



Re: Soaringwords' SOARING into Strength Positive Health Initiative

We are thrilled to invite you and your company to do something positive during these continuously challenging times to boost the resilience and well-being of your employees. 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 become more productive and focused—which is at the heart of our mission here at [Soaringwords](#).

Our programs are highly rated and benchmarked by numerous Fortune 50 companies including Accenture, American Express, Deloitte, Google, Johnson & Johnson, JPMorgan Chase, Meta, Sony, Verizon, and Viacom. Soaringwords was given the Chairman's Award at BNY Mellon, the Growing with Technology Award from Cisco, and the Chairman's Award from Lilly.

Since 2000, our award-winning [SOARING into Strength](#) 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 bolster the resilience and agency of your employees so they'll be better able to function and even flourish on the job and with their families.

Just like you, what we're really aiming for is impact—the greatest impact possible. To that end, we've developed [23 virtual or in-person workshops](#) anchored by empirically valid immersive exercises that promote resilience and measurably improved well-being. 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. Along with myself as host, these Soaringwords thought leaders allow employees to access the most recent scientific findings to make meaningful changes.

Hundreds of compelling workshops exist for people who seek enhanced well-being. However, as you know, many people find it difficult to maintain new habits. That's why we've created companion workbooks filled with Appreciative Inquiry prompts which allow employees to internalize key concepts and learnings. We further support continued development with our Positive Dose Effect follow-up system: short, weekly video reminders.

Additionally, my debut memoir [SOARING into Strength: Love Transcends Pain](#) shares my personal story of resilience through trauma as a way to help others take active roles in their self-healing. Let's discuss collaborating to share a *SOARING into Strength* book event with your company's Employee Resource Groups

or schedule a keynote event for company-wide or divisional meetings in order to bolster the resilience and agency of your employees, enabling them to better function and even flourish on the job and with their families.

Next steps

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.

Warmest regards,

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

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 expert workshop leader and facilitator, intuitive healer, and well-loved inspirational speaker. 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 and the Growing with Technology Award from Cisco. She has led award-winning employee-engagement professional development workshops at numerous Fortune 500 companies, municipalities, and health care organizations.