



**Thriving:**

an **untapped power**  
for leading through  
complexity and change.

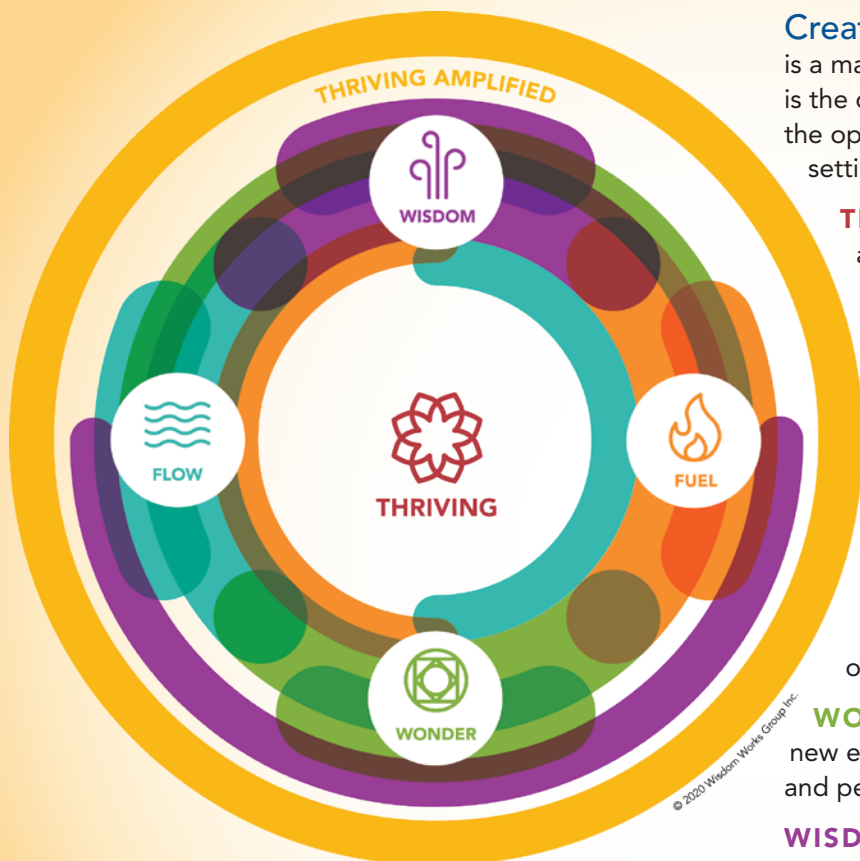
**Are your leaders  
thriving?**

# Leaders Amplify Thriving as a Game-Changer in Teams and Organizations, Starting with Themselves

## Connecting Thriving with Leadership

Be Well Lead Well Pulse® is a pioneering assessment system that combines the latest research about human thriving with three decades of experience developing leaders worldwide. When leaders apply insights from Be Well Lead Well Pulse®, they grow their capacity to lead from a foundation of internal balance, resilience, and wellbeing, plus activate thriving wherever they lead. Simply put, thriving elevates their leadership effectiveness and wisdom.

85% of adults worldwide are not engaged or actively disengaged at work, according to polling firm Gallup—transforming this untapped potential into better performance requires leaders who role model high energy, purpose, and passion, and make employee thriving imperative.



## Be Well Lead Well Pulse® Framework

Creating a culture where thriving is valued is a mark of effective leadership. Be Well Lead Well Pulse® is the only instrument that provides you, as the leader, the opportunity to explore 6 dimensions of thriving in one setting.

**THRIVING:** Evaluate your overall wellbeing today and in the future, as well as your ability to restore your wellbeing when you face difficulties or get off track.

**FUEL:** Proactively use your diet, physical movement, breath, and rest as tools for a sustained, balanced source of physical, emotional, and mental energy.

**FLOW:** Be in the zone—those times when you bring mindfulness and your full presence to the activities of life and work. You are intrinsically rewarded with energy, enjoyment, and a richer sense of how life unfolds with effortlessness and ease.

**WONDER:** Evolve worldviews through engaging in new experiences and challenges, embracing differences, and perceiving the beauty around you.

**WISDOM:** Tap into your inner greatness—the worthwhile purpose, higher vision, and innate genius you can use to guide yourself and others toward inspired impact.

**THRIVING AMPLIFIED™:** Bring forth more of your leadership potential to energize people, maximize their growth and capabilities, and cultivate a work environment of care.

## Why does thriving matter?

Thriving is a natural state of human functioning, and the basis of human potential, development, and performance. When we thrive, we have an abundance of energy to unleash toward positive business and social outcomes. A thriving work culture attracts, develops, and retains people at their best. Thriving is not only about return on investment; it redefines how we work, grow, and succeed.

## Why We Need Thriving Leaders

Depleted or disengaged leaders lack the energy, clear-headedness, emotional balance, and world-centric acumen to make the best decisions for organizations and societies. When leaders apply their personalized insights from Be Well Lead Well Pulse®, they:

**Become more energized.** The energy boost leaders experience when they tap into true wellbeing translates into better performance.

**Operate with greater clarity and calm presence.** When a leader's inner world is at ease, the ups and downs of the outer world are less likely to rattle them.

**Foster a thriving work culture.** Thriving leaders set the tone for people to work together with generativity and trust, rather than reactivity and fear.

**Uplevel thriving in relationships and teams.** Too much or too little stress erodes performance. Leaders who value thriving help people align their potential with an inspired purpose to create the extraordinary.

**Cultivate wisdom.** Leaders who thrive are an invitation for everyone they touch to bring forward wiser decisions fueled by wellbeing.

## Transforming Insight into Action

The Be Well Lead Well Pulse® assessment system provides new approaches to use thriving as a strategic resource for leading people, initiatives, partnerships, and teams. To turn insights from Be Well Lead Well Pulse® into actions that matter, each leader receives:

- A personalized link to use a holistic self-assessment of 133 questions drawing from cutting-edge science about thriving combined with decades of working with leaders worldwide
- An 11-page individualized feedback report mapping what enables or erodes the leader's ability to thrive in 6 categories and 19 subcategories of wellbeing and transformation
- An in-depth session with a Be Well Lead Well Pulse®-Certified Guide to debrief the leader's feedback report
- A 70-page Be Well Lead Well Pulse® Interpretation Manual offering guidance, action planning tools, and close to 100 macro- and micro-practices the leader can use for greater thriving and effectiveness

*"Be Well Lead Well Pulse® has the unique combination of the science of wellbeing and direction on how to integrate into who we are as leaders. This is not just about good health but creating a healthy and thriving organization to win in the market."*

—Bill Tompkins, Senior Retail Executive

## True leadership transformation requires transformation from within.

Be Well Lead Well Pulse® gives leaders insights to consciously lead from a foundation of inner balance and wellbeing. Rather than operate on autopilot, they return to wellbeing whenever they get overstressed or off track, and empower thriving within organizations and communities.

“Effective leaders  
embrace our increasingly  
complex times  
with a new  
**consciousness**  
**& capacity**  
to thrive.”

—Renee Moorefield, PhD, CEO, Wisdom Works

### Features of Be Well Lead Well Pulse®

- Designed for all levels of formal and informal leadership. It may also be used with teams, professional networks, plus organization-wide.
- Innovated to augment your strategy to build a culture of thriving, as well as approaches, such as development and onboarding, to elevate your organization’s leadership capability.
- Backed by a growing database of leaders worldwide.
- Part of a global movement for conscious leadership.

### Thriving Amplified

At Wisdom Works, we believe wealth and wellbeing are partners, not adversaries. 1% of the gross revenues from Be Well Lead Well Pulse® will go to Capital Sisters International, a social impact investment firm that provides micro business loans exclusively to impoverished yet entrepreneurial women in developing countries through their innovative bond fund, Sister Bonds®.

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