



SOARING Into Positive Wellbeing Initiative for Health Care Professionals

[Soaringwords'](#) SOARING Into Positive Wellbeing Initiative is a seven-module program which integrates the latest science from leading Positive Psychology experts and utilizes interactive workbooks so participants internalize core concepts. The content will be delivered virtually and asynchronously to benefit the physical, emotional, and mental wellbeing of your staff who are experiencing stress and burn-out.

Each module is built upon the latest scientific discoveries from internationally recognized thought leaders. No other organization has synthesized such a wide array of relevant findings from wellbeing science into an award-winning, accessible workshop series. Led by Lisa Honig Buksbaum, Soaringwords' CEO & Founder, these immersive modules motivate participants to fully engage in each workshop to make meaningful changes in order to experience enhanced wellbeing in their work and personal lives.

The Need

Since the COVID outbreak, communities are focused on responding to emerging, long-term mental health issues. The services of your health system are needed now more than ever. At Soaringwords, we appreciate that your organization is facing the following challenges, according to The Mayo Clinic State of Well-Being 2022-2023 Report:

- 51% of health care employees reported heightened burn-out and lack of cohesion/belonging, which diminishes psychological safety, loyalty, and productivity
- 58% of employees reported emotional problems such as anxiety, depression, and irritability

In addition, according to Gartner's Future of Work research, 2022:

- Employees are facing mental health fissures expressed through heightened stress and anxiety, exacerbated by the long-term physical and emotional impact of COVID on staff
- Decreased performance and engagement
- Exhausted workforce with 60% of employees reporting daily job stress
- Competitive talent landscape

Soaringwords' Empirically Based Solution

Soaringwords' SOARING Into Positive Wellbeing Initiative provides a turn-key solution that will support your current workforce by providing empirically based, proven solutions. Shifts in participant wellbeing are measured through surveys based on the SOARING Into Positive Wellbeing Model. Participants complete surveys during each module, with results aggregated to measure meaningful shifts in wellbeing. Qualitative and quantitative data are shared in an Executive Summary at the conclusion of the program. When employees are seen and heard, it reinforces organizational values and norms, which leads to better communication and more effective high-performance teams. The Soaringwords program will positively impact the language and culture at your organization. As a result of completing these workshops, previous participants frequently reported increased belonging and commitment to their peers and the organization.



The results from Soaringwords empirical based initiatives in 2021-2022 include:

- Enhancing Resilience: 91.7% of participants reported a decrease in worry
- Amplifying Agency: 87.5% of participants reported an increase in pride
- Bolstering Self-Regulation: 100% of participants report decreased anger; 87.5% increase in joy; 75% increase in gratitude; 50% decrease in sadness

About Soaringwords

Soaringwords' mission is to inspire individuals and health care professionals to take active roles in self-healing to experience greater physical, emotional, and mental wellbeing. Since 2000, Soaringwords' interventions have been shared with more than 500,000 people in marginalized communities experiencing health inequity or serious illness through partnerships with 196 hospitals around the world and health and human service agencies throughout North America. Additionally, initiatives have been shared with 150,000 employees at Fortune 50 companies including Accenture, American Express, Deloitte, Goldman Sachs, Google, JetBlue, Johnson & Johnson, JPMorgan Chase, Lilly, Meta, New York Life, Sony, Verizon, and Viacom. Soaringwords was given the Chairman's Award at BNY Mellon, Growing with Technology Award from Cisco, and the Chairman's Award from Lilly.

The workshops are led by Lisa Honig Buksbaum, Soaringwords CEO & Founder. Author, social entrepreneur, and Positive Psychology thought leader, Lisa is a visionary driven by great passion and action. An intuitive healer, well-loved inspirational speaker, and expert workshop leader and facilitator, Lisa has shared her wisdom with thousands of people around the world to help them enhance their lives with Positive Psychology insights and easy-to-use interventions. Three experiences with death and illness in her family during a ten-month period motivated her to launch Soaringwords. She is the author of *SOARING into Strength: Love Transcends Pain*, her debut memoir. Lisa graduated with honors from The University of Pennsylvania; holds an MBA in Marketing from Columbia University Graduate School of Business; and a Master of Applied Positive Psychology (MAPP) from The University of Pennsylvania where she received her undergraduate degree with honors. She has a certificate in Narrative Medicine from Columbia University College of Physicians and Surgeons, and a certificate from the American Institute for Mental Imagery. Lisa is president-elect of the International Positive Psychology Association's (IPPA) Health & Wellbeing Division and serves on the Board of the Coincidence Project.

SOARING Into Positive Wellbeing Model

In 2012, Soaringwords codified its unique approach into a scientific model, which was published in 2013. This empirical data from Soaringwords initiatives has been presented at 16 international scientific conferences including with the International Positive Psychology Association, European Conference on Positive Psychology, and Healthcare Information and Management Systems Society (HIMSS). Soaringwords has also been featured in leading media including Good Morning America, USA Today, CEO to Watch in Chronicle of Philanthropy, and Fortune Small Business.



SOARING Into Positive Wellbeing Model	
S trengths	Creating shifts in one's mind, body, relationships, and overall wellbeing.
O ptimism	Choosing to look towards the good, even when times are difficult or painful, with hopeful expectation that things will be good in the future.
A ltruism	Building community by giving to others without expectation of return.
R esiliency	Bouncing forward through challenges.
I magery	Connecting to your inner self through reflection.
N arrative	Sharing the power of positive storytelling.
G ratITUDE	Noticing and appreciating the good things in and around you.

Additional workshop components

Each workshop includes a customized workbook filled with immersive prompts to help participants reinforce key concepts to build confidence and resilience. As they apply the new Positive Psychology learnings, employees engage more deeply in their jobs and personal lives. The comprehensive Positive Dose Effect follow-up system includes three-minute reminder videos emailed to employees so they can continue to practice and internalize core concepts from each workshop. Participants are invited to create a pay-it-forward expressive arts/writing project as a peak emotional experience at the end of each workshop, synthesizing what they learned in each module. Projects are donated to patients in your health care system.

Next Steps

You can learn more about Soaringwords and the SOARING Into Positive Wellbeing Initiative at www.soaringwords.org. We welcome the opportunity to explore a win-win collaboration with your organization. Please email me at lisa@soaringwords.org. Our team looks forward to leading the SOARING Into Positive Wellbeing Initiative to motivate greater resilience, agency, belonging, and hope as your employees learn the latest findings in Positive Psychology to enhance their physical, emotional, and mental wellbeing.

Warmest regards,

Lisa Honig Buksbaum, CEO & Founder, Soaringwords