



## **SOARING Into Positive Wellbeing Initiative for Companies**

As CEO & Founder of the nonprofit Soaringwords, I'm excited to share our proven, empirically based SOARING Into Positive Wellbeing Initiative for companies. This seven-module, virtual, asynchronous workshop series enhances and elevates the positive culture amongst employees and combats burnout in order to amplify their resilience, empathy, core skills, wellbeing, and performance. Our empirically based programs are highly rated and benchmarked by C-suite executives, DEI leaders, and line managers at Fortune 50 companies. No other organization has synthesized such a wide array of relevant findings from wellbeing science into an award-winning, accessible workshop series. These immersive modules motivate participants to fully engage in each workshop and make meaningful changes in order to experience enhanced wellbeing in their lives.

### **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 individuals in communities experiencing health inequity or serious illness.

We are proud to have partnered with 196 hospitals around the world and health and human service agencies throughout North America. In 2020, Soaringwords provided the content for the launch of the World Economic Forum's Healthy Cities initiative working with the Jersey City Department of Health & Human Services. 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 Need**

At Soaringwords, we appreciate that your organization is facing the following challenges, according to Gartner Future of Work research, 2022:

- Heightened burn-out and lack of cohesion/belonging diminishes psychological safety, loyalty, and productivity
- 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

### **The Solution: The SOARING Into Positive Wellbeing Initiative**

Soaringwords' SOARING Into Positive Wellbeing Initiative is a seven-module, asynchronous program which provides your organization with a turn-key solution that will support your current



workforce by providing empirically based, proven solutions. When an organization participates in the initiative, it is given access to all modules to use for the entire year.

I am the host of each workshop video, leveraging my experience as Soaringwords' CEO & Founder and bringing expertise as the president of the International Positive Psychology Association's Positive Health and Wellbeing Division. I am also a graduate of the Master of Applied Positive Psychology program at The University of Pennsylvania under the direction of Dr. Martin Seligman, the founder of the field of Positive Psychology.

In each module, participants watch a 60-minute video and engage in Appreciative Inquiry prompts through a companion interactive workbook which aids in the internalization of core learnings. At the end of each module, participants are invited to create a pay-it-forward expressive arts/writing project as a peak emotional experience, synthesizing what they learned in each module. Projects are donated to pediatric patients in hospitals in their local area. When employees are seen and heard, it reinforces organizational values and norms, which leads to better communication and more effective, high-performance teams.

Shifts in participant wellbeing as a result of engaging in the workshop are measured through pre- and post-workshop surveys based on the SOARING Into Positive Wellbeing Model. The results are aggregated to measure meaningful shifts in wellbeing and qualitative and quantitative data are shared in an Executive Summary. The comprehensive Positive Dose Effect follow-up system includes three-minute reminder videos so participants can continue to practice and internalize core concepts from each workshop.

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

### **SOARING Into Positive Wellbeing Model**

In 2013, Soaringwords codified its unique approach into a scientific model. The empirical data and case studies from Soaringwords' initiatives have been presented at 17 international scientific conferences including 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, 2022 Authority Magazine's Mental Health Champion, and Fortune Small Business.



SOARING Into Positive Wellbeing Model	
<b>Strengths</b>	Creating shifts in one's mind, body, relationships, and overall wellbeing.
<b>Optimism</b>	Choosing to look towards the good, even when times are difficult or painful, with hopeful expectation that things will be good in the future.
<b>Altruism</b>	Building community by giving to others without expectation of return.
<b>Resiliency</b>	Bouncing forward through challenges.
<b>Imagery</b>	Connecting to your inner self through reflection.
<b>Narrative</b>	Sharing the power of positive storytelling.
<b>Gratitude</b>	Noticing and appreciating the good things in and around you.

### Next Steps

Please email [workshops@soaringwords.org](mailto:workshops@soaringwords.org) to schedule a meeting to discuss bringing the SOARING Into Positive Wellbeing Initiative to your company. 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