



Soaringwords is a 501(c) 3

## **Re: Soaringwords' SOARING into Strength Positive Health Initiative**

We are thrilled to invite you and your health and human services organization to do something positive during these continuously challenging times to boost the resilience and well-being of your employees and the people who you serve. Findings from the latest scientific studies show that when people learn to take active roles to boost their resilience and well-being, they are enabled to experience greater well-being and agency.

[Soaringwords' mission](#) is to inspire children, families, adults, seniors, and health care professionals to take active roles in self-healing to experience greater physical, emotional, and mental well-being. Our goal is impact—the greatest impact possible. To that end, we have developed a number of powerful programs based on our [SOARING into Strength Model](#) which has been presented at 16 scientific conferences around the world. Since 2000, we have reached more than 500,000 people with our SOARING into Strength Positive Health Initiative workshops through partnerships with health and human service agencies, municipalities, community organizations, not-for-profits, companies, and 196 hospitals around the world. Soaringwords' accessible, user-friendly platform benefits people at the most vulnerable times in their lives, when they are grappling with a wide range of challenges such as illness, trauma, grief, and the implications of living in a global pandemic.

[The SOARING into Strength Positive Health Initiative](#) includes [23 virtual or in-person workshops](#) anchored by empirically valid behavioral exercises with a trauma-informed and person-centered approach to promote dignity, resiliency, and measurably improved well-being. These turn-key initiatives are fueled by the latest scientific findings in Positive Psychology and feature thought leaders who are approachable, likable, credible, and communicate cultural competency and humility. No other organization has amassed such an extensive lineup of internationally recognized positive psychology thought leaders in one comprehensive initiative including Dr. Richard Tedeschi, expert on Post-Traumatic Growth; Dr. Angela Duckworth, expert on resilience; Dr. Isaac Prilleltensky and Dr. Julie Haizlip, experts on mattering; and Dr. Kristin Neff, expert on self-compassion; and Dr. Jer Clifton, expert on Primal World Beliefs. Additionally, we have created companion workbooks filled with Appreciative Inquiry prompts which encourage participants to internalize key concepts and learnings. We also support continued development with our Positive Dose Effect follow-up system: short, weekly video reminders that will help your staff, volunteers, clients, and constituencies you serve to experience meaningful and lasting change.

Since the COVID outbreak, long-term mental health issues have been emerging that need to be addressed now. As you fully understand, civic and health professionals are tasked to deliver additional services to existing clients while also responding to the needs of new clients seeking essential social services and mental health support. Soaringwords' proven tools will bolster the resilience and agency of your health and human service staff and the individuals you serve so they'll be better able to function and even flourish. Soaringwords is a synergistic fit with your agency's commitment to actively improve the health of the communities you serve as you promote health equity and seek to promote the health outcomes of populations disproportionately affected by serious disease.

To date, these workshops have impacted communities including Silicon Valley, Tampa Bay, and Jersey City when Soaringwords was selected as the mental health component for the launch of the World Economic

Forum's Healthy Cities Initiative. Here is a [video](#) of our Jersey City Health & Human Services leadership and a second [video](#) where their employees share about the Soaringwords collaboration. Also, here is a [video](#) with participants from our full-year initiative in Silicon Valley.

Additionally, my debut memoir [SOARING into Strength: Love Transcends Pain](#) is launching in a global collaboration with not-for-profit organizations committed to health equity. Through these virtual book launch events, partner organizations have the opportunity to raise funds for their causes by retaining 10% of the profits from all event book sales using a customized purchase code.

### **Next steps**

I would like to set up a Zoom meeting with you at your earliest convenience so that we can discuss logistics and securing funding for this win-win collaboration to reduce health disparities and improve health equity.

I'm sending you strength and warmest regards,



Lisa Honig Buksbaum, CEO & Founder, Soaringwords

P.S. Here is a short biography to provide information on my background.

CEO & Founder Lisa Buksbaum is a visionary driven by great passion and action. She is an intuitive healer, well-loved inspirational speaker, and expert workshop leader and facilitator. Lisa is President-Elect of the International Positive Psychology Association's Health and Wellbeing Division; and is on the Advisory Board of the Global Positive Health Initiative. She holds a Master of Applied Positive Psychology (MAPP) from The University of Pennsylvania and a Masters of Business Administration from Columbia University Graduate School of Business. She's been featured as an expert on ABC News, *Fortune Small Business*, *USA Today*, *Delta Sky* magazine, and The CEO to Watch in *The Chronicle of Philanthropy*. She has won numerous awards, including the Lives That Make a Difference Award from A&E Television Networks.