



Soaringwords' Employee Engagement Initiative Proposal

We are excited to share Soaringwords' award-winning employee engagement initiatives with you and your company. Especially now, when all of your employees are experiencing the challenges of living and working through a global pandemic, you have a wonderful opportunity to do something highly impactful to boost morale. Findings from the latest scientific studies show that when people learn to take active roles to increase their resilience and well-being, they are enabled to become more productive and focused—which is at the heart of our mission here at [Soaringwords](https://www.soaringwords.org).

Benefit from our expertise:

Since 2000, Soaringwords' award-winning [SOARING into Strength](https://www.soaringwords.org) leadership tools have been delivered to more than 500,000 individuals, 150,000 employees, and presented at 16 international scientific conferences. The SOARING into Strength Initiative was also selected as the mental health component of the World Economic Forum's Healthy Cities Initiative launch program in Jersey City in 2019. Feedback from participants shows two important results: Our programs deepen commitment to people's workplaces and they also strengthen connections between coworkers. Since the COVID outbreak, long-term mental health issues have been emerging that need to be addressed now. Soaringwords' proven tools will reignite your employee engagement programs so the people at your company will be better able to function and even flourish on the job and with their families.

Soaringwords is considered a best-practice partner by diversity and inclusion managers, work/life managers, and community relations managers. The programs have been benchmarked by many Fortune 500 companies including Accenture, American Express, Cisco, Deloitte, Lilly, Facebook (Meta), Google, JetBlue, Johnson & Johnson, JPMorgan Chase, New York Life, Sony, Verizon, and Viacom. Soaringwords has also shared powerful team-building initiatives with dozens of entrepreneurial firms.

Just like you, what we're really aiming for is impact – the greatest impact possible. To that end, Soaringwords is thrilled to invite your employees to do something positive through powerful, hands-on, virtual or in-person employee engagement programs that are well suited for 100 to 300 (or more) of your employees, their families, and your clients to enjoy.

Key Soaringwords employee engagement components:

1. Welcome video/mini workshop for all participants. Soaringwords can customize the message for the opening keynote/presentation to fit the on-site, off-site, or conference theme based on award-winning content with Positive Psychology thought leaders.
2. Hands-on service project: decorating SoaringQuilts® & SoaringPillows® to donate to children at local hospitals and/or people facing health inequity. Soaringwords has global relationships and can work closely with you to identify and secure the appropriate donation partner. Employees, their families, and/or your clients will enjoy experiencing a fun and meaningful pay-it-forward project. Everyone will be inspired to create inspirational messages and artwork on the quilts and pillows. Throughout the project, employees can film one-minute video shout outs highlighting their creations (with no identifiable information) to be posted on an internal portal and shared with the beneficiaries of the

gifts. It's an opt-in experience, only employees who want to do this will create a video.

3. Sharing Circle where each participant shares their impressions with the group. Often, company leaders will make special in-person or pre-recorded appearances at the Soaringwords projects to celebrate and thank employees for their contributions during this peak ending.
4. Turn-key marketing and project management. Soaringwords will provide all of the electronic materials you need to make the project a success. These include:
 - Minute-by-minute time table
 - Scripts
 - Invitation templates for you to customize including a personalized message from a senior executive host
 - Fliers, marketing blurbs, and social media content to boost awareness and interest prior to the event
 - Letters to share with affinity groups and ERGs to garner a robust attendance
5. Executive Summary with empirical results measuring employee well-being pre- and post-project.

Soaringwords SOARING into Strength Scientific Model:

After inspiring thousands of children to take active roles in their own healing since 2000, Soaringwords' unique approach was codified in 2013 as a new scientific model which has been tested among hundreds of individuals in the U.S. Since then, a new global study has expanded to assess the impact among thousands of people worldwide. Pre- and post-workshop survey data for the SOARING into Strength Positive Health Initiative workshops and employee-engagement experiences captures qualitative and quantitative shifts in well-being. Results are aggregated, measuring how the initiative accomplishes health equity and well-being objectives for individuals, health care professionals, and communities.

To date, the SOARING into Strength model provides globally replicable interventions that result in a positive elevation in mental, physical, and emotional health to accelerate transformative healing for thousands of children, families and healthcare professionals. All Soaringwords' workshops and experiences are based on the SOARING into Strength model that consists of seven components:

	SOARING into Strength Model
Shifting	Creating shifts in your attitude, body, and overall well-being.
Optimism	Finding the good even when times are difficult or painful.
Altruism	Gaining a sense of control by sharing your creativity, kindness, strength and hope with others.
Resiliency	Flourishing, even in difficult times.
Imagery	Connecting to your inner knowledge to heal through imagery exercises.
Narrative	Sharing the power of positive storytelling.
Gratitude	Recognizing and celebrating moments of appreciation.

Next steps, budgets and timing:

We're ready to support you in helping you and your employees during these challenging times. Let's explore how we can enable your employees to experience greater physical, emotional, and mental well-being. I would like to set up a Zoom meeting at your earliest convenience so that we can discuss this win-win collaboration.

Many thanks and warm regards,

A handwritten signature in cursive script that reads "Lisa".

Lisa Honig Buksbaum
CEO & Founder, Soaringwords