



SOARING Into Positive Wellbeing Initiative for Non-Profit Organizations

[Soaringwords'](#) SOARING Into Positive Wellbeing Initiative is a seven-module, virtual, asynchronous program that will bolster resilience and productivity amongst the professionals at non-profit organizations. When a non-profit organization participates in the program, they are given access to all modules to use throughout the year. The goal of this program is to enhance and elevate the positive culture amongst employees in order to amplify their resilience, wellbeing, and performance. This initiative is not a “nice-to-do.” Instead, it is an essential self-care tool for employees that they can immediately activate. The program also qualifies as continuing education credits available to any licensed professionals at your organization. The modules can also be shared with the clients you serve.

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. For the past 23 years, Soaringwords have led immersive workshops that motivate participants to fully engage in each session and make meaningful changes to enhance 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. As you well appreciate, the services of your organization 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

The SOARING Into Positive Wellbeing Initiative provides your organization with 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. A pre-program survey is given during module one. Participants complete follow-up surveys at the completion of each module, with a final survey given at the conclusion of the program. The results are aggregated to measure meaningful shifts in wellbeing and qualitative and quantitative data are shared in an Executive Summary. 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 in the 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 to take active roles in self-healing to experience greater physical, emotional, and mental wellbeing. Soaringwords' interventions have been shared with more than 500,000 people through partnerships with 196 hospitals and health and human service agencies. Additionally, Soaringwords has provided programs for 150,000 employees at Fortune 50 companies including Accenture, American Express, Cigna, Cisco, 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 throughout 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 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 also 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 of the International Positive Psychology Association's (IPPA) Positive Health and 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 17 international scientific conferences and featured in leading media.





SOARING Into Positive Wellbeing Model

Strengths Creating shifts in one's mind, body, relationships, and overall wellbeing.

Optimism Choosing to look towards the good, even when times are difficult or painful, with hopeful expectation that things will be good in the future.

Altruism Building community by giving to others without expectation of return.

Resiliency Bouncing forward through challenges.

Imagery Connecting to your inner self through reflection.

Narrative Sharing the power of positive storytelling.

Gratitude 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 and build confidence and resilience. As they apply the new Positive Psychology learnings, participants engage more deeply in their jobs and their personal lives. The comprehensive Positive Dose Effect follow-up system includes three-minute reminder videos sent via emails that encourage the continued practice and internalization of 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 local hospitals.

Next Steps

Please email workshops@soaringwords.org to schedule a meeting to discuss bringing the SOARING Into Positive Wellbeing Initiative to your organization. Our team is eager to inspire your non-profit organization to go from strength to strength as they experience greater resilience, agency, belonging, and hope by learning how to incorporate the latest Positive Psychology discoveries and insights to enhance their physical, emotional, and mental wellbeing.

Warmest regards,

Lisa Honig Buksbaum, CEO & Founder, Soaringwords