



**CERTIFICATION
PROGRAM**



NAVIGATING YOUR HANDOUTS

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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 |

SELF-ASSESSMENT: Assess Your Knowledge, Skills & Abilities, continued

1
2
3
4
5
Novice

 Advanced Beginner

 Competent

 Proficient

 Expert

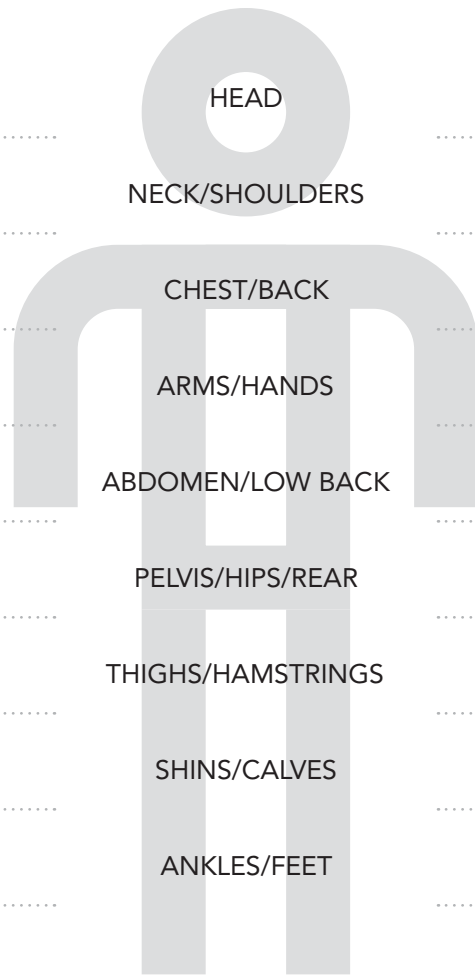
| SKILLS & ABILITIES | SELF-ASSESSMENT #1 | | | | | SELF-ASSESSMENT #2 | | | | |
|--|--------------------|---|---|---|---|--------------------|---|---|---|---|
| Able to administer the Be Well Lead Well Pulse® online assessment system for a leader | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Able to perform a structured debrief to interpret a leader's personal feedback report | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Able to ask coaching questions based on insights gained from the Be Well Lead Well Pulse® assessment feedback report | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Able to listen for signals of thriving (and the lack of it) during the debrief of the leader's assessment feedback | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Able to help the leader make new connections between thriving and leadership | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Able to help the leader see new possibilities to activate and amplify thriving | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Able to help a leader identify practices/actions to empower thriving personally as well as within others | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |

Scan Your Body for Information

INSTRUCTIONS: Note the somatic signals you experience—*inside and out*—when contracted versus when expansive.

CONTRACTED

EXPANSIVE



HEAD

NECK/SHOULDERS

CHEST/BACK

ARMS/HANDS

ABDOMEN/LOW BACK

PELVIS/HIPS/REAR

THIGHS/HAMSTRINGS

SHINS/CALVES

ANKLES/FEET

Understand the Assessment Questions

DEMOGRAPHICS & CONTEXT

DEMOGRAPHICS

- Job position/level of leadership
 - How many people report to you
 - Your age group
 - Length of time at organization
 - Length of time at current role
 - Industry you work in
 - Educational level
 - Gender identity
 - Country of residence
 - Ethnic identity
-

ORGANIZATION

To what degree has organizational change affected your area in the last year?

My job gives me considerable opportunity for independence.

My job gives me the chance to use my personal initiative and judgment in carrying out the work.

Think about your organization's culture, ways of communicating, and predominant management styles. Please indicate on the following scale how you would rate your organization: mechanistic/formal to organic/informal.

STRESS

Please indicate the degree to which the following aspects of your life cause you to feel stressed:

- Coworkers
 - Management
 - The job itself
 - Spouse/partner/significant other
 - Children
 - Relatives (parents, siblings)
 - Social life & friends
 - Personal finances
 - Physical health
 - Spiritual/faith
-



THRIVING

DIMENSION: THRIVING

TODAY & TOMORROW

Please imagine a ladder with steps numbered from 1 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. . .

- On which step of the ladder would you say you personally feel you stand at this time?
- On which step do you think you will stand about five years from now?

FLOURISHING

I lead a purposeful and meaningful life.

My social relationships are supportive and rewarding.

I am engaged and interested in my daily activities.

I actively contribute to the happiness and wellbeing of others.

I am competent and capable in the activities that are important to me.

I am a good person and live a good life.

I am optimistic about my future.

People respect me.

RESILIENCE

I tend to bounce back quickly after hard times.

I have a hard time making it through stressful events.

It does not take me long to recover from a stressful event.

It is hard for me to snap back when something bad happens.

I usually come through difficult times with little trouble.

I tend to take a long time to get over setbacks in my life.



DIMENSION: FUEL

EATING AS FUEL

- I use my eating habits to help me positively manage my stress.
 - I use my eating habits to help me manage my energy.
 - I use my eating habits to help me perform at my best.
-

MOVING AS FUEL

- I use my physical activity habits to help positively manage my stress.
 - I use my physical activity habits to help me manage my energy.
 - I use my physical activity habits to help me perform at my best.
-

RESTING AS FUEL

- I use my sleep & rest habits to help positively manage my stress.
 - I use my sleep & rest habits to help me manage my energy.
 - I use my sleep & rest habits to help me perform at my best.
-

BREATHING AS FUEL

- I use my breathing habits to help positively manage my stress.
 - I use my breathing habits to help me manage my energy.
 - I use my breathing habits to help me perform at my best.
-



DIMENSION: FLOW

- ENGAGEMENT AT WORK**
- At my work, I feel bursting with energy.
 - I get carried away by my work.
 - When I am working, I forget everything else around me.
 - I am totally immersed in my work.
 - My job inspires me.
 - I feel happy during my work.
 - I am enthusiastic about my job.
 - I would still do this work, even if I received less pay.
 - I find that I also want to work in my free time.
 - I work because I enjoy it.
 - When I am working on something, I am doing it for myself.
 - I get my motivation from the work itself, and not from the reward for it.
-

- SELF-ESTEEM AT WORK**
- I am TRUSTED around here.
 - I LIKE MYSELF around here.
 - I am HELPFUL around here.
 - I FEEL GOOD about myself around here.
 - I am a VALUABLE PART of this place.
 - I FEEL SATISFIED with myself around here.
 - I am EFFICIENT around here.
 - I am PLEASED with myself around here.
 - I am an IMPORTANT PART of this place.
 - I am PROUD of myself around here.
-



MINDFULNESS

I find it difficult to stay focused on what's happening in the present.

I pay attention to sensations, such as the wind in my hair or sun on my face.

I am good at finding the words to describe my feelings.

I believe some of the thoughts are abnormal or bad and I shouldn't think that way.

I notice how foods and drinks affect my thoughts, bodily sensations, and emotions.

I can easily put my beliefs, opinions, and expectations into words.

I pay attention to sounds, such as clocks ticking, birds chirping, or cars passing.

I make judgements about whether my thoughts are good or bad.

I rush through activities without being really attentive to them.

I pay attention to how my emotions affect my thoughts and behavior.

I think some of my emotions are bad or inappropriate and I shouldn't feel them.

I find myself doing things without paying attention.



DIMENSION: **WONDER**

APPRECIATION & AWE

- I often feel awe in my life.
 - I see beauty all around me.
 - I feel wonder almost every day.
 - I have many opportunities to see the beauty of nature.
 - I often marvel at how amazing it is to be alive.
 - I see many possibilities in my future.
-

SEEKING NEW PERSPECTIVES

- I always try to look at all sides of a problem.
 - I have dealt with a great many different kinds of people during my lifetime.
 - I seek out experiences that challenge my understanding of the world.
 - I like to read anything which challenges me to think differently about issues.
 - I am very curious about other religions and/or philosophical belief systems.
-

LEARNING & GROWING

- I can accept the impermanence of things.
 - I have grown as a result of losses I have suffered.
 - At this point in my life, I find it easy to laugh at my mistakes.
 - I have learned valuable life lessons from others.
-



DIMENSION: WISDOM

VISION & PURPOSE

- I have a clear vision of my desired future.
 - I feel inspired by my vision of the future.
 - My vision includes my desired legacy in life.
 - My vision of the future reflects the things most important to me.
 - My passion, calling, and sense of purpose are clear to me.
 - My vision includes my values and philosophy.
 - My vision includes my contributions to others and the community.
 - My vision includes using my strengths and unique genius/gifts.
 - I use my vision to guide my priorities and decisions in life and work.
-

WHOLENESS

- I am able to integrate the different aspects of my life.
 - I feel my individual life is a part of a greater whole.
 - I often have a sense of oneness with nature.
 - I often look for patterns in the objects around me.
-

EMOTIONAL CAPACITY

- It seems I have a talent for reading other's emotions.
 - I have a good sense of humor about myself.
 - I can freely express my emotions without feeling like I might lose control.
 - My peace of mind is not easily upset.
 - My happiness is not dependent on other people and things.
 - I don't worry about other people's opinions of me.
 - I am "tuned in" to my own emotions.
-



DIMENSION: **THRIVING AMPLIFIED™**

ENERGIZING OTHERS

When I interact with people at work, they:

Feel more invigorated.

Feel more energy to do their work.

Feel increased vitality.

Get "pepped up."

Feel more stamina to do their work.

MAXIMIZING OTHERS

When I interact with people at work, they:

Have more clarity for doing their work.

Feel more effective at their work.

Feel like they grow as human beings.

Feel like they are making a meaningful impact.

CULTIVATING CARE

IN OTHERS

When I interact with people at work, they:

Appreciate and feel grateful to colleagues at work.

Do things that benefit others that they are not required to do.

Are more likely to cooperate and partner with other people in the organization.

Provide a Debrief of the Feedback Report

INSTRUCTIONS: Use the following checklist, principles, and methodology as guidelines for providing an effective debrief of a leader’s personalized Be Well Lead Well Pulse® assessment feedback report.

BEFORE THE DEBRIEF: YOUR CHECKLIST

Attend to these items well before the debrief.

| ✓ CHECKLIST | DETAILS |
|--|--|
| <p><i>Communicate with the leader about the following items...</i></p> | <ul style="list-style-type: none"> <input type="checkbox"/> PLACE AND TIME. The debrief can be done in person, via videoconference, or by phone. Ask the leader what he or she prefers and make appropriate arrangements. <input type="checkbox"/> COMMITMENT. The debrief will take between 45-60 minutes. Ask the leader to protect this time so that they are not distracted or disturbed during their debrief. Fully engaging in the debrief is an act of self-care and an opportunity to gain insights for personal and professional growth. <input type="checkbox"/> YOU AS GUIDE. You as the Be Well Lead Well Pulse®-Certified Guide will lead the structured debrief process and manage the time. Let the leader know that there is nothing they need to do to prepare for the debrief. <input type="checkbox"/> RECORDING. Tell the leader that they may record the debrief, if desired, via a videoconference recording option, a smartphone voice recorder, handwritten notes, or any other means useful to them. This is their choice and responsibility. <input type="checkbox"/> LOGISTICS. If the debrief is not done in person, let the leader know they should be by a computer during the session. In this case, send the leader’s personalized Be Well Lead Well Pulse® feedback report at the appropriate time during the debrief via email. |
| <p><i>Download and prepare to use the leader’s Be Well Lead Well Pulse® Feedback Report.</i></p> | <ul style="list-style-type: none"> <input type="checkbox"/> PREPARE TO SHARE. If the debrief is not done in person, have the leader’s feedback report ready to email at the appropriate time during the session. Otherwise, have an electronic or printed copy available. <input type="checkbox"/> PREPARE YOURSELF. Review the leader’s personalized feedback report ahead of the debrief. Make notes on what insights and questions surface for you—these might come in handy during the debrief. At the same time, be willing to let go of assumptions you have about this leader so that the debrief is an open, safe space for personal learning. |

AT THE DEBRIEF: PRINCIPLES AND METHODOLOGY

Allow three principles and our six-step methodology to guide your delivery of the debrief and create an environment to support the best outcomes for the leader.

PRINCIPLE 1: THE DEBRIEF REFLECTS WELLBEING IN ACTION.

No matter what the feedback, the debrief experience can be a source of upliftment and empowerment for a leader. How can you set the conditions for the most generative debrief? As a few examples:

- Give yourself 5-10 minutes before the debrief conversation to let go of your to-do list or worries and become fully present with yourself. A heart-centered meditation, a body scan practice, a brief walk, or any other type of mindfulness or clearing practice can support you.
- Do a conscious breath with the leader at the start of the debrief to help you both truly arrive—mind, body, and spirit—to the conversation.
- Arrange your chairs side-by-side, rather than talking across a table, if you are physically together during the debrief.

PRINCIPLE 2: THE DEBRIEF DRAWS WISDOM FROM THE LEADER.

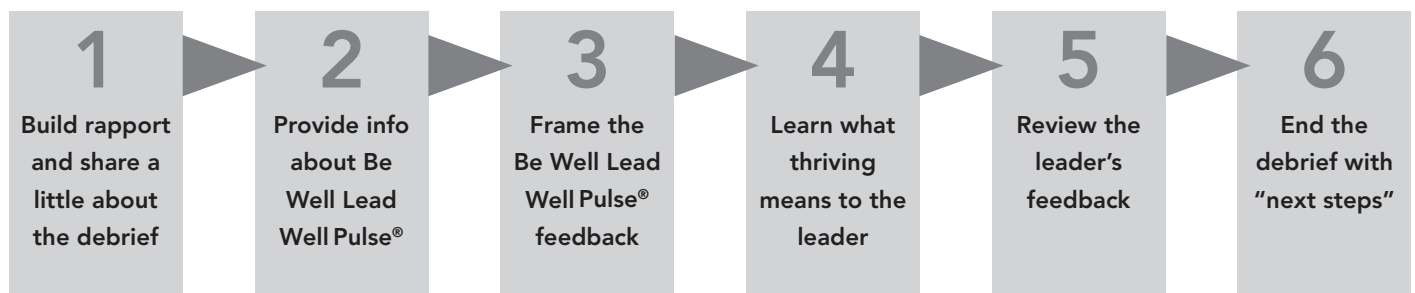
Assuming the leader answered the Be Well Lead Well Pulse® assessment questions as honestly as possible, the feedback report provides you a window into this person's state of wellbeing right now. How can you use that feedback to help the leader connect with their own wisdom and create new possibilities to activate and amplify thriving?

PRINCIPLE 3: THE DEBRIEF PROVIDES A SPACIOUSNESS IN WHICH TO PAUSE.

For most leaders (including you), the space to pause is a rare commodity in our hectic world! Yet, it is exactly the skill that allows us to be aware of our current state of being and consciously shift to wellbeing. How can you facilitate the debrief in such a way that spaciousness and open reflection become a lived experience?

DEBRIEF METHODOLOGY

Use this six-step methodology to guide the conversation with the leader about their Be Well Lead Well Pulse® feedback report. You'll likely never use the script provided verbatim; what's most important is to care for the six steps, make the debrief authentic to you, and serve the leader's highest and best.



| STEPS | SCRIPT & NOTES |
|--|---|
| <p>1. Build rapport and share a little about the debrief.</p> | <p>Introduce yourself. To build rapport and create a safe space for exploring wellbeing together, share 2-3 characteristics about yourself which shape who you are as well as your wellbeing. This includes a few aspects you feel comfortable and appropriate sharing about your life experience, values, culture, ethnicity, spirituality, life stage, and so forth. Confirm the debrief and assessment report are confidential.</p> <p>Ask: "Now, tell me a little about yourself. What do you most want me to know about you as a person before we explore your assessment feedback together?" For instance, they may choose to share their work role, the phase of life they're experiencing, social identities they hold (such as, nationality, religion, ethnicity, gender expression, etc.), or anything else important to them.</p> <p>Ask: "From what frame of reference did you participate in Be Well Lead Well Pulse®?"</p> <p>Share: "This debrief is structured. We'll spend 45-60 minutes on it. I'll first share information about Be Well Lead Well Pulse® then share your feedback report so that we can review it together. My aim is to fully support who you are in this debrief. If, at any time, I use a word you don't understand or inappropriately, please let me know. I'm continually learning how to support the wellbeing of others in a way that works best for them. "</p> |
| <p>2. Provide information about Be Well Lead Well Pulse®.</p> | <p>Share: "Be Well Lead Well Pulse® is the first integrative leadership assessment focused on wellbeing and transformation. It is built from the belief that you have an innate capacity to thrive and evolve—and tapping into that capacity is vital to lifting your personal fulfillment, leadership effectiveness, and positive impact. Our complexities today are a ripe opportunity to evolve our individual and collective consciousness and competence for thriving. When you thrive, you have greater energy, clarity, and wisdom to amplify thriving in the lives of others; this is the higher order purpose of this assessment. As a tool, Be Well Lead Well Pulse® helps you prioritize thriving in your life, as well as identify ways to make thriving a game-changer for the people and tasks you lead."</p> <p>Share: "The Be Well Lead Well Pulse® assessment is made up of 133 questions drawn from scientific research as well as +30 years of experience working with leaders globally. Your responses to the questions are analyzed using proprietary algorithms, then shared as innovative, easy-to-use scores across six dimensions (Thriving, Fuel, Flow, Wonder, Wisdom, Thriving Amplified) and 19 subcategories. We'll review this information in your personal feedback report in a few minutes."</p> |
| <p>3. Frame the Be Well Lead Well Pulse® feedback.</p> | <p>Share: "As a human being, you are always being and becoming—you are always engaged in change to some degree. You are not static; thus, your Be Well Lead Well Pulse® findings do not represent a fixed view of you. No assessment can tell you the whole truth about you. You are too unique, multidimensional, and complex. Be Well Lead Well Pulse® is not a typology or personality assessment. Look at your feedback report as a reflection of this period of time."</p> |
| <p>4. Learn what thriving means to the leader.</p> | <p>Ask: "Before sharing your feedback report, I want to understand what thriving means to you. To explore this, I'd like you to go inward for a moment to recall (think of, feel into) three stories of when you truly thrived. Consider a story from your childhood, a story from early adulthood, and a story that is more recent." (NOTE: As the Guide, you may want to do this activity as a guided visualization, including mindful breathing to help the leader physiologically shift into a state of alert relaxation. Recognize that some leaders may not come up with three stories; that is normal.)</p> <p>Ask: "Would you be willing to briefly share your stories with me?" (Allow the leader to do so.) "What themes or patterns do you notice across your three stories?" (NOTE: Although we all have the innate capacity to thrive, how we each define it is unique. So, it is important to invite the leader to notice the core stories about thriving unique to them. This can serve as a doorway to reflect on links between their stories about themselves and their wellbeing.)</p> <p>Say: "Thanks for sharing a little about what thriving means to you."</p> |

| | |
|---|---|
| <p>5. Review the leader's feedback.</p> | <p>Share the feedback report with the leader and orient them to its contents.</p> <p>Ask about the section, Your Organization: "As you answered questions about Your Organization, what organization were you referring to? What do you notice in your scores? Can you tell me a little about how 'this score' is showing up as your experience of your organization?"</p> <p>Ask about the section, Stress in Your Life & Work: "As you review these scores, what do you notice? Can you tell me a little about how 'this score' is showing up as your experience of life and work?"</p> <p>Review the section, Overview of the Dimensions: "This section can be seen as your personal dashboard—how internally-resourced you believe you are to handle change, upheaval, and complexity and be effective in your life and leadership." Explain the color scheme (green/high, gold/moderate, red/low) that coincides the scores.</p> <p>Ask about the Overview of the Dimensions: "What do you notice about your scores in these six dimensions? How might this period of your life and work be influencing your scores in these six dimensions?" Link back to Your Organization and Stress in Your Life & Work sections as appropriate.</p> <p>Review the pages reflecting details of each dimension: "Take a few minutes to review the pages on each dimension. Don't rush; we have plenty of time."</p> <p>Ask: "Which dimensions or subcategories would you like to dive into further?" Then debrief the dimension(s) or subcategory(ies) that are of most interest to the leader. This may lead to, for instance, a conversation about all dimensions, the connections between dimensions, or how a particular dimension or subcategory is showing up (or missing) in the leader's life and work today.</p> <p>Ask: "What insights did you gain from this debrief? What threads do you see weaving through it?" You may also notice natural opportunities to connect their insights from this debrief with the background and/or the stories of thriving they shared earlier.</p> |
| <p>6. End the debrief with "next steps."</p> | <p>Ask: "Based on your new awarenesses from this debrief, what 1-2 experiments could you try in service to your wellbeing?"</p> <p>Review possible "next steps" to follow the debrief:</p> <ul style="list-style-type: none"> • Send the Be Well Lead Well Pulse® Interpretation Manual, if desired. (If time permits, you can also review the contents of this manual during the debrief, possibly even working through a dimension, subcategory, or developmental macro- and micro-shifts with the leader.) • Contract for coaching or other professional support, if appropriate. Or, assist the leader to find other suitable resources, based on their debrief insights. • Discuss how to integrate the leader's debrief insights into a larger learning process they are engaged in, if appropriate, such as a coaching program, leadership development, wellness journey, or culture change work. <p>Thank the leader for being willing to explore thriving in their life and leadership.</p> |

PLANNING A STRUCTURED DEBRIEF

| STEPS | MY NOTES |
|--|-----------------|
| <i>1. Build rapport and share a little about the debrief</i> | |
| <i>2. Provide info about Be Well Lead Well Pulse®</i> | |
| <i>3. Frame the Be Well Lead Well Pulse® feedback</i> | |
| <i>4. Learn what thriving means to the leader</i> | |
| <i>5. Review the leader's feedback</i> | |
| <i>6. End the debrief with "next steps"</i> | |

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| <i>5. Review the leader's feedback</i> | |
| <i>6. End the debrief with "next steps"</i> | |

Administer the Be Well Lead Well Pulse® Assessment Software

AT-A-GLANCE: ADMINISTER BE WELL LEAD WELL PULSE® ASSESSMENT SOFTWARE FOR AN INDIVIDUAL

Access your Guide account at www.bewellleadwellpulse.com to administer the Be Well Lead Well Pulse® assessment.

| STEP | ACTION | NOTES |
|------|--|--|
| 1 | <i>Create a participant.</i> | All fields are required except Organization. |
| 2 | <i>Create a project and add the participant to it or add the participant to an existing project.</i> | This step is OPTIONAL, only to be used if the participant is part of a group and you want to ultimately run a group report. |
| 3 | <i>Generate a survey.</i> | Go to the participant's page and click "Generate New Survey". If you want to generate a survey associated with a project, go to the project page first and click "Generate Surveys" or add the participant as a member of the project. |
| 4 | <i>Set the assessment deadline date, based on your work with this participant.</i> | The default assessment expiration date is two weeks (14 days) from when you generated the assessment. However, it can be manually set to a maximum of 6 months. If you change the default expiration date, be sure to manually change the auto-reminder date. |
| 5 | <i>Let the participant know the personalized assessment link is on its way via email.</i> | An email with a unique link and access code will be sent to the participant's email address. If the participant can't see the email, instruct them to check their spam inbox and to whitelist donotreply@bewellleadwellpulse.com . If needed, resend this information by clicking REMINDER (the paper airplane icon) button in the participant's list of assessments. |
| 6 | <i>Download and deliver the participant's assessment feedback report.</i> | Once your participant completes their assessment, you as the Guide will be notified by email. Download a PDF of the participant's assessment feedback report by clicking the green REPORT button at the participant's page. Set up time to deliver the feedback report with the participant using the structured Debrief Methodology or other appropriate approach. The participant will only receive the report through you as the Guide. |



For a guided tour of how to use the assessment system to administer Be Well Lead Well Pulse®, please check out the **Software User Guide** and **Pulse® Administration Video** in the community Dropbox Folder.

Offer & Share Be Well Lead Well Pulse®

TARGET YOUR AUDIENCES

Brainstorm possible target audiences for using Be Well Lead Well Pulse® in your professional practice. Examples of target audiences are:

- Leaders already leading with purpose-driven, wellbeing values who want to expand their capacity to amplify thriving in teams, their organization and its stakeholders, or communities
- Leaders in transition—how they lead is no longer working for them, and they realize personal or organizational changes will require new ways of being and operating
- Leaders hungry for development who want help clarifying how to lead and live in a more holistic, mindful, and generative way

MAKE A PLAN

How would you introduce Be Well Lead Well Pulse®? Here are a few questions to help you make a plan:

- What outcome(s) do you want from the conversation with this person?
- What, if anything, does this person already know or do to prioritize thriving in their life and leadership?
- What benefits might this person gain from using Be Well Lead Well Pulse®?
- What would help you show up as your most vibrant self when you talk with this person?

WRITE DOWN YOUR IDEAS

HOW TO PRICE & PURCHASE THE ASSESSMENT

As a Be Well Lead Well Pulse®-Certified Guide, your price for using the assessment is shared in the following table.

| | PRICE TO CERTIFIED GUIDES | SUGGESTED RETAIL PRICE |
|---|---------------------------|------------------------|
| Be Well Lead Well Pulse® online assessment, with PDF e-versions of personalized feedback report and Interpretation Manual (in full color) | \$150 | \$200 |
| Be Well Lead Well Pulse® group report, with PDF e-versions of group feedback report and Interpretation Manual (in full color) | \$150 | \$200 |

These prices includes both “for-profit” companies and “not-for-profit” enterprises, such as higher education, charities, public service, government, scientific, and religious organizations.

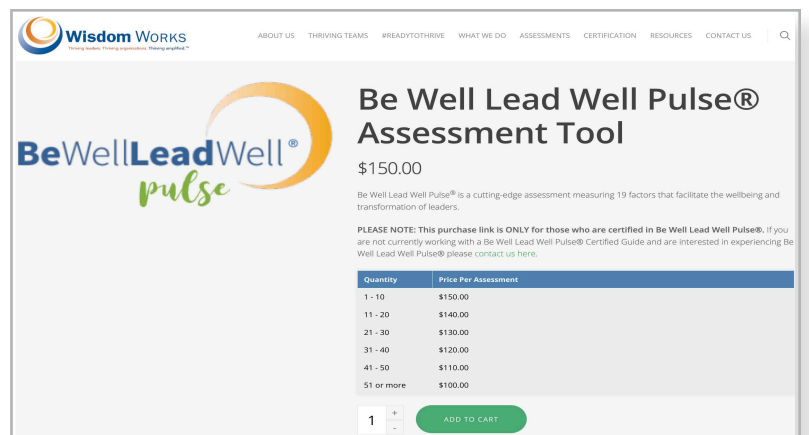
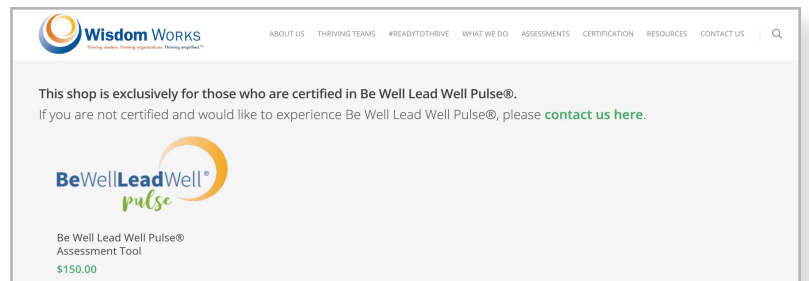
Discounts for purchasing Be Well Lead Well Pulse® in bulk for individuals are as follows:

| | | | | | |
|--------------|---|--------------|--------------|---|--------------|
| 1–10 people | = | \$150/person | 31–40 people | = | \$120/person |
| 11–20 people | = | \$140/person | 41–50 people | = | \$110/person |
| 21–30 people | = | \$130/person | +50 people | = | \$100/person |

To purchase the assessment, go to www.bewellleadwell.com/shop. This link will take you to an exclusive web page set up for Certified Guides to purchase the assessment at the discounted price for individuals or to buy a group report.

When purchasing the assessment for individuals, for example, click on “Be Well Lead Well Pulse® Assessment Tool” and the following screen will appear. Toggle the “+” and “-” symbols to choose how many assessments you want to purchase.

For instance, if you want to purchase “12” assessments, click the “+” button until you reach the number 12. Push ADD TO CART for the following screen to appear, showing the amount you chose and the total amount of your purchase.

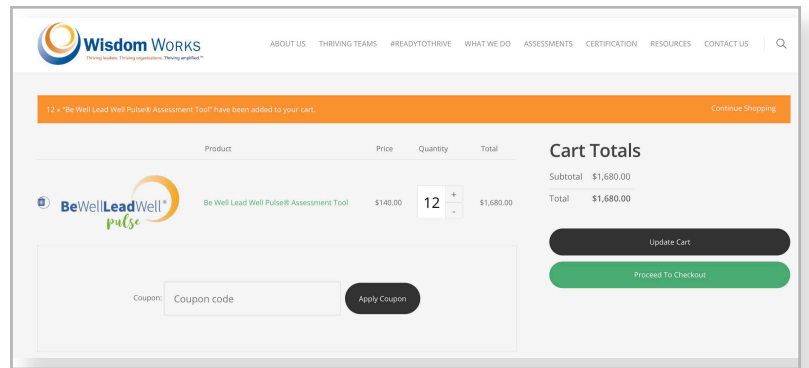


Push **PROCEED TO CHECKOUT** to complete your transaction.

When the financial transaction is successfully processed, the Be Well Lead Well® team at Wisdom Works will immediately be notified. We will promptly add the assessment quantity you purchased to your Certified Guide account in the assessment system software and inform you that the assessments are available for your use. This same basic ecommerce process applies when you purchase a group report.

For a guided tour of how to use the shopping cart to purchase Be Well Lead Well Pulse®, please check out the Pulse® Shopping Cart Video in the community Dropbox.

If you have a unique situation not outlined in the pricing and purchasing details above (e.g. the use of Be Well Lead Well Pulse® across an entire organization), please contact us at info@bewellleadwell.com.



Administer assessments at www.bewellleadwellpulse.com

CONNECT TO A GROWING GLOBAL NETWORK: THE CERTIFIED GUIDE LOGO

Once certified, you will receive a high-resolution file for our logo designating your status as a Be Well Lead Well Pulse®-Certified Guide. You may use this logo in your education and marketing avenues, such as websites, brochures, or social media channels, to promote yourself as a Certified Guide of the Be Well Lead Well Pulse® assessment system. Maintain the visual brand identity by following these standards:

- Keep the logo as is, without altering the color, shape, words, or any other aspect of it.
- Display the logo on a neutral background only (i.e., without wavy lines or busy graphics) to guarantee that the background does not conflict or interfere with the readability or recognition of the logo.
- Whenever you resize the logo, ensure it is clear (with no distortions) and easily readable.

This logo connects you with a growing network of Certified Guides who have fully completed the professional certification and are committed to empowering thriving in organizations and communities around the world. Maintaining your Certified Guide status means protecting this logo with high integrity. Should you have any questions about the use of this logo, please contact us at info@bewellleadwell.com.



TO PRINT OR NOT TO PRINT: THE INTERPRETATION MANUAL

The Be Well Lead Well Pulse® Interpretation Manual is a wonderful resource as you help people transform insights from their Be Well Lead Well Pulse® assessment feedback into actions for greater thriving and effectiveness. The manual is 70 pages in length; as a result, to operate as responsible environmental stewards, Wisdom Works currently provides printed versions of the manual to Certified Guides only. We also offer you an engaging full-color, digital version of the manual.

Should you require printed versions of the manual for the people with whom you work, please contact info@bewellleadwell.com for a print-ready, black & white PDF that you can reproduce using a copy center or print-on-demand service. However, as the world “goes digital,” we recommend that Certified Guides do the same whenever possible.

When printing either the color or black & white version from a PDF file, print at “Actual Size,” not “Fit,” for best results.

To maintain consistency and high quality in both digital and printed versions of the Interpretation Manual, please use them as they are, without alterations of any kind, as you support leaders in reaping the greatest benefits from their Be Well Lead Well Pulse® assessment.

WHAT'S IN A NAME?

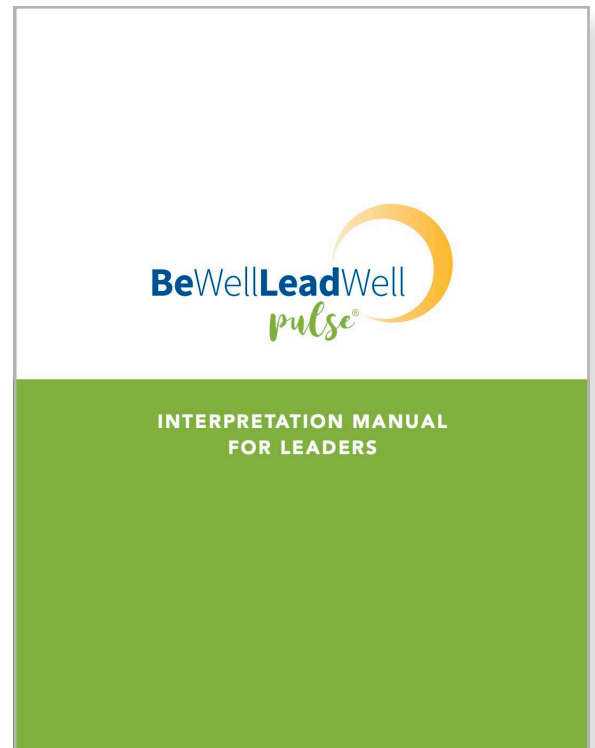
As a Be Well Lead Well Pulse®-Certified Guide, you are representing resources that are proprietary to Wisdom Works. When communicating about these resources with others via email, presentations, or any other means, please use the proper names as is, including registered trademarks:

Be Well Lead Well Pulse®

Be Well Lead Well Pulse®-Certified Guide

Be Well Lead Well Pulse® Interpretation Manual

These resources are part of Be Well Lead Well®, a brand and platform of innovative programs, tools, and content wholly owned by Wisdom Works Group, Inc.



Tap into a Wealth of Resources to Support You



INSTRUCTIONS: Becoming a Be Well Lead Well Pulse® Certified Guide means you completed 21.75 hours of training to administer the assessment system with leaders. This is a big accomplishment—congrats! Here is a wealth of resources provided only to Certified Guides to augment your professional practice with Be Well Lead Well Pulse®.

| RESOURCE | HOW TO USE IT |
|---|--|
| <p>One additional free use of the Be Well Lead Well Pulse® assessment</p> | <p>Utilize this assessment to deepen your capability and confidence to implement the assessment system. For instance, invite a customer, friend, or colleague who will benefit from taking the assessment and give trustworthy feedback about their assessment experience with you. Or, provide the assessment to one of the leaders you interviewed at the start of this program as a “thank you” for their support. Afterwards, use the <i>Knowledge, Skills, and Abilities</i> self-assessment tool to identify key areas for continually growing your aptitude to use the assessment system.</p> |
| <p>Be Well Lead Well Pulse® Technical paper</p> | <p>Access this document when you have questions about how Be Well Lead Well Pulse® was developed and the scientific insights underpinning the assessment.</p> |
| <p>Secure Be Well Lead Well Pulse® assessment software</p> | <p>Access this assessment software with your Certified Guide password any time you want to administer Be Well Lead Well Pulse® with leaders.</p> |
| <p>Customizable presentation and set brochure about Be Well Lead Well Pulse®</p> | <p>Share these marketing resources with people who would benefit from using Be Well Lead Well Pulse® as part of your work with them.</p> |
| <p>Be Well Lead Well Pulse® Certified Guide logo</p> | <p>Use this logo in marketing avenues, such as your website and social media, to distinctively position yourself.</p> |
| <p>Be Well Lead Well Pulse® Certified Guides community learning resource</p> | <p>Log into this private community Dropbox, established only for Certified Guides, to access research, articles, and tools related to the six dimensions of thriving and the 19 subcategories of Be Well Lead Well Pulse®.</p> |
| <p>Quarterly Learning Circles for Be Well Lead Well Pulse® Certified Guides</p> | <p>Take advantage of these opportunities to continually evolve your knowledge, skills, and abilities in applying Be Well Lead Well Pulse®, plus grow with a community of Certified Guides who share your passion for making thriving and conscious leadership a priority.</p> |

Agree to Use the Assessment System with Integrity

INSTRUCTIONS: To become a Be Well Lead Well Pulse® Certified Guide, we ask you to commit to an Integrity Agreement. The purpose of this agreement is to emphasize:

- We put our trust in you to use the Be Well Lead Well Pulse® assessment system (including related statistics, framework, icons, brand, methods, materials, and all other content) with integrity in every way.
- We ask you to honor our copyright and trademarks, making sure these are accurately represented in all avenues (i.e. digital, hard-copy, video, etc.)
- We commit to providing updates for you as we gather data via ongoing research with the assessment system.
- We commit to keeping you informed about enhancements we make to the assessment system and its application.

Our intent in asking you to sign this agreement is to ensure:

- You have a clear set of guidelines for using the Be Well Lead Well Pulse® assessment system.
- You feel supported now and in the future as we grow a worldwide community of Certified Guides
- You feel comfortable approaching us with any special needs or when you are unsure of how to proceed.

To complete your certification, please:

- 1) Review the Integrity Agreement on the following page.
- 2) Get your questions about this agreement answered.
- 3) Sign the Integrity Agreement within the online feedback form you receive.

We are delighted for you to consider being part of a growing community of Be Well Lead Well Pulse® Certified Guides who share a deeper passion to promote the conscious evolution of thriving leadership for positive change globally.

INTEGRITY AGREEMENT

The purpose of Wisdom Works Group is to cultivate individual and organizational leaders that promote generative, responsible, and sustainable impact around the globe. We strive to continually live our company mantra—Thriving Leader, Thriving Organization, Thriving Amplified™—and empower people and organizations to do the same.

We recognize you as a person of honor and integrity, and we look forward to collaborating as you apply the Be Well Lead Well Pulse® assessment system to support leaders in operating from a well, aware, and enlightened orientation. We believe you have a deep sense of connection and dedication to cultivate leadership who can create healthier, more integral solutions to the complex challenges that we all face as individuals, collectives, and participants in a global society.

Each relationship between Wisdom Works and a Be Well Lead Well Pulse® Certified Guide is unique. Yet, we believe the success of every relationship is founded on the following value system:

- An aspiration of shared success for you and your organization, other practitioners who engage in this certification training, and Wisdom Works Group, Inc.
- A sincere respect and appreciation for each other's intellectual property and a clear promise to honor the boundaries of intellectual property.
- Open, honest communication, where shared learning is a primary goal.
- A commitment to the health and sustainability of each other's professional endeavors.

Becoming a Be Well Lead Well Pulse® Certified Guide means that you are certified to use the Be Well Lead Well Pulse® assessment system in your efforts to develop leaders, such as in 1:1 coaching, group training, and other development programs.

You may see additional avenues to use Be Well Lead Well Pulse® and its parent brand Be Well Lead Well® which are not included in your certification, including creating new products and services which utilize the Be Well Lead Well® and Be Well Lead Well Pulse® brands, Framework of Thriving, and content. If so, please reach out to Wisdom Works. We welcome the opportunity to explore these avenues with you in a way that is mutually beneficial to you and Wisdom Works, plus aligned with the larger mission to advance healthier ways of leading and living globally.



BY WISDOM WORKS GROUP INC.

