

BE WELL LEAD WELL

PULSE[®] CERTIFICATION

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

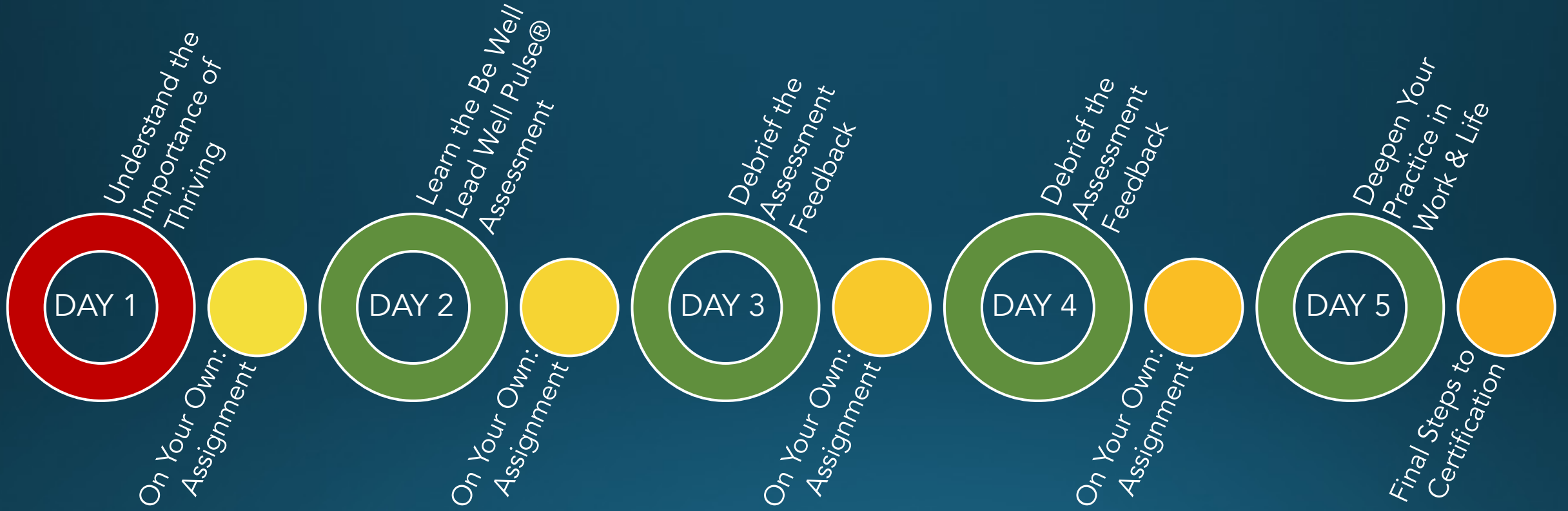
Assess Your Knowledge, Skills & Abilities



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 for themselves?**



No one ever
knows what is
going to
happen next.

PEMA CHÖDRÖN

Australian Unity Wellbeing Index
Bloomberg Healthiest
Countries Index
Canadian Index of Wellbeing
Gallup Global Emotions
Genuine Progress Indicator
Global Inclusiveness Index
Global Peace & Humanity Index
Global Youth Wellbeing Index
Gross National Happiness Index
Happy Planet Index
Human Flourishing Index (Harvard)

Index for Wellbeing Sustainability,
Food Sustainability Index (BCFN)
Indigo Wellness Index
Legatum Prosperity Index
Migrant Wellbeing &
Development, and How the
World Views Migration
OECD Better Life Index
Personal Wellbeing Index of China
Social Progress Index
Sovereign Wellbeing Index
of New Zealand
Standard & Poor's Ratings Services
Global Financial Literacy Survey

State of the USA
Sustainable Development
Goals Compass
Sustainable Economic
Development Assessment
UAE Wellbeing Global Survey
UK National Wellbeing Index
UN Human Development Index
Wellbeing Index
(Gallup–Sharecare)
World Happiness Rankings
World Health Organisation-
Five Well-Being Index
World Stress Index

WELLBEING INDEXES

GLOBAL WELLNESS ECONOMY: \$5.6 trillion in 2022



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



WELLBEING AS DIFFERENTIATOR



WELLBEING LINKS





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

A NEW LEADERSHIP AGENDA

THRIVING

an internal resource to
meet our demands and
evolve

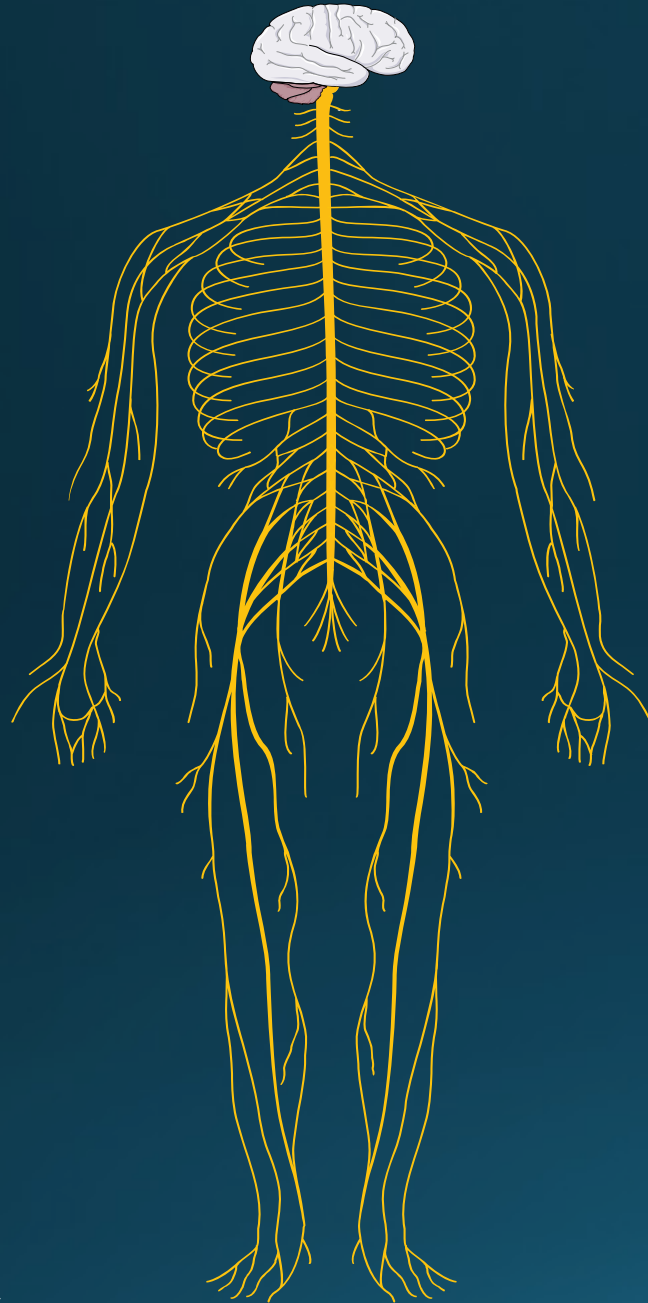
THRIVING

- Innate
- Practical
- Dynamic
- Renewable

THRIVING + ENGAGEMENT MATRIX™



BE WELL LEAD WELL PULSE® CERTIFICATION
THE PHYSIOLOGY OF STRESS & ITS
EFFECTS ON LEADING



PRINCIPLES OF THE AUTONOMIC NERVOUS SYSTEM

- 1) Neuroception
- 2) Interoception
- 3) Self-regulation
- 4) Co-regulation



*Co-regulation is a
biological imperative.*

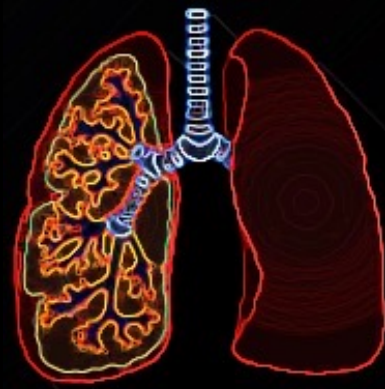
—Deb Dana, LCSW

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

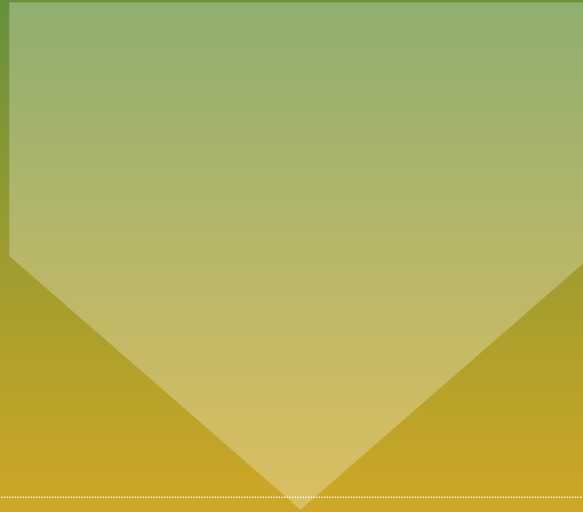
- Intestinal issues ▼
- Healthy metabolism ▲
- Microbiome health ▲



HEAD, EYE, BONE

- Vision ▲
- Migraines / headaches ▼
- Bone density ▲

CONNECT



distrust
take control
stick with familiar

DISCONNECT

CONNECT

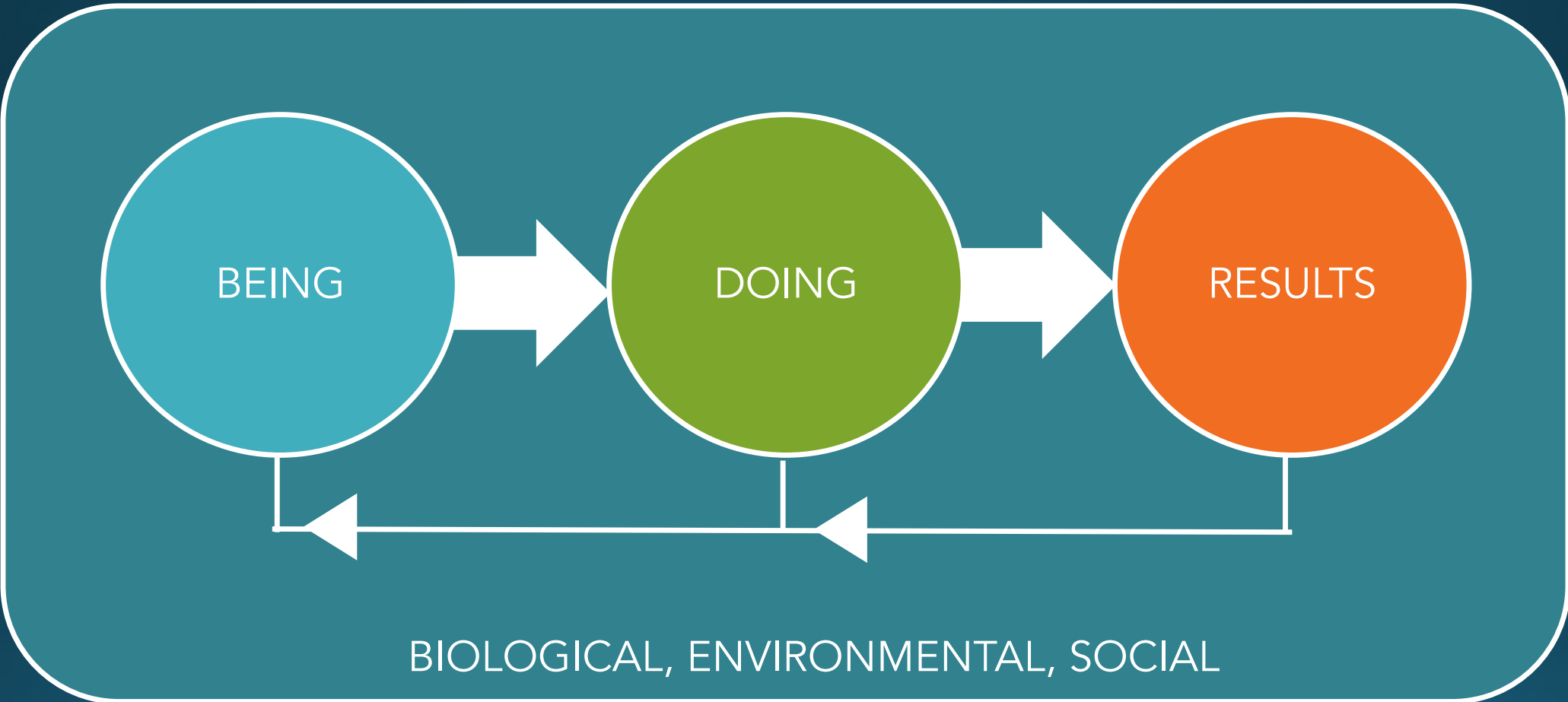
trust

partner with others
take risks & adapt



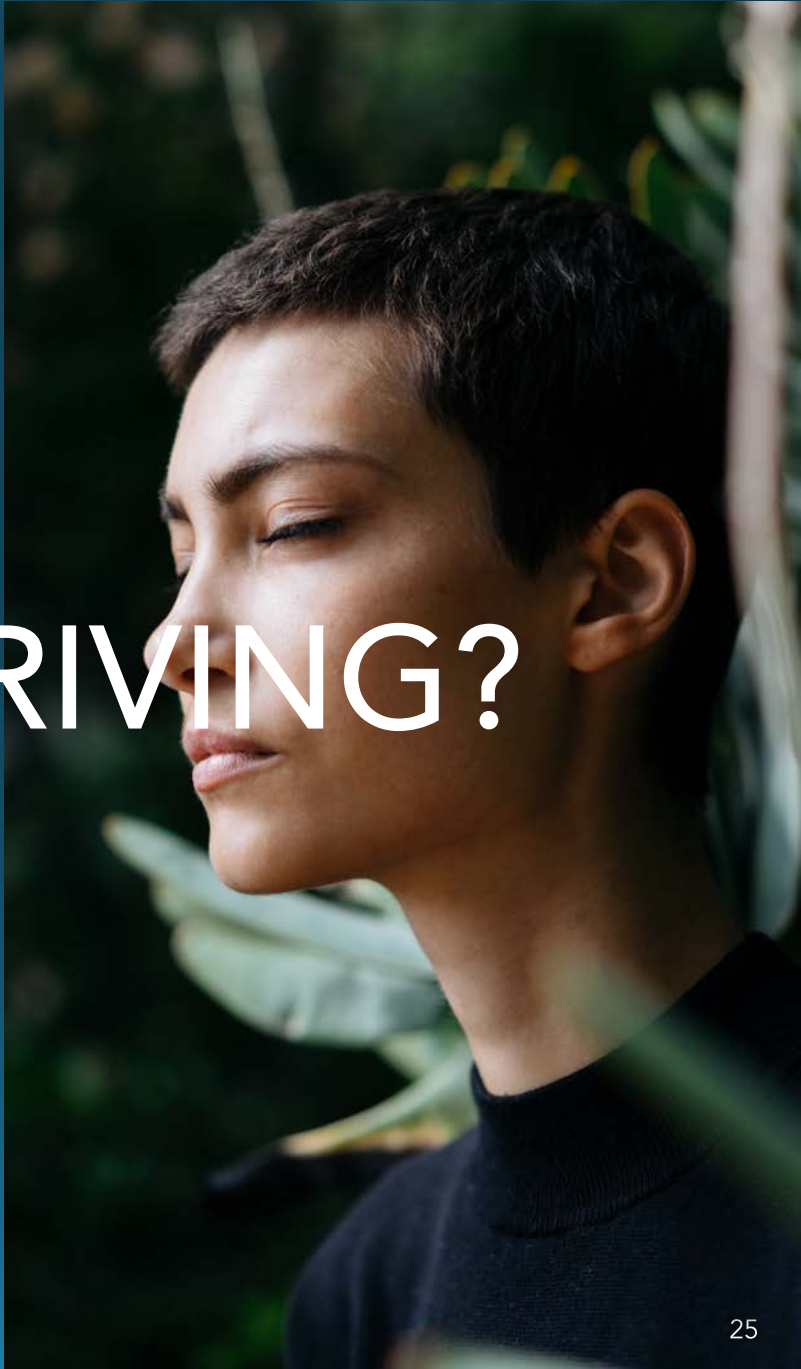
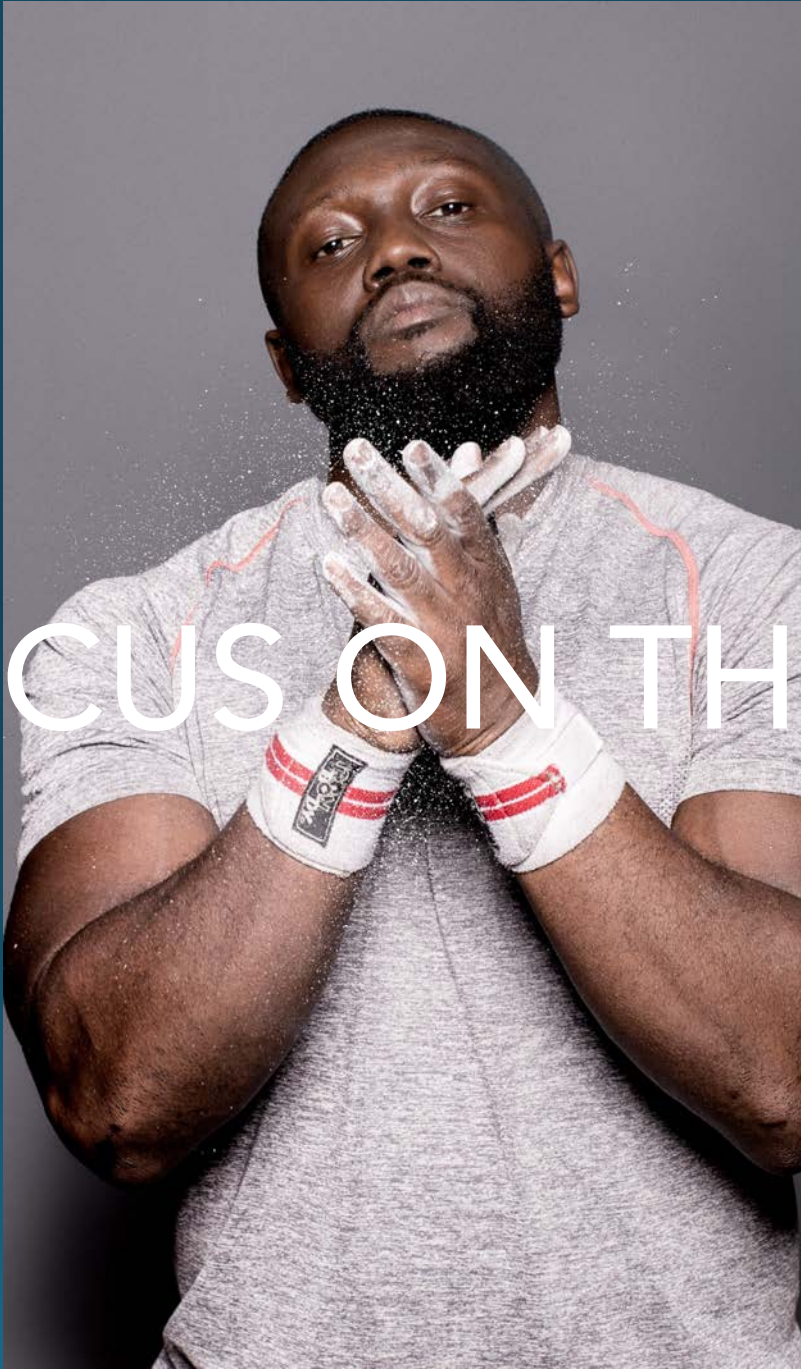
DISCONNECT

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®

1999

Whole Life
Review™

2002

WisdomScape™

2008

Executive Lifestyle
Analysis™

2018

Be Well Lead Well
Pulse®

WHAT ENABLES US TO LEAD FROM WELLBEING?

QUALITIES OF PULSE®

1. HOLISTIC

4. SCALABLE

2. ACTIONABLE

5. UPLIFTING

3. GROUNDED IN
SCIENCE

6. A PATH TO AMPLIFY
WELLBEING

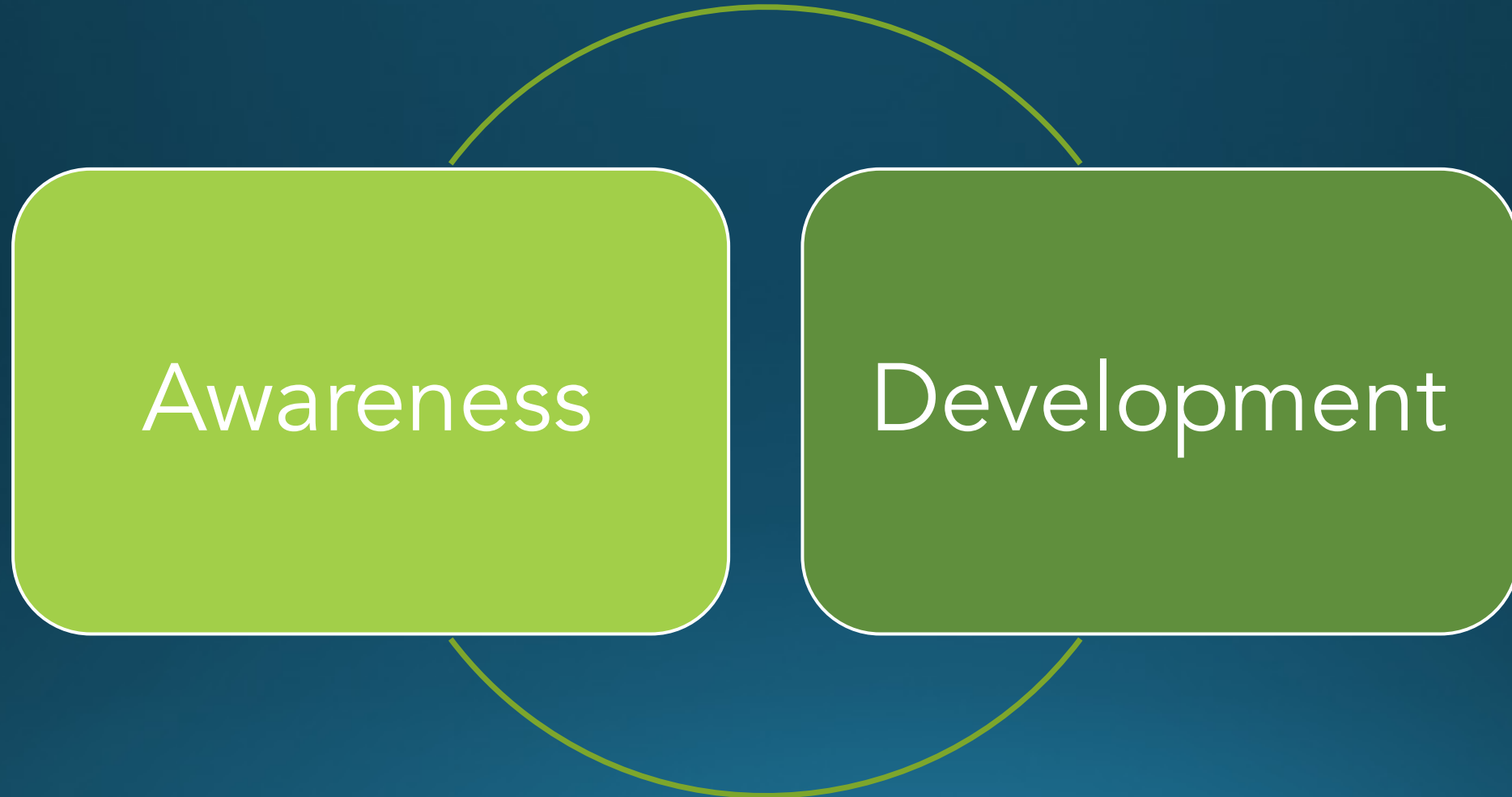


BeWellLeadWell
pulse[®]



we are grateful for the roots

TWO PURPOSES OF PULSE®



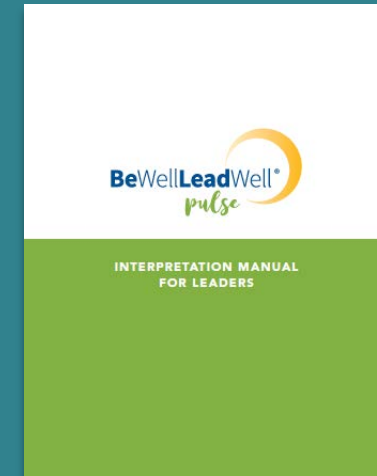
THE PULSE[®] ASSESSMENT SYSTEM



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



FIND MORE
INFORMATION



TECHNICAL REPORT
2021 UPDATE

Direct questions to:

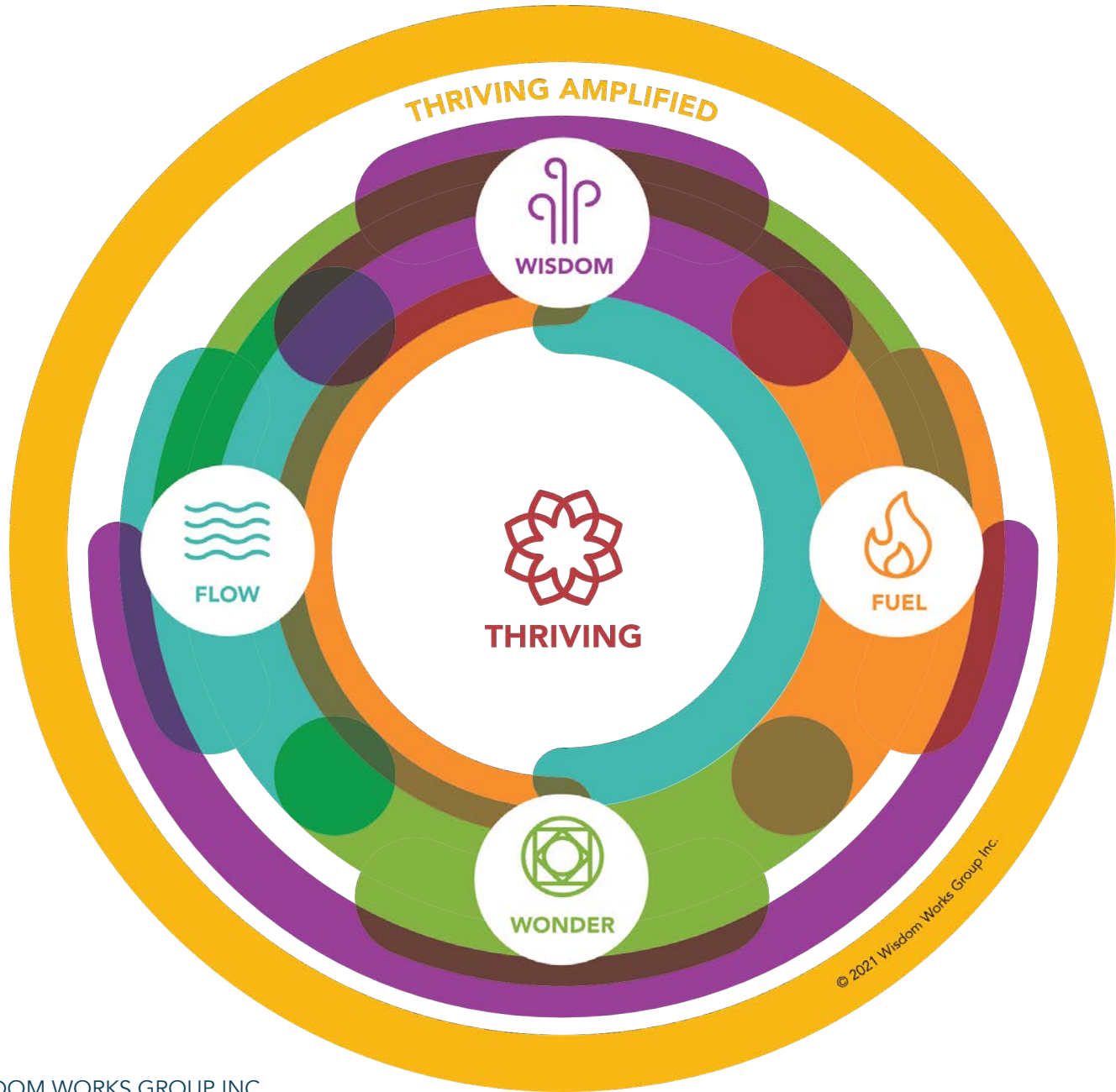
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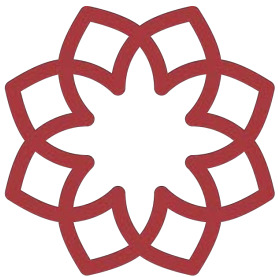
1

BE WELL LEAD WELL PULSE® CERTIFICATION
BACKGROUND & DEVELOPMENT, PART 2

Thriving is a
personal journey.



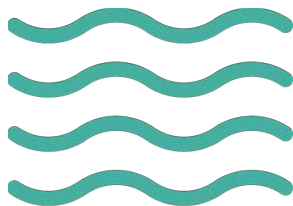
SIX DIMENSIONS OF PULSE®



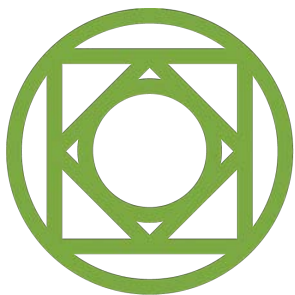
THRIVING .89



FUEL .93



FLOW .93



WONDER .94

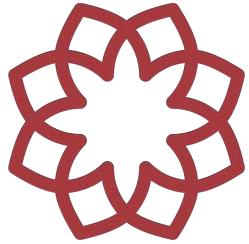


WISDOM .92



**THRIVING
AMPLIFIED** .95

19 PSYCHOMETRICS OF PULSE®



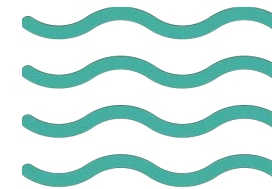
THRIVING

TODAY & TOMORROW .74
FLOURISHING .92
RESILIENCE .76



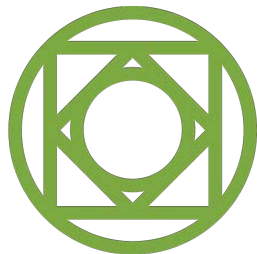
FUEL

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



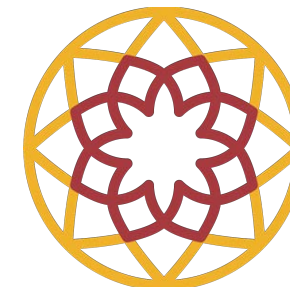
WONDER

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 & TOM	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	Pearson Correlation	1	.516**	.308**	.329**	.373**	.353**	.339**	.414**	.445**	.208**	.538**	.425**	.438**	.513**	.504**	.458**	.412**	.414**	.394**
FLOURISHING	Pearson Correlation	.516**	1	.453**	.392**	.396**	.419**	.317**	.405**	.438**	.204**	.469**	.431**	.407**	.784**	.485**	.445**	.580**	.582**	.557**
RESILIENCE	Pearson Correlation	.308**	.453**	1	.217**	.242**	.238**	.181**	.286**	.341**	-.233**	.383**	.401**	.443**	.454**	.408**	.480**	.322**	.324**	.285**
EATING AS FUEL	Pearson Correlation	.329**	.392**	.217**	1	.478**	.544**	.554**	.404**	.308**	.314**	.483**	.397**	.349**	.412**	.497**	.458**	.464**	.433**	.411**
MOVING AS FUEL	Pearson Correlation	.373**	.396**	.242**	.478**	1	.542**	.558**	.418**	.349**	.232**	.488**	.428**	.432**	.418**	.504**	.480**	.460**	.472**	.428**
RESTING AS FUEL	Pearson Correlation	.353**	.419**	.238**	.544**	.542**	1	.491**	.344**	.410**	.274**	.480**	.434**	.420**	.444**	.475**	.459**	.440**	.448**	.444**
BREATHING AS FUEL	Pearson Correlation	.339**	.317**	.181**	.554**	.558**	.491**	1	.448**	.274**	.351**	.509**	.426**	.348**	.388**	.480**	.415**	.454**	.430**	.401**
ENGAGEMENT AT WORK	Pearson Correlation	.414**	.425**	.286**	.436**	.418**	.344**	.448**	1	.505**	.383**	.540**	.481**	.440**	.504**	.513**	.472**	.465**	.587**	.548**
SELF-ESTEEM AT WORK	Pearson Correlation	.445**	.438**	.341**	.308**	.349**	.410**	.274**	.505**	1	.227**	.548**	.550**	.413**	.584**	.549**	.595**	.549**	.547**	.580**
MINDFULNESS	Pearson Correlation	.208**	.204**	-.233**	.314**	.232**	.274**	.351**	.383**	.227**	1	.381**	.337**	.259**	.279**	.348**	.313**	.357**	.307**	.299**
APPRECIATION & AWE	Pearson Correlation	.538**	.469**	.393**	.483**	.488**	.480**	.509**	.540**	.548**	.381**	1	.745**	.495**	.732**	.794**	.494**	.599**	.591**	.558**
SEEKING NEW PERSPECTIVES	Pearson Correlation	.425**	.431**	.401**	.397**	.428**	.434**	.426**	.481**	.550**	.337**	.745**	1	.717**	.402**	.774**	.488**	.564**	.580**	.520**
LEARNING & GROWING	Pearson Correlation	.438**	.407**	.443**	.349**	.432**	.420**	.348**	.442**	.413**	.259**	.495**	.717**	1	.476**	.744**	.371**	.592**	.595**	.572**
VISION & PURPOSE	Pearson Correlation	.513**	.784**	.454**	.412**	.418**	.444**	.388**	.504**	.584**	.279**	.732**	.482**	.476**	1	.717**	.449**	.590**	.404**	.557**
WHOLENESS	Pearson Correlation	.504**	.485**	.408**	.497**	.504**	.475**	.480**	.513**	.549**	.348**	.794**	.774**	.744**	.717**	1	.730**	.408**	.593**	.554**
EMOTIONAL CAPACITY	Pearson Correlation	.458**	.445**	.480**	.458**	.480**	.459**	.415**	.472**	.595**	.313**	.494**	.488**	.371**	.449**	.730**	1	.410**	.584**	.549**
ENERGIZING OTHERS	Pearson Correlation	.412**	.580**	.322**	.464**	.460**	.480**	.456**	.465**	.549**	.357**	.599**	.544**	.592**	.590**	.408**	.410**	1	.812**	.744**
MAXIMIZING OTHERS	Pearson Correlation	.414**	.582**	.324**	.433**	.472**	.468**	.430**	.587**	.547**	.307**	.591**	.580**	.595**	.404**	.592**	.584**	.812**	1	.788**
CULTIVATING CARE IN OTHERS	Pearson Correlation	.394**	.557**	.285**	.411**	.428**	.444**	.401**	.548**	.580**	.299**	.558**	.520**	.572**	.500**	.554**	.549**	.744**	.788**	1

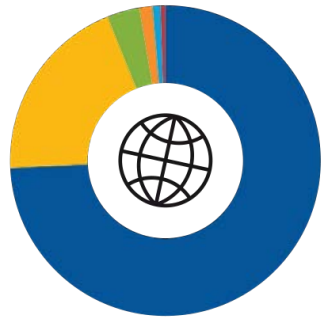
** Correlation is significant at the 0.01 level (2-tailed).



DEMOGRAPHICS

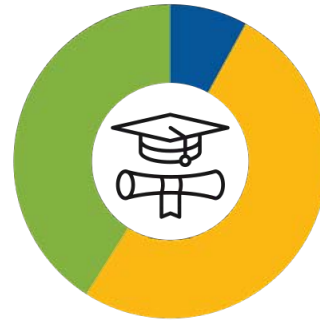
- Job Level
- Age Range
- Length of Time with Organization
- Length of Time in Role
- Industry
- Level of Education
- Gender Orientation
- Country
- Ethnicity

GEOGRAPHY



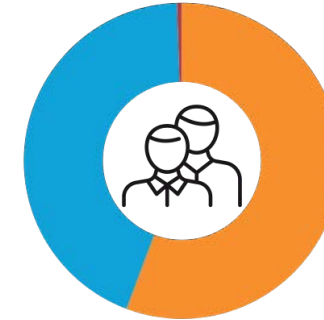
- 74.3% NAM
- 19.6% EURO
- 3.4% ASIA-PAC
- 1.4% LATAM
- 0.8% MENA
- 0.5% AFR

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



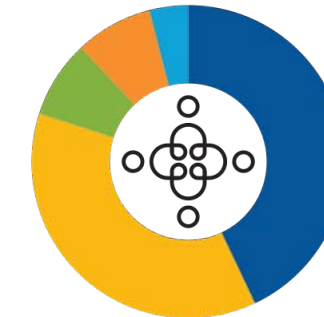
- 20% first line leader
- 28% mid-management
- 34% senior leader
- 18% other (self-employed, freelance, non-managerial)

AGE



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

RACE/ETHNICITY IDENTITY



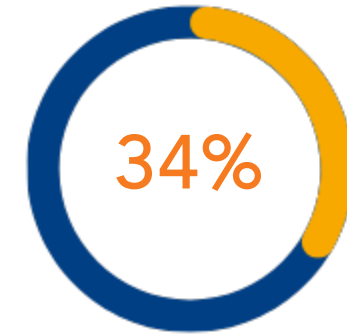
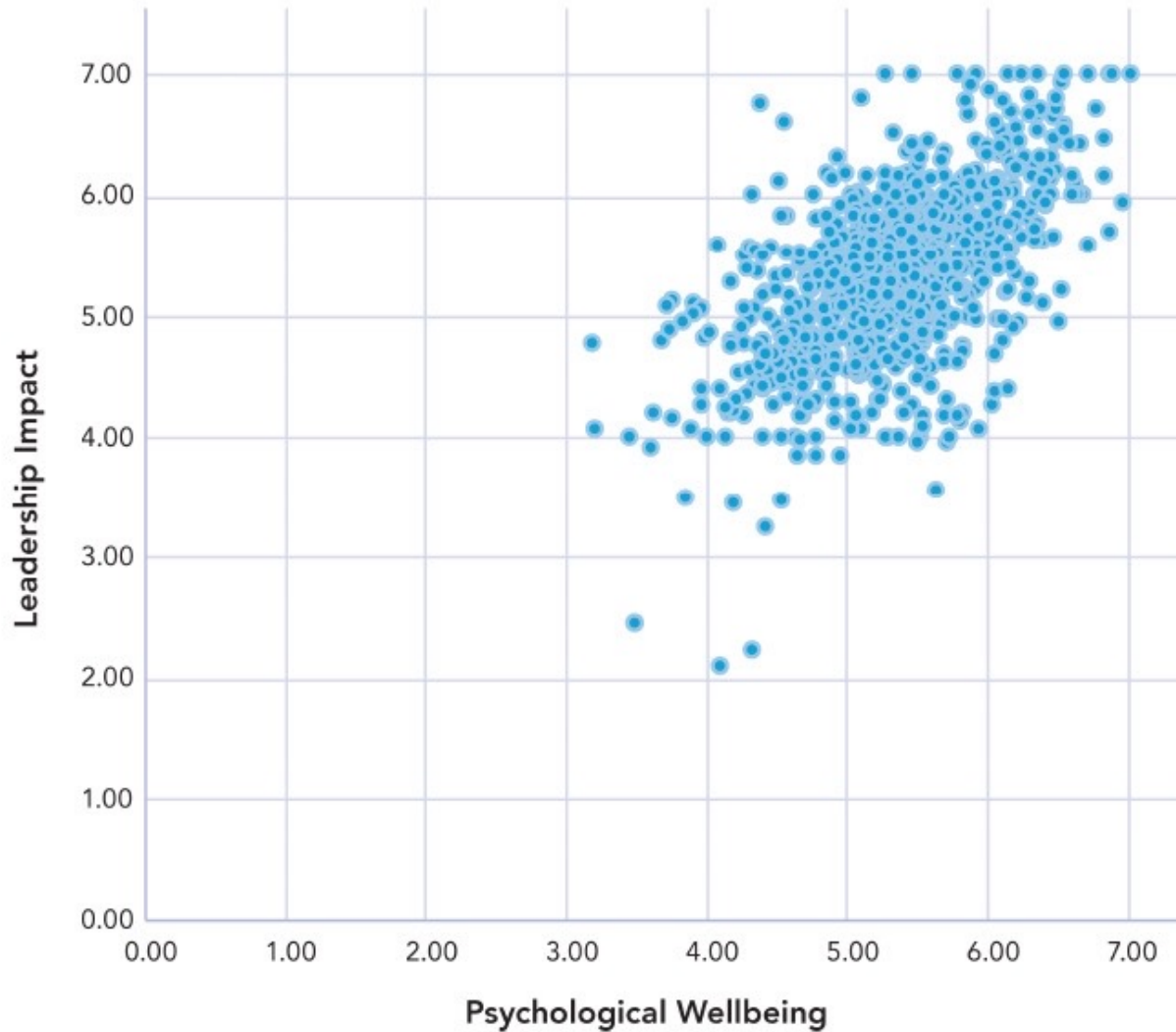
- 43% White
- 37% Hispanic
- 8% Black
- 8% Asian
- 4% Two or more/other

COMPARATIVE DATABASE

INSIGHTS BASED ON COMPARATIVE DATABASE

- Older leaders score higher in all wellbeing leadership 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

RESEARCH: HIGHER LEADER WELLBEING LINKS TO HIGHER LEADER IMPACT



34% of a leader's reported impact can be explained by the leader's wellbeing.

FIND MORE
INFORMATION



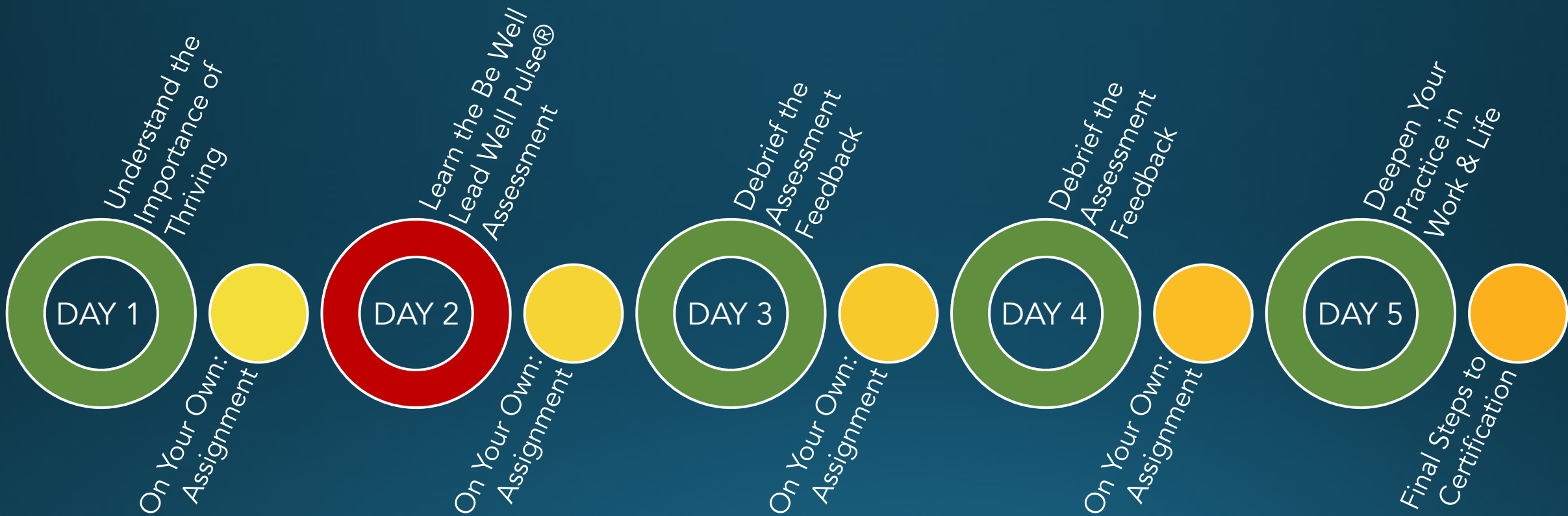
TECHNICAL REPORT
2021 UPDATE

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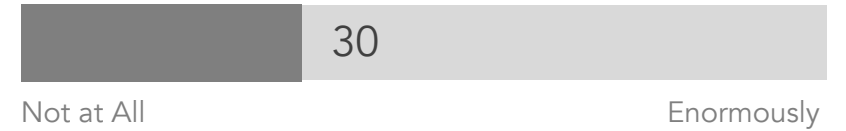
BE WELL LEAD WELL PULSE® CERTIFICATION
THE FEEDBACK REPORT



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

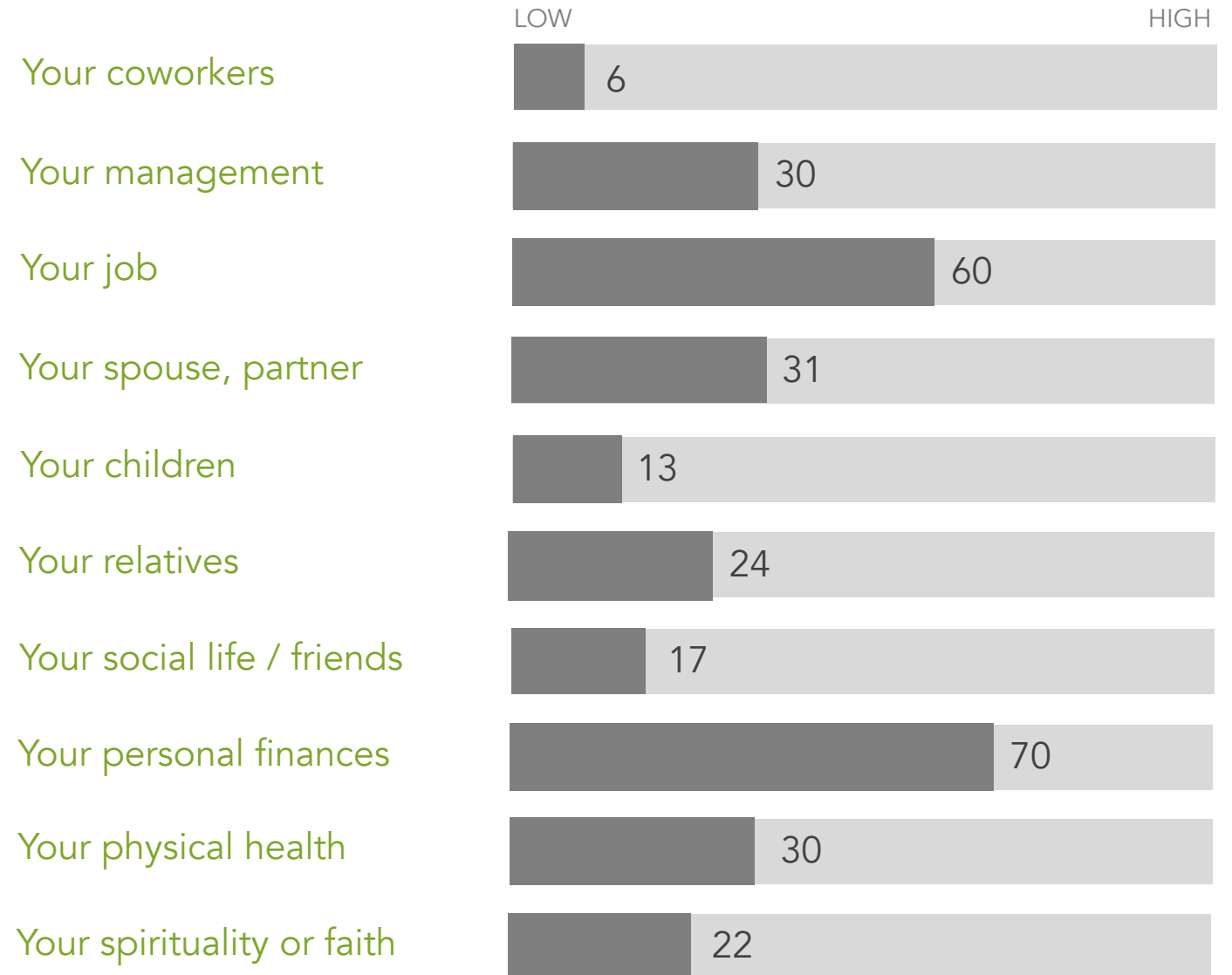


Your organization's culture, ways of communicating, and management styles

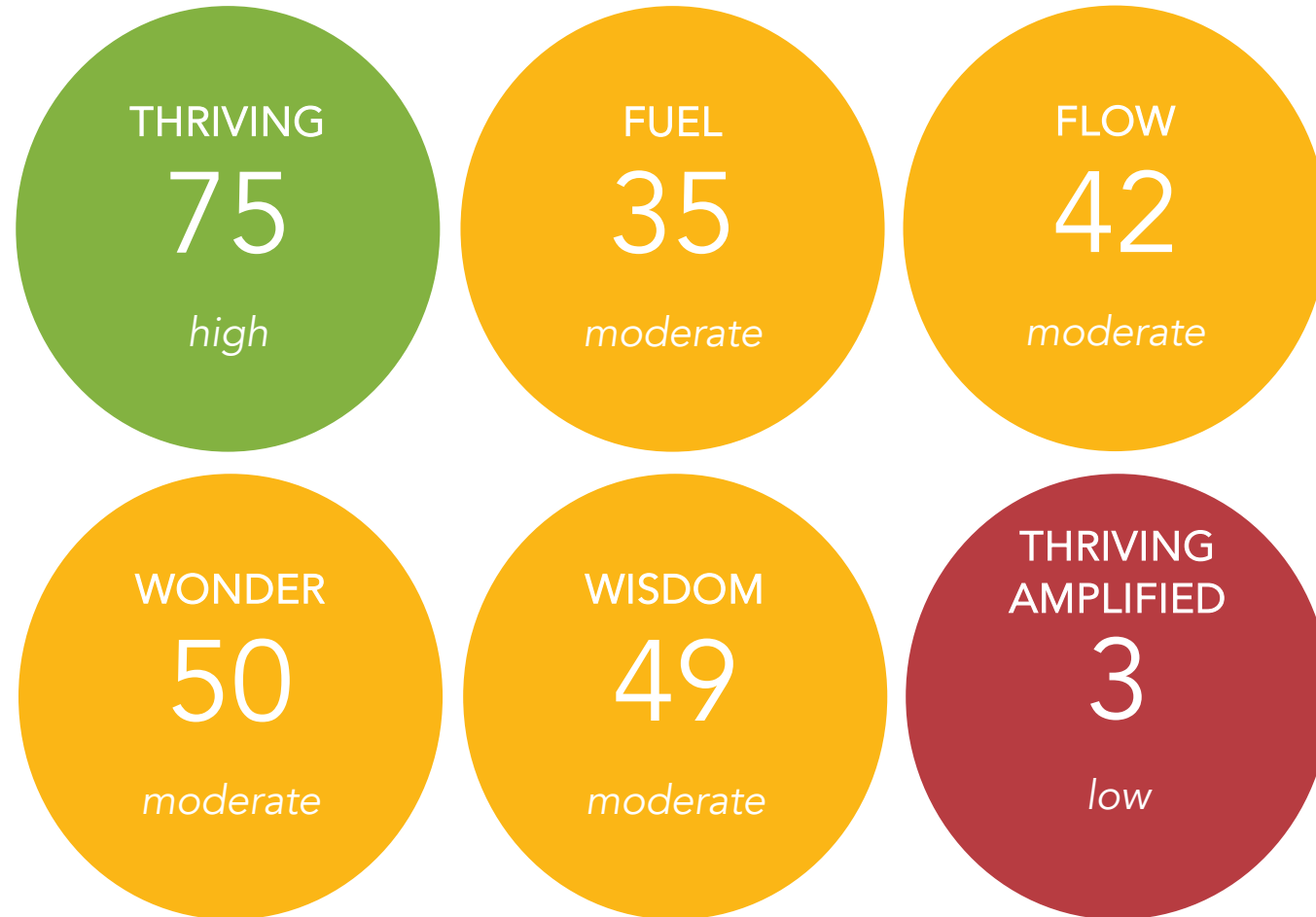


WHAT'S HAPPENING IN YOUR LIFE & WORK TODAY?

CONTEXT: STRESS IN YOUR LIFE & WORK



DASHBOARD: 6 DIMENSIONS



SCORES IN 19 PSYCHOMETRICS



TODAY & TOMORROW
FLOURISHING
RESILIENCE

THRIVING



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

FUEL



ENGAGEMENT AT WORK
SELF-ESTEEM AT WORK
MINDFULNESS

FLOW



APPRECIATION & AWE
SEEKING NEW PERSPECTIVES
LEARNING & GROWING

WONDER



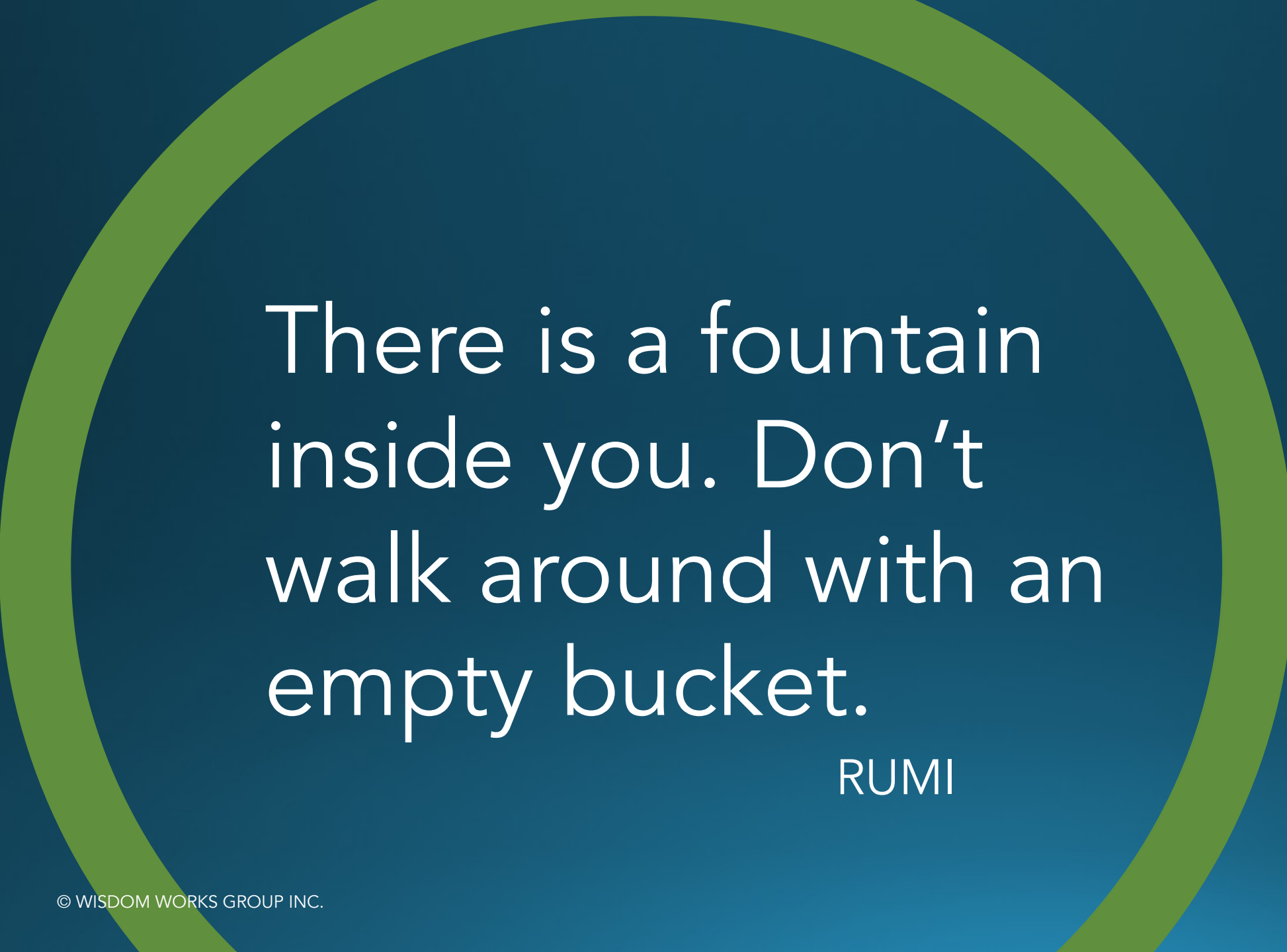
VISION & PURPOSE
WHOLENESS
EMOTIONAL CAPACITY

WISDOM



ENERGIZING OTHERS
MAXIMIZING OTHERS
CULTIVATING CARE IN OTHERS

**THRIVING
AMPLIFIED**



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

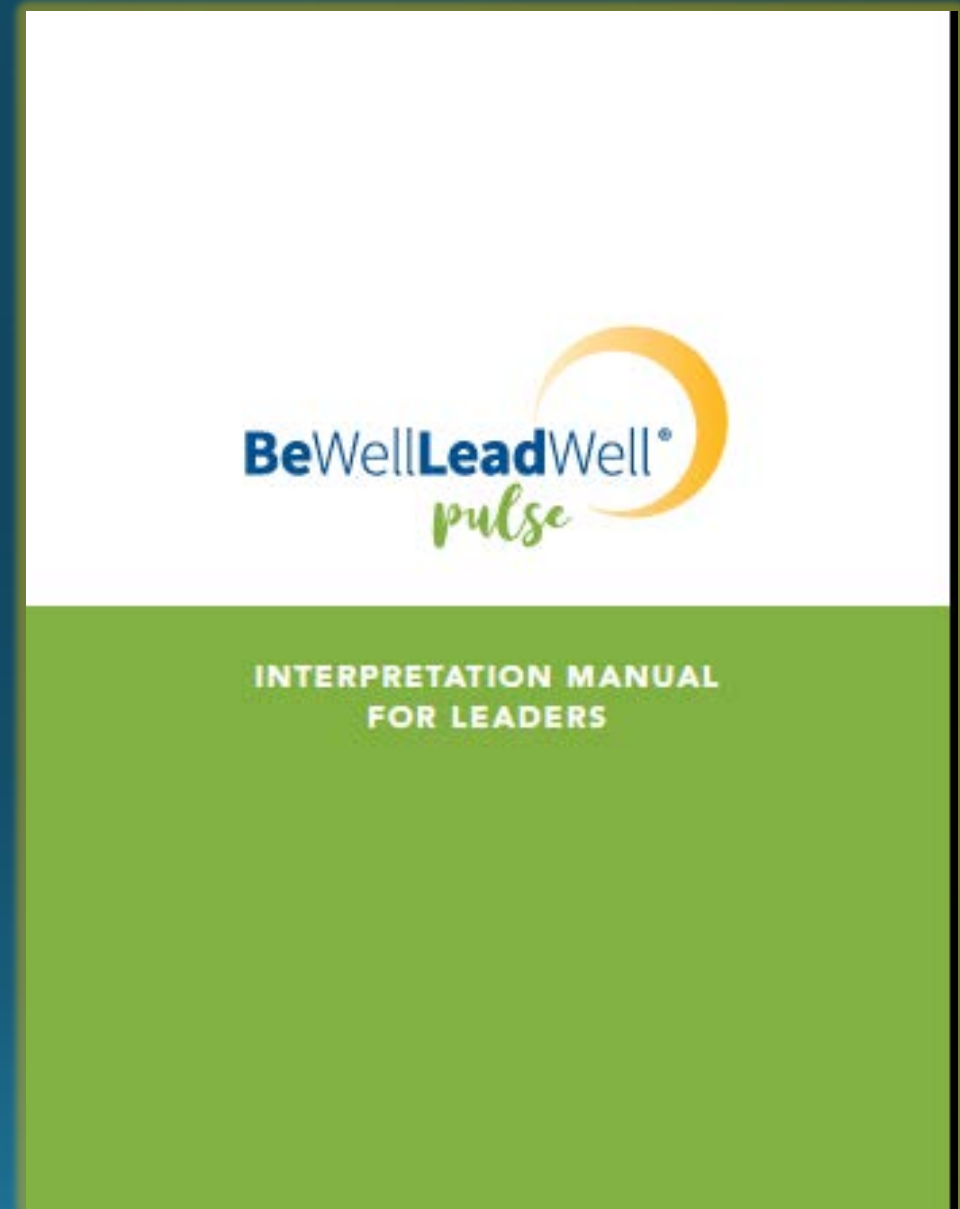
Choose 1 area that motivates you.

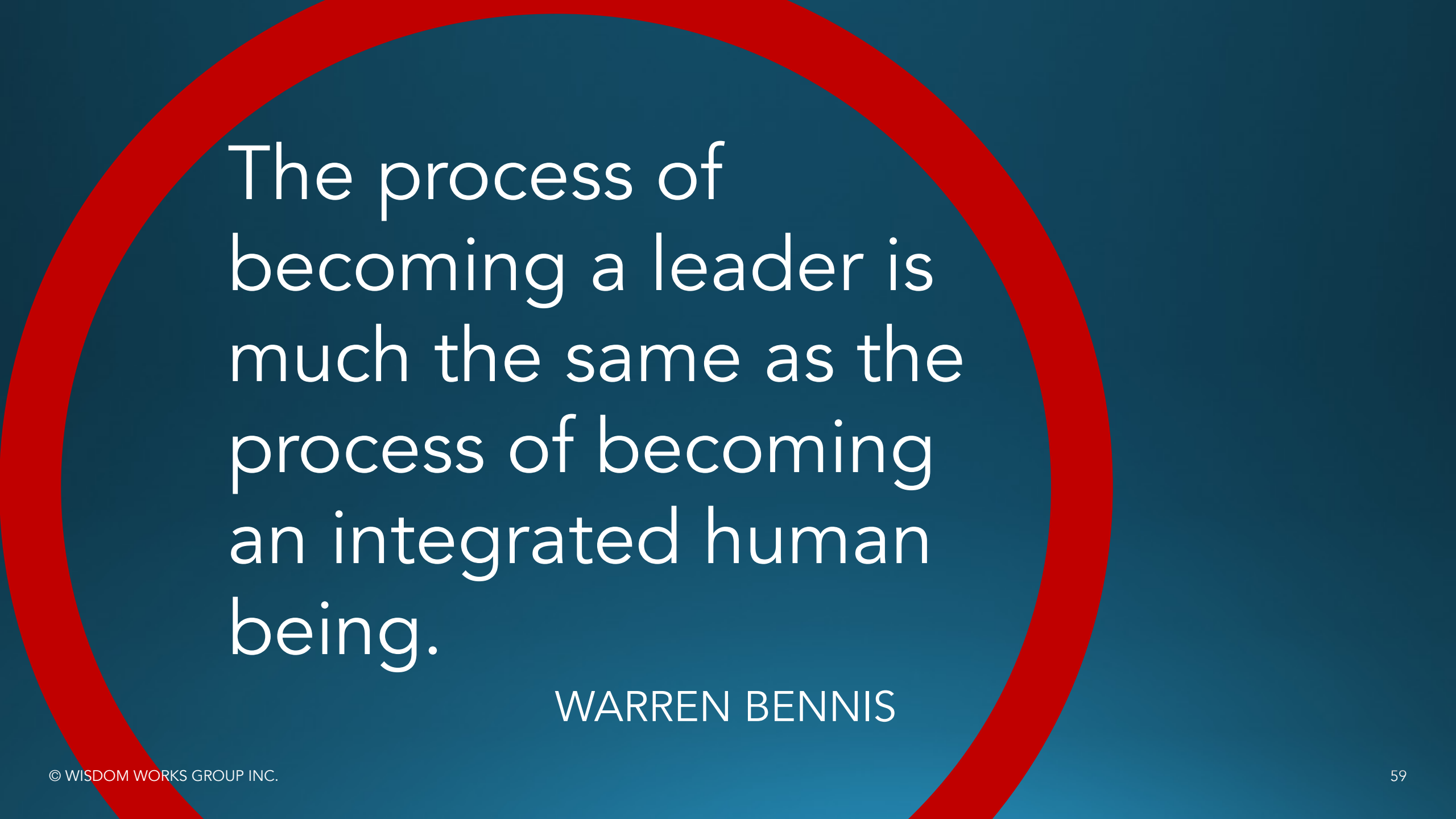
Explore that area in the “Interpret” section.

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

Explore that area in the “Uplevel” section.

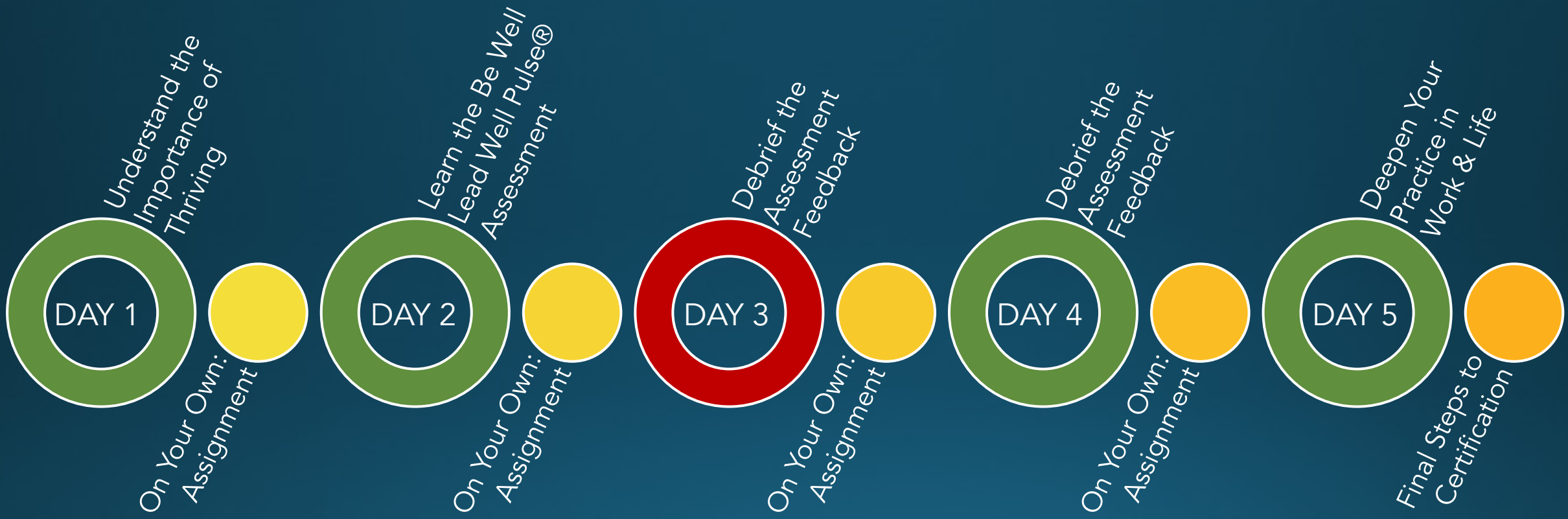
- Which macro and/or micro practices call to you?
- What other practices might be useful?





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

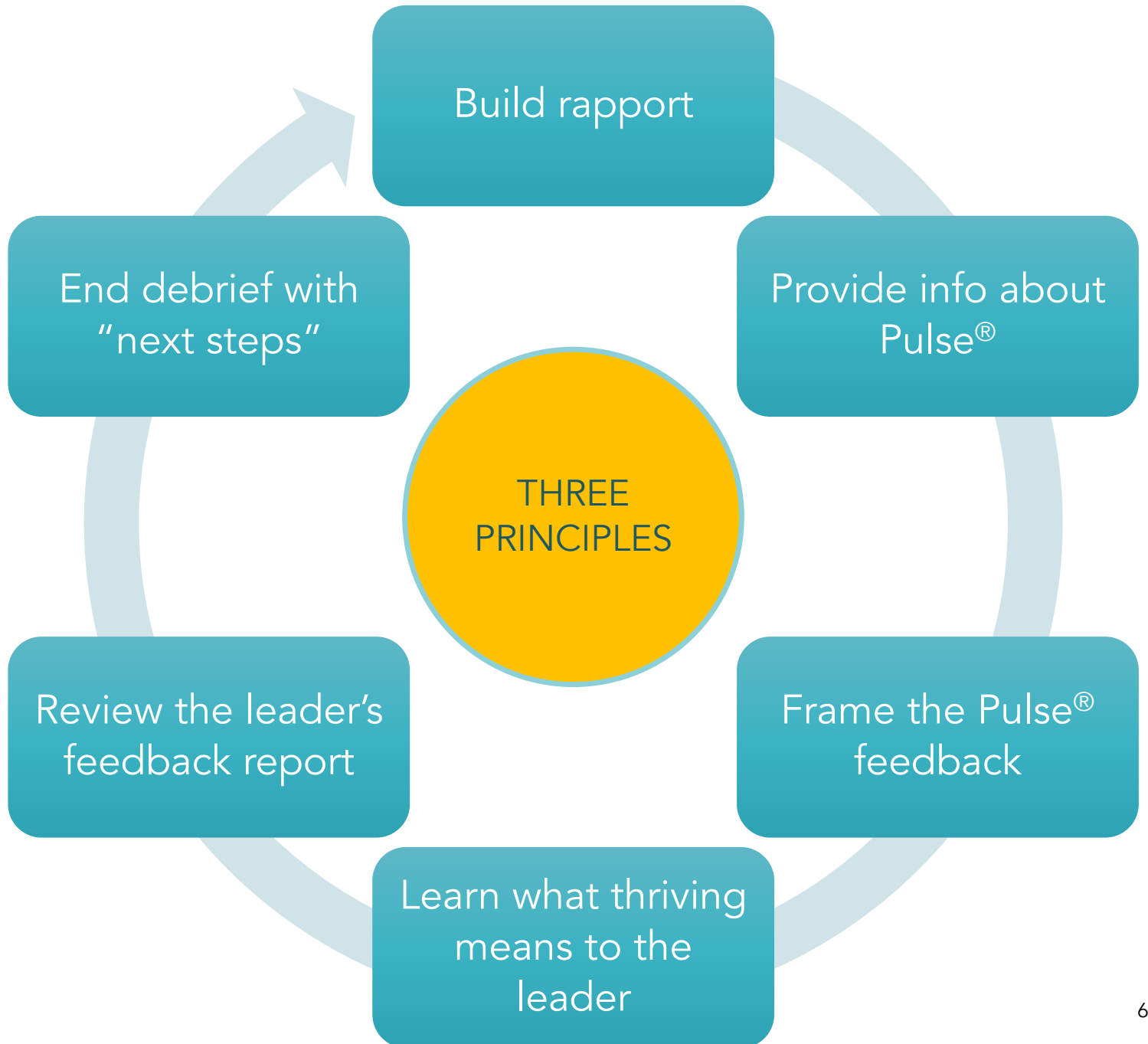


it offers space to
pause & reflect



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.

PRACTICE 2: Debrief with Feedback

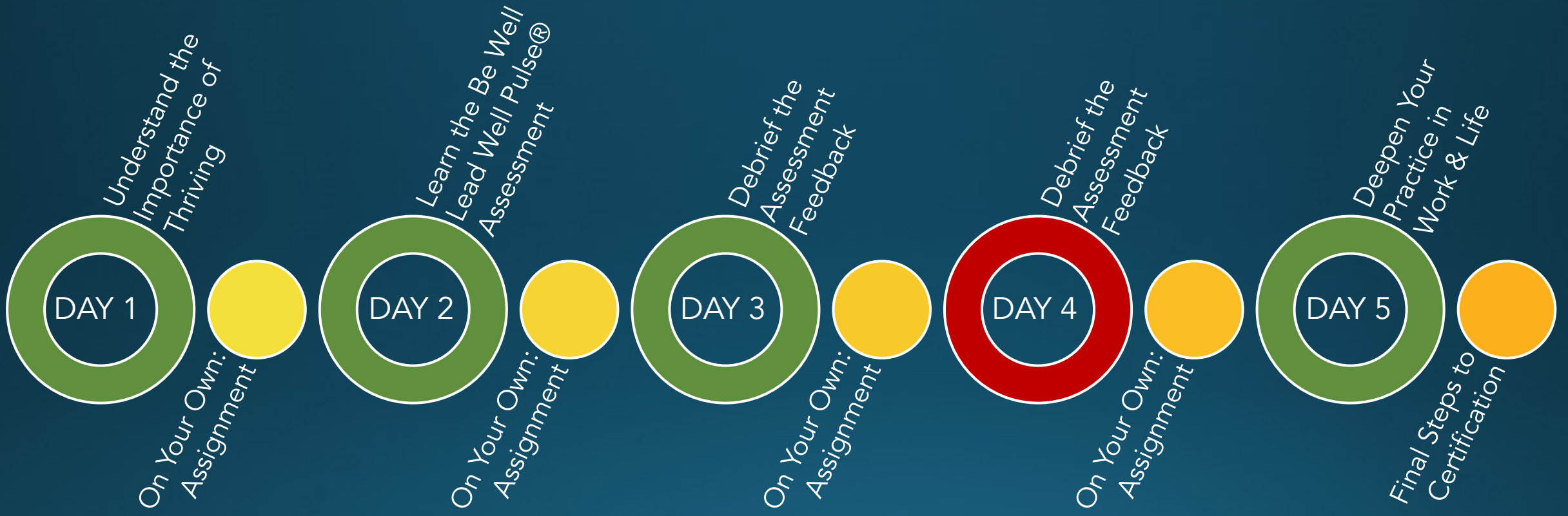
Choose roles.

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.

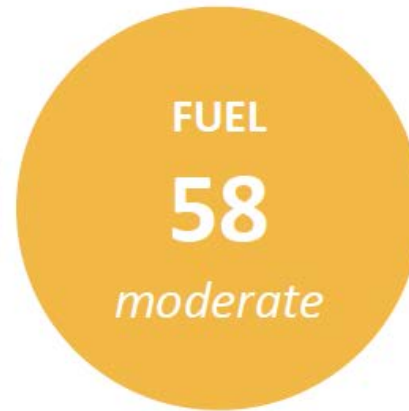
Together:

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

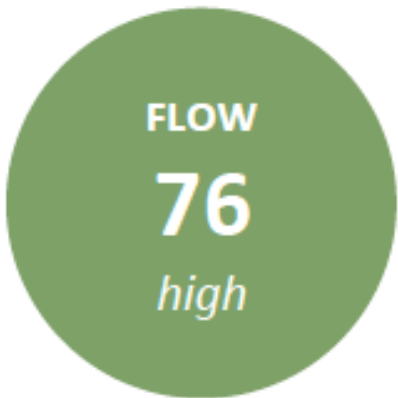
Share your group's views about this client.



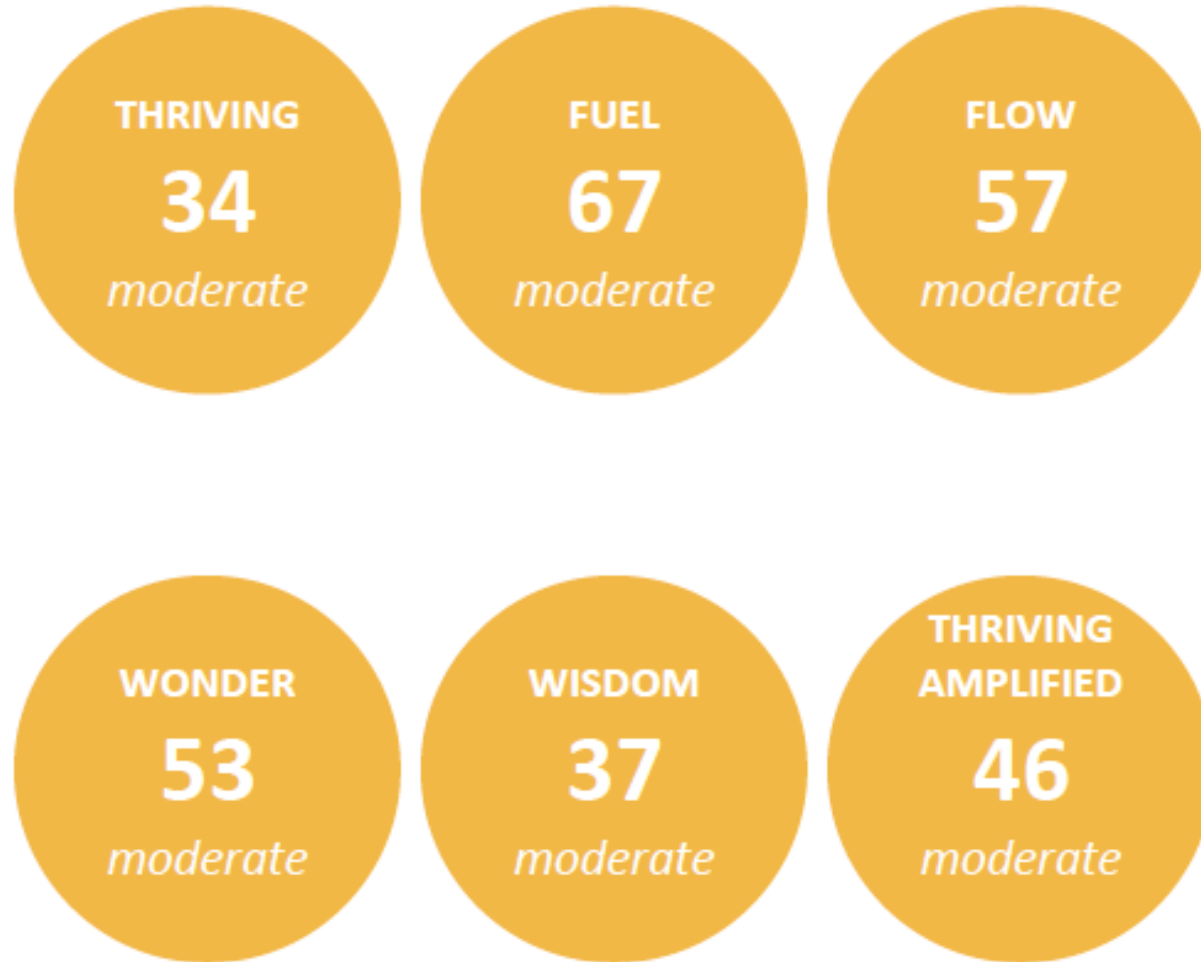
GROUP 1: COLE ROBBIE



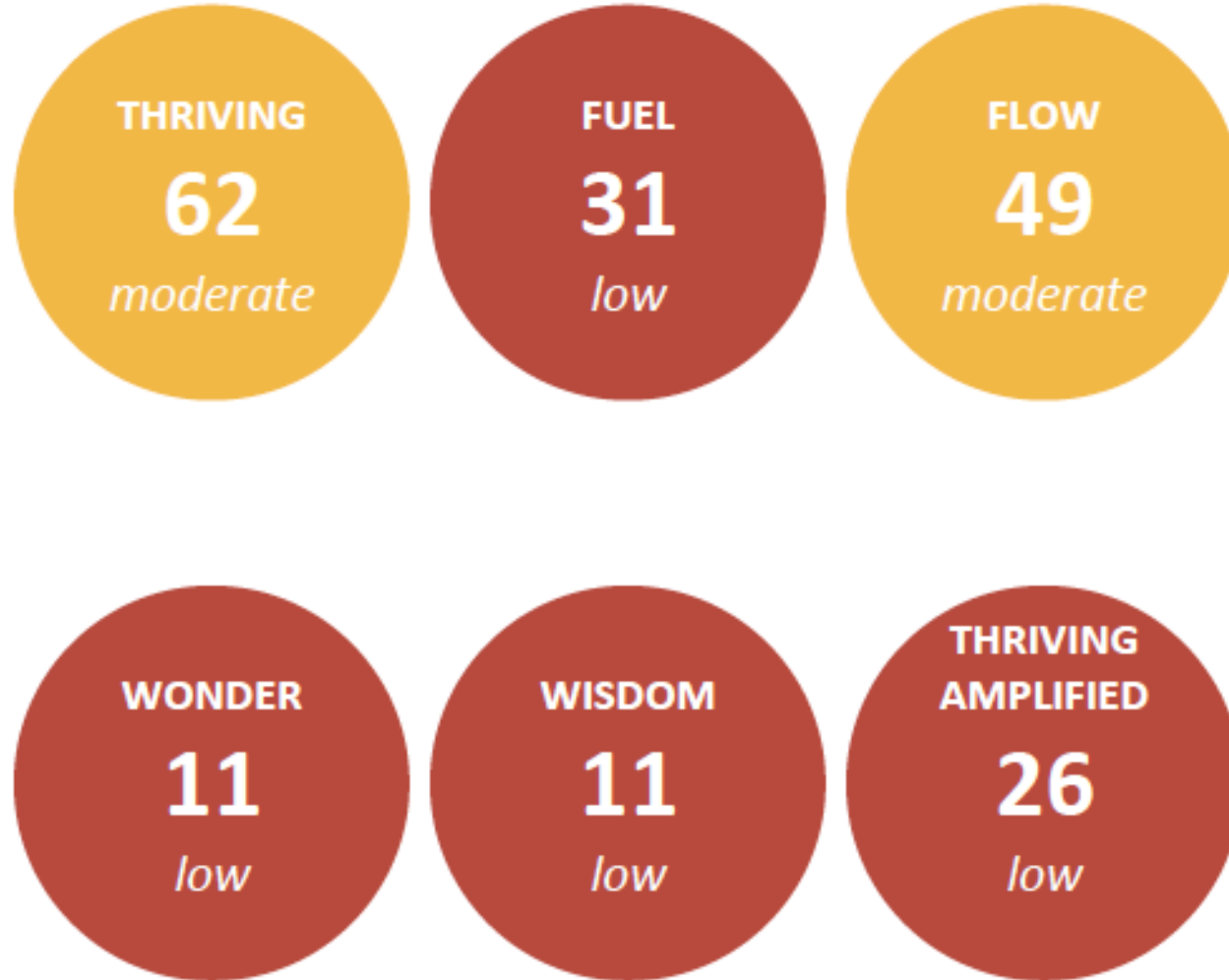
GROUP 2: SARAH TONIN



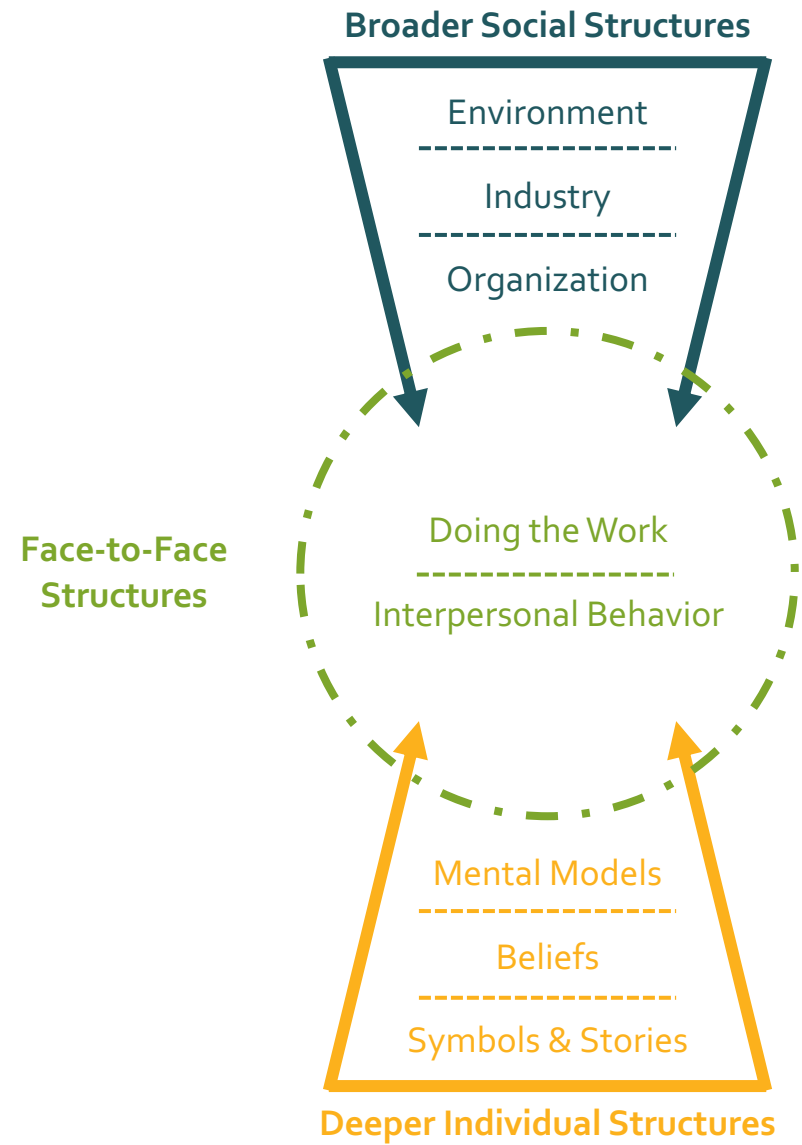
GROUP 3: LES ISMORE



GROUP 4: PETE MOSS



WHERE WE CAN GET CURIOUS



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.

A close-up photograph of a green plant with a prominent yellowish-green spiral tendril. The tendril is coiled in a tight, clockwise spiral, starting from a point and moving outwards. The background is a soft, out-of-focus green, suggesting other parts of the plant or foliage.

PRACTICE 5:

Add a Chapter to Your Wellbeing Story for Your Future Self

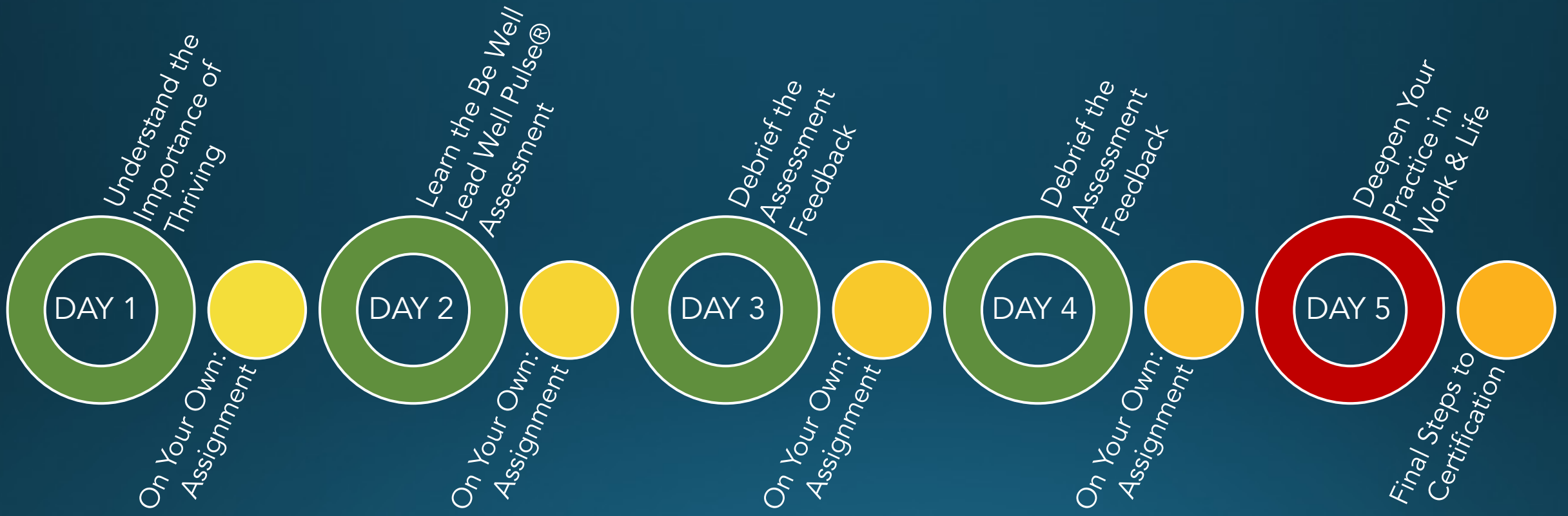
Get with your partner: Choose coach & client

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

RESOURCES TO SUPPORT YOU

- ✓ 1 free additional use of Pulse[®] (expires November 30th, 2024)
- ✓ Technical paper of Pulse[®] research
- ✓ Secure assessment software portal
- ✓ Educational & marketing materials
- ✓ Certified-Guide logo
- ✓ Quarterly dialogues



PATHWAYS FOR USING PULSE®

- 1:1 Leadership Development
- Team Development
- Executive Coaching Program
- Brand Development
- Organizational or Leadership Change
- Transformation
- Culture Change

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®

PREPARED FOR
COLE ROBBIE
FEBRUARY 14, 2024

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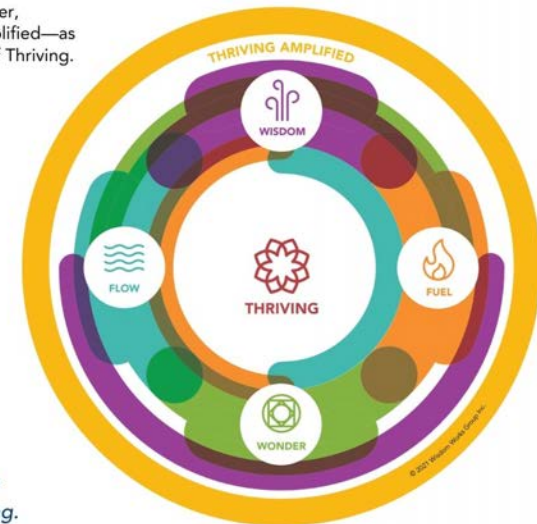
ABOUT THIS TOOL

A focus on human thriving is an imperative for leaders and organizations today. Prioritizing thriving drives sustainable performance, customer loyalty, workforce engagement, and positive social change.

When you apply insights from Be Well Lead Well Pulse®, you grow your capacity to lead from a foundation of thriving—the experience of being internally well-resourced to handle your demands in life and work with vitality, competence, and growth. Plus, you become an accelerator for thriving and growth in others. Simply put, Be Well Lead Well Pulse® helps you bring forth more of your leadership potential to generate the conditions where all people can thrive, including yourself.

Your personal Be Well Lead Well Pulse® assessment results are categorized in six dimensions—Thriving, Fuel, Flow, Wonder, Wisdom, and Thriving Amplified—as shown in the Framework of Thriving.

FRAMEWORK OF THRIVING



Watch this video to learn more about the Framework of Thriving.

Be Well Lead Well Pulse® | 1
Cole Robbie

BE WELL LEAD WELL

PULSE[®] CERTIFICATION