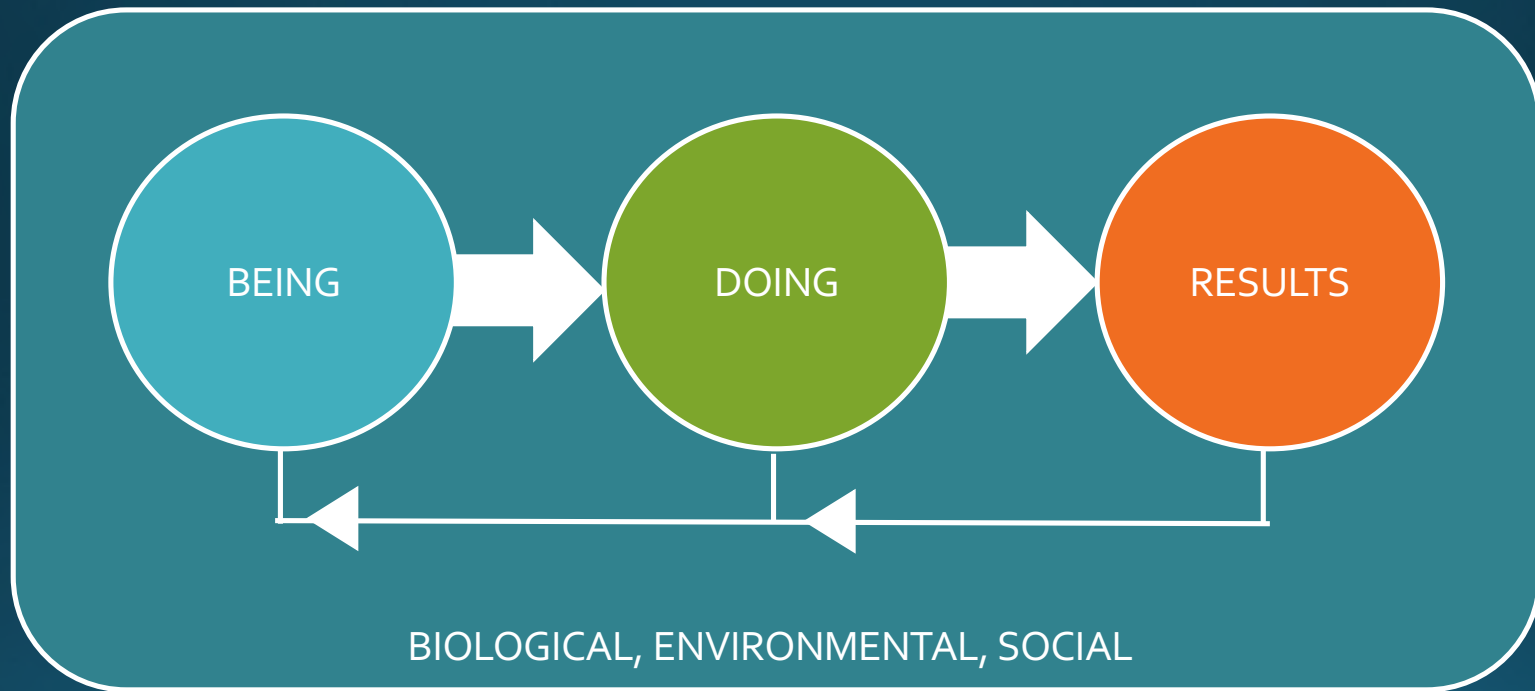
GROUP 3: LES ISMORE



GROUP 4: PETE MOSS



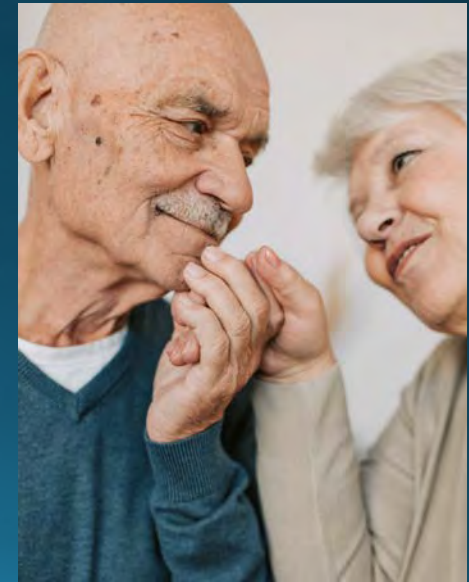
EXPLORING WELLBEING



PAST

PRESENT

FUTURE





PRACTICE 4:

Tap into Wellbeing Stories of Your Past Self

Get with your partner: Choose coach & client

Coach asks questions:

- *What is a pivotal wellbeing story from your past?*
- *How has this story shaped your choices and patterns of behavior in life and work?*
- *How does this story shape your experience of yourself today?*

Coach: note areas of ease & challenge.

Client: note personal insights gained.



PRACTICE 5:

Add a Chapter to Your Wellbeing Story for Your Future Self

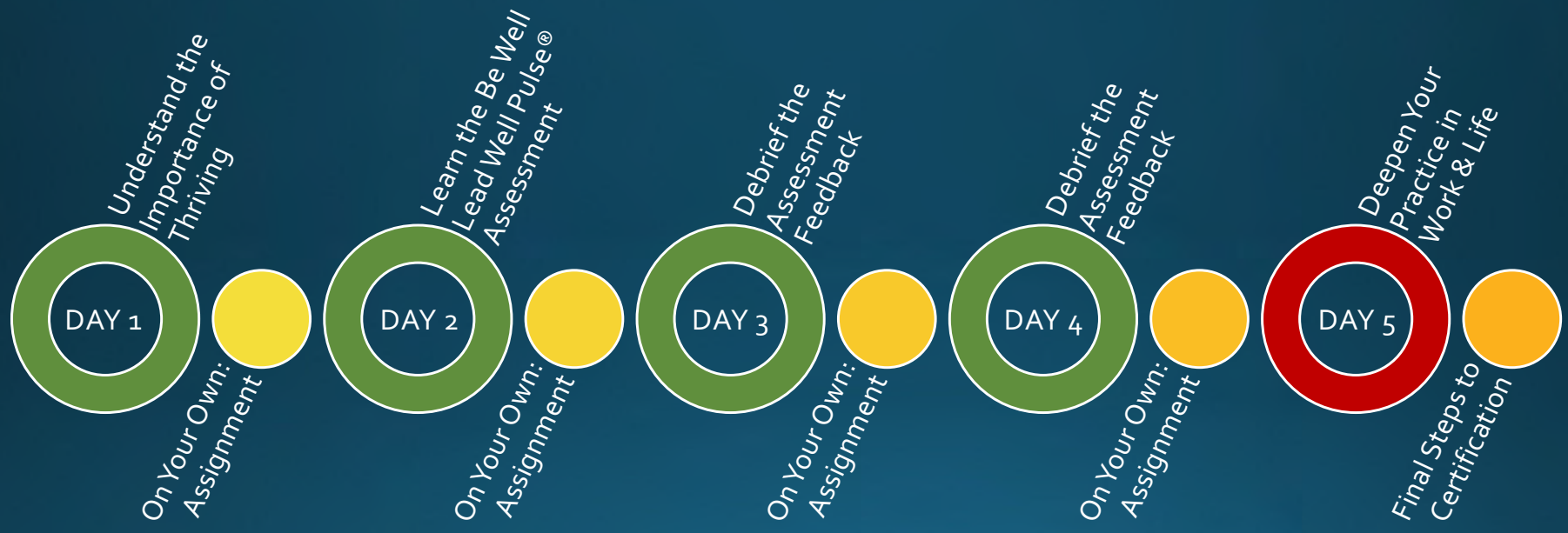
Get with your partner: Choose coach & client

Coach asks questions:

- *What is this chapter about? What is its core theme(s)?*
- *Besides yourself as the central character, who else is involved?*
- *What events or actions do you want to happen in this chapter?*
- *If there are potential struggles in this chapter, what wellbeing resources can you draw on to face these struggles with competence and wisdom?*

Coach: note areas of ease & challenge.

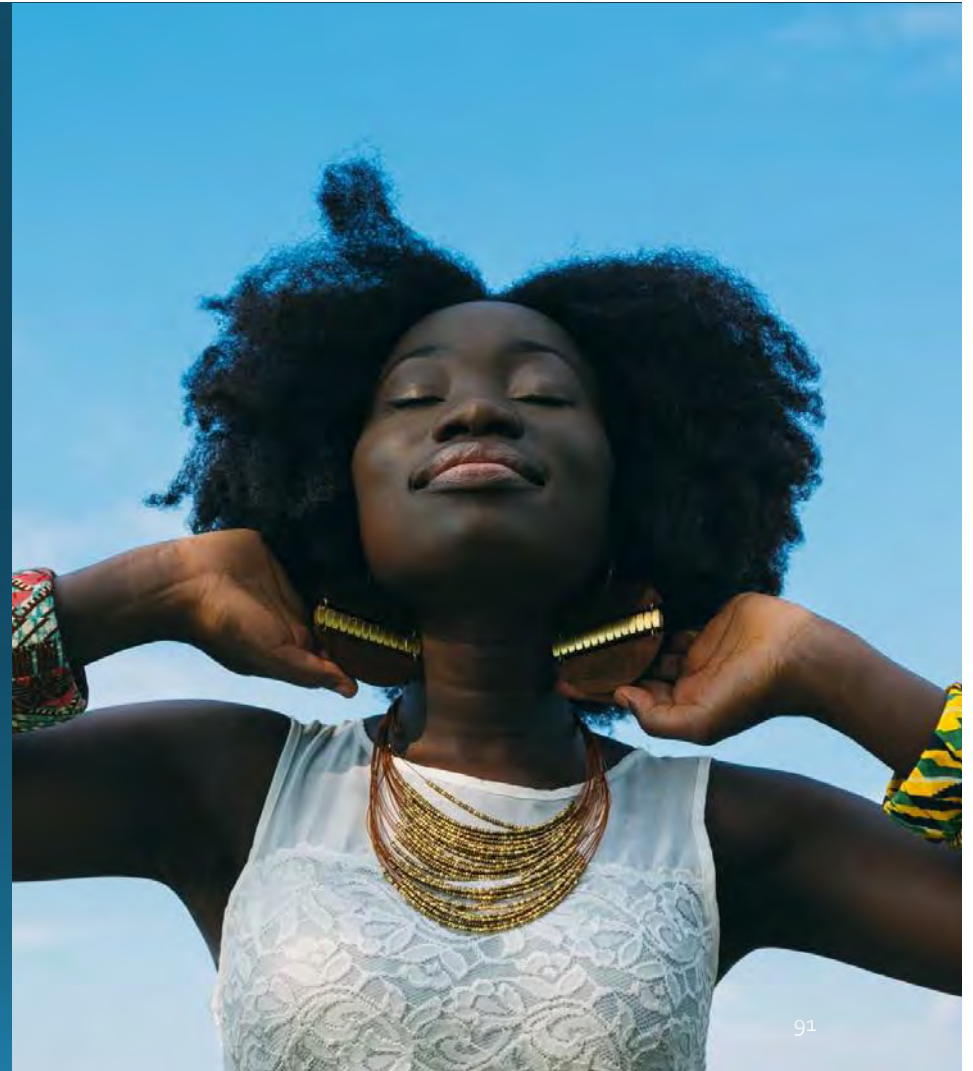
Client: note personal insights gained.



IN YOUR OWN VOICE

You have 1 minute to share Be Well Lead Well Pulse® for wellbeing & leader development in your own voice.

What would you say?



BE WELL LEAD WELL PULSE® CERTIFICATION

INTEGRATE PULSE® INTO YOUR
1:1 DEVELOPMENT PRACTICE

Administering the
Pulse® assessment
system

Inviting leaders to
use Pulse®

Pricing &
branding

Integrity
agreement

A wealth of
resources to
support you

Your journey to
thrive & why it
matters

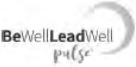
RESOURCES TO SUPPORT YOU

- ✓ 1 free additional use of Pulse® (expires 31 May 2023)
- ✓ Technical paper of Pulse® research
- ✓ Secure assessment software portal
- ✓ Educational & marketing materials
- ✓ Certified-Guide logo
- ✓ Quarterly dialogues



KSA's OF A CERTIFIED GUIDE

SELF-ASSESSMENT

Assess Your Knowledge, Skills & Abilities 

INSTRUCTIONS: Using the 1–5 scale provided below, circle the number that reflects your current knowledge, skills, and abilities to use the Be Well Lead Well Pulse® assessment system.

1 2 3 4 5
 Novice Advanced Beginner Competent Proficient Expert

KNOWLEDGE	SELF-ASSESSMENT #1	SELF-ASSESSMENT #2
A holistic definition of thriving	1 2 3 4 5	1 2 3 4 5
Why thriving is a priority in leadership and organizations today	1 2 3 4 5	1 2 3 4 5
The link between thriving and leadership	1 2 3 4 5	1 2 3 4 5
6 dimensions & 19 subcategories of the Be Well Lead Well Pulse® assessment	1 2 3 4 5	1 2 3 4 5
The contents of the Be Well Lead Well Pulse® assessment	1 2 3 4 5	1 2 3 4 5
The contents of the Be Well Lead Well Pulse® Interpretation Manual	1 2 3 4 5	1 2 3 4 5
When to use Be Well Lead Well Pulse®	1 2 3 4 5	1 2 3 4 5
Ways to share Be Well Lead Well Pulse® with leaders	1 2 3 4 5	1 2 3 4 5

Be Well Lead Well Pulse® Certification Program | 2 | © 2021 Wisdom Works Group Inc.

BE WELL LEAD WELL

PULSE[®] CERTIFICATION

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