

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.