BeWellLeadWell pulse®

CERTIFICATION PROGRAM

HANDOUTS

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SELF-ASSESSMENT

INSTRUCTIONS: Using the 1–5 scale provided below, circle the number that reflects your curent knowledge, skills, and abilities to use the Be Well Lead Well Pulse® assessment system.

1	*2*	*3*	*4*	*5*
Novice	*Advanced Beginner*	*Competent*	*Proficient*	*Expert*

KNOWLEDGE	SELF-ASSESSMENT #1	SELF-ASSESSMENT #2
A holistic definition of thriving.	1 2 3 4 5	1 2 3 4 5
Why thriving is a priority in leadership and organizations today.	1 2 3 4 5	1 2 3 4 5
The link between thriving and leadership.	1 2 3 4 5	1 2 3 4 5
6 dimensions & 19 psychometrics of the Be Well Lead Well Pulse® assessment	1 2 3 4 5	1 2 3 4 5
The contents of the Be Well Lead Well Pulse® assessment	1 2 3 4 5	1 2 3 4 5
The contents of the Be Well Lead Well Pulse® Interpretation Manual	1 2 3 4 5	1 2 3 4 5
When to use Be Well Lead Well Pulse®	1 2 3 4 5	1 2 3 4 5
Ways to share Be Well Lead Well Pulse®	1 2 3 4 5	1 2 3 4 5

SELF-ASSESSMENT

INSTRUCTIONS: Using the 1–5 scale provided below, circle the number that reflects your curent knowledge, skills, and abilities to use the Be Well Lead Well Pulse® assessment system.

1	*2*	*3*	*4*	*5*
Novice	*Advanced Beginner*	*Competent*	*Proficient*	*Expert*

SKILLS & ABILITIES	SELF-ASSESSMENT #1	SELF-ASSESSMENT #2
Able to administer the Be Well Lead Well Pulse® online assessment system for a leader.	1 2 3 4 5	1 2 3 4 5
Able to perform a structured debrief to interpret a leader's personal feedback report.	1 2 3 4 5	1 2 3 4 5
Able to ask coaching questions based on insights gained from the Be Well Lead Well Pulse® assessment feedback report.	1 2 3 4 5	1 2 3 4 5
Able to listen for signals of thriving (and the lack of it) during the debrief of the leader's assessment feedback.	1 2 3 4 5	1 2 3 4 5
Able to help the leader make new connections between thriving and leadership.	1 2 3 4 5	1 2 3 4 5
Able to help the leader see new possibilities to activate and amplify thriving.	1 2 3 4 5	1 2 3 4 5
Able to help a leader identify practices/actions to empower thriving personally as well as within others.	1 2 3 4 5	1 2 3 4 5

ASSESSMENT QUESTIONS

The following pages provide the Be Well Lead Well Pulse® questions by area, dimension, and subcategory.

DEMOGRAPHICS & CONTEXT

DEMOGRAPHICS

Job position/level of leadership

How many people report to you

Your age group

Length of time at organization

Length of time at current role

Industry you work in

Educational level

Gender identity

Country of residence

Ethnic identity

ORGANIZATION

To what degree has organizational change affected your area in the last year?

My job gives me considerable opportunity for independence.

My job gives me the chance to use my personal initiative and judgment in carrying out the work.

Think about your organization's culture, ways of communicating, and predominant management styles. Please indicate on the following scale how you would rate your organization: mechanistic/formal to organic/informal.

ASSESSMENT QUESTIONS

STRESS

Please indicate the degree to which the following aspects of your life cause you to feel stressed:

- Coworkers
- Management
- The job itself
- Spouse/partner/significant other
- Children
- Relatives (parents, siblings)
- Social life & friends
- Personal finances
- Physical health
- Spiritual/faith

ASSESSMENT QUESTIONS

DIMENSION: THRIVING

TODAY & TOMORROW

Please imagine a ladder with steps numbered from 1 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. . .

- On which step of the ladder would you say you personally feel you stand at this time?
- On which step do you think you will stand about five years from now?

FLOURISHING

I lead a purposeful and meaningful life.

My social relationships are supportive and rewarding.

I am engaged and interested in my daily activities.

I actively contribute to the happiness and wellbeing of others.

I am competent and capable in the activities that are important to me.

I am a good person and live a good life.

I am optimistic about my future. People respect me.

RESILIENCE

I tend to bounce back quickly after hard times.

I have a hard time making it through stressful events.

It does not take me long to recover from a stressful event.

It is hard for me to snap back when something bad happens.

I usually come through difficult times with little trouble.

I tend to take a long time to get over setbacks in my life.

ASSESSMENT QUESTIONS

DIMENSION: FUEL

EATING AS FUEL	I use my eating habits to help me positively manage my stress.
	I use my eating habits to help me manage my energy.
	I use my eating habits to help me perform at my best.
MOVING AS FUEL	I use my physical activity habits to help positively manage my stress.
	I use my physical activity habits to help me manage my energy.
	I use my physical activity habits to help me perform at my best.
RESTING AS FUEL	I use my sleep & rest habits to help positively manage my stress.
	I use my sleep & rest habits to help me manage my energy.
	I use my sleep & rest habits to help me perform at my best.
BREATHING AS FUEL	I use my breathing habits to help positively manage my stress.
	I use my breathing habits to help me manage my energy.
	I use my breathing habits to help me perform at my best.

ASSESSMENT QUESTIONS

DIMENSION: FLOW

ENGAGEMENT AT WORK

At my work, I feel bursting with energy.

I get carried away by my work.

When I am working, I forget everything else around me.

I am totally immersed in my work.

My job inspires me.

I feel happy during my work.

I am enthusiastic about my job.

I would still do this work, even if I received less pay.

I find that I also want to work in my free time.

I work because I enjoy it.

When I am working on something, I am doing it for myself.

I get my motivation from the work itself, and not from the reward for it.

SELF-ESTEEM AT WORK

I am TRUSTED around here.

I LIKE MYSELF around here.

I am HELPFUL around here.

I FEEL GOOD about myself around here.

I am a VALUABLE PART of this place.

I FEEL SATISFIED with myself around here.

I am EFFICIENT around here.

I am PLEASED with myself around here.

I am an IMPORTANT PART of this place.

I am PROUD of myself around here.

ASSESSMENT QUESTIONS

FLOW

MINDFULNESS	I find it difficult to stay focused on what's happening in the present.
	I pay attention to sensations, such as the wind in my hair or sun on my face.
	I am good at finding the words to describe my feelings.
	I believe some of the thoughts are abnormal or bad and I shouldn't think that way.
	I notice how foods and drinks affect my thoughts, bodily sensations, and emotions.
	I can easily put my beliefs, opinions, and expectations into words.
	I pay attention to sounds, such as clocks ticking, birds chirping, or cars passing.
	I make judgements about whether my thoughts are good or bad.
	I rush through activities without being really attentive to them.
	I pay attention to how my emotions affect my thoughts and behavior.
	I think some of my emotions are bad or inappropriate and I shouldn't feel them.
	I find myself doing things without paying attention.

ASSESSMENT QUESTIONS

DIMENSION: WONDER

APPRECIATION & AWE	I often feel awe in my life.
	I see beauty all around me.
	I feel wonder almost every day.
	I have many opportunities to see the beauty of nature.
	I often marvel at how amazing it is to be alive.
	I see many possibilities in my future.
SEEKING NEW PERSPECTIVES	I always try to look at all sides of a problem.
	I have dealt with a great many different kinds of people during my lifetime.
	I seek out experiences that challenge my understanding of the world.
	I like to read anything which challenges me to think differently about issues.
	I am very curious about other religions and/or philosophical belief systems.
LEARNING & GROWING	I can accept the impermanence of things.
	I have grown as a result of losses I have suffered.
	At this point in my life, I find it easy to laugh at my mistakes.
	I have learned valuable life lessons from others.

ASSESSMENT QUESTIONS

DIMENSION: WISDOM

VISION & PURPOSE	I have a clear vision of my desired future.
	I feel inspired by my vision of the future.
	My vision includes my desired legacy in life.
	My vision of the future reflects the things most important to me.
	My passion, calling, and sense of purpose are clear to me.
	My vision includes my values and philosophy.
	My vision includes my contributions to others and the community.
	My vision includes using my strengths and unique genius/gifts.
	I use my vision to guide my priorities and decisions in life and work.
WHOLENESS	I am able to integrate the different aspects of my life.
	I feel my individual life is a part of a greater whole.
	I often have a sense of oneness with nature.
	I often look for patterns in the objects around me.
EMOTIONAL CAPACITY	It seems I have a talent for reading other's emotions.
	I have a good sense of humor about myself.
	I can freely express my emotions without feeling like I might lose control.
	My peace of mind is not easily upset.
	My happiness is not dependent on other people and things.
	I don't worry about other people's opinions of me.
	I am "tuned in" to my own emotions.

ASSESSMENT QUESTIONS

DIMENSION: THRIVING AMPLIFIED™

ENERGIZING OTHERS	When I interact with people at work, they: Feel more invigorated. Feel more energy to do their work. Feel increased vitality. Get "pepped up." Feel more stamina to do their work.
MAXIMIZING OTHERS	When I interact with people at work, they: Have more clarity for doing their work. Feel more effective at their work. Feel like they grow as human beings. Feel like they are making a meaningful impact.
CULTIVATING CARE IN OTHERS	When I interact with people at work, they: Appreciate and feel grateful to colleagues at work. Do things that benefit others that they are not required to do. Are more likely to cooperate and partner with other people in the organization.

ADMINISTERING BE WELL LEAD WELL PULSE®

A quick overview of how to administer Be Well Lead Well Pulse® within the assessment software. The complete Software User Guide is available in the private Certified Guide Dropbox folder.

STEP	ACTION	NOTES
1	*Visit bewellleadwellpulse.com to access your assessment account.*	Once certified, you will be given a login to the Be Well Lead Well Pulse® assessment software.
2	*Create a Participant.*	All fields are required except Organization.
3	*Create a project and add the new participant to that project.*	This step is OPTIONAL and is useful when administering multiple assessments or when you want to create a group report.
4	*Generate the assessment.*	For an individual, select the "Generate a Survey" button on the "Participant" Page. If generating multiple assessments at the same time, select "Generate Surveys" from the "Project" Page.
5	*Set the deadline for completion, based on your work with the participant.*	The default assessment expiration date is two weeks (14 days) from when you generate the assessment. However, it can be manually set to a maximum of 6-months. If you change the default expiration date, be sure to manually change the auto-reminder date.
6	*Let the participant know their personalized assessment link is on its way via email.*	An email with a confidential link and access code will be sent to the participant's email address from donotreply@bewellleadwellpulse.com. If the participant can't find the email, instruct them to check their spam and to whitelist that email address. If needed, you can resend this information by clicking the REMINDER (the paper airplane icon) button in the participant's list of assessments.
7	*Download and deliver the participant's assessment feedback report.*	Once your participant completes their assessment, you as the Guide will be notified by email. Download a PDF of the participant's assessment feedback report by clicking the green REPORT button on the participant's page. Set up time to deliver the feedback report with the participant using the structured Debrief Methodology or other appropriate approach. The participant will only receive the report through you as the Guide.

For a guided tour of how to use the assessment system to administer Be Well Lead Well Pulse®, please check out the Software User Guide and Pulse® Administration Videos in the Certified Guide Dropbox Folder.

BRANDING, PRICING & PRINTING

WHAT'S IN A NAME?

As a Be Well Lead Well Pulse® Certified Guide, you are representing resources that are proprietary to Wisdom Works. When communicating about these resources with others via email, presentations, or any other means, *please use the proper names as is, including registered trademarks:*

Be Well Lead Well Pulse®

Be Well Lead Well Pulse® Certified Guide

Be Well Lead Well Pulse® Interpretation Manual

Please note: the assessment should always include "Pulse" after Be Well Lead Well. Be Well Lead Well® alone is its own brand, which includes Be Well Lead Well Pulse®, as well as innovative programs, tools, and content. The training you are completing is solely for Be Well Lead Well Pulse®.

PRICING THE ASSESSMENT

As a Be Well Lead Well Pulse® Certified Guide, your price for using the assessment is listed below along with a suggested retail price.

	CERTIFIED GUIDE PRICE	SUGGESTED RETAIL PRICE
Be Well Lead Well Pulse® assessment with PDF e-version of personalized feedback report and Interpretation Manual (in full color)	$150	$200
Be Well Lead Well Pulse® group report with PDF e-version of group feedback report and Interpretation Manual (in full color)	$150	$200

These prices are for both "for-profit" companies and "not-for-profit" enterprises, such as higher education, charities, public service, government, scientific, and religious organizations.

Discounts for purchasing Be Well Lead Well Pulse® in bulk for individuals are as follows:

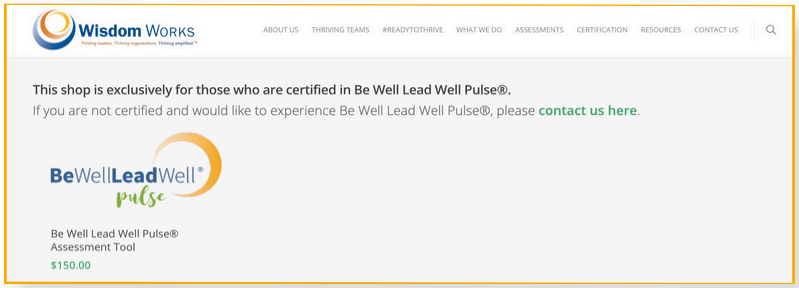
1–10 people	=	$150/person	31–40 people	=	$120/person
11–20 people	=	$140/person	41–50 people	=	$110/person
21–30 people	=	$130/person	+50 people	=	$100/person

BRANDING, PRICING & PRINTING

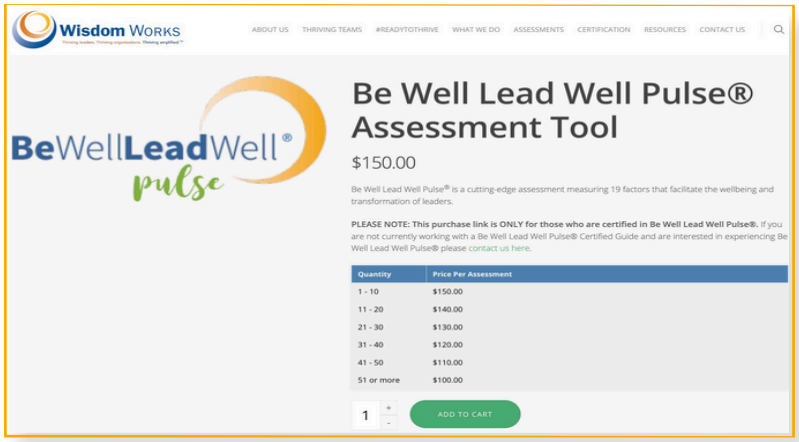
PURCHASING THE ASSESSMENT

To purchase Be Well Lead Well Pulse® assessments or group reports, go to ***www.wisdom-works.com/shop***. This webpage is exclusively for Certified Guides to purchase assessments and group reports at the provided pricing.

When purchasing the assessment for individuals, for example, click on the "Be Well Lead Well Pulse® Assessment Tool".



Once on the Be Well Lead Well Pulse® Assessment Tool page, toggle the "+" and "–" symbols to choose how many assessments you want to purchase.

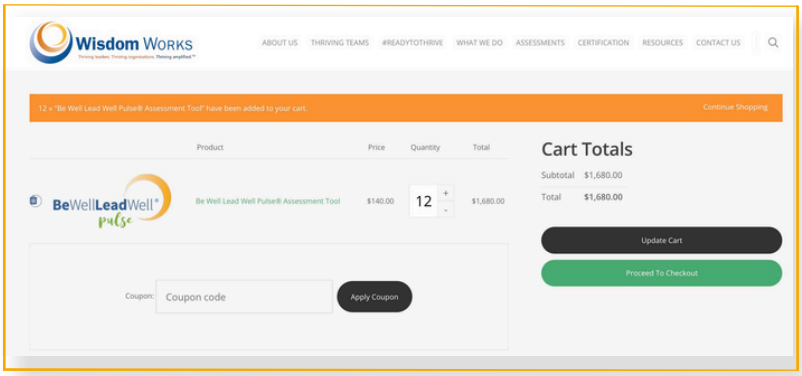


For instance, if you want to purchase "12" assessments, click the "+" button until you reach the number 12. Push ADD TO CART and you'll be taken to the CART page to confirm your selection and check-out. Select PROCEED TO CHECKOUT to complete your transaction.

Once your purchase is complete, the Wisdom Works Team will be notified and will contact you by email once the credits have been added to your account and are available for your use. The same process applies when purchasing group reports.

For guided instructions and videos, please check out the Software User Guide in the private Certified Guide Dropbox Folder.

If you have a unique situation not outlined above or any questions, please contact us at info@wisdom-works.com.



BRANDING, PRICING & PRINTING

CONNECT TO A GROWING GLOBAL NETWORK: THE CERTIFIED GUIDE LOGO

Once certified, you will receive a high-resolution file for our logo designating your status as a Be Well Lead Well Pulse® Certified Guide. You may use this logo in your education and marketing avenues, such as websites, brochures, or social media channels, to promote yourself as a Certified Guide of the Be Well Lead Well Pulse® assessment system.

Maintain the visual brand identity by following these standards:

- Keep the logo as is, without altering the color, shape, words, or any other aspect of it.
- Display the logo on a neutral background only (i.e., without wavy lines or busy graphics) to guarantee that the background does not conflict or interfere with the readability or recognition of the logo.
- Whenever you resize the logo, ensure it is clear (with no distortions) and easily readable.

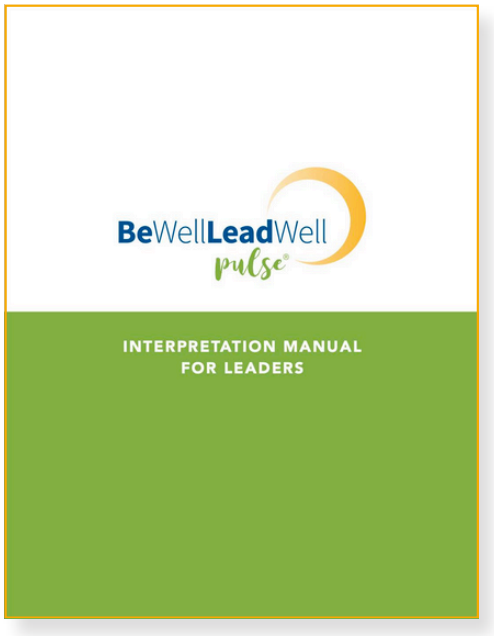
This logo connects you with a growing network of Certified Guides who are committed to empowering thriving in organizations and communities around the world. Maintaining your Certified Guide status means protecting this logo with high integrity. Should you have any questions about the use of this logo, please contact us at info@wisdom-works.com.

THE INTERPRETATION MANUAL

The Be Well Lead Well Pulse® Interpretation Manual is a wonderful resource as you help people transform insights from their assessment feedback into actions for greater thriving and effectiveness.

The manual is 70 pages with close to 100 practices for thriving. It is available in a full-color digital or printed version and can be accessed in the Certified Guide Dropbox folder. To operate as responsible environmental stewards, Wisdom Works recommends using the digital version whenever possible.

To maintain consistency and quality in both digital and printed versions of the Be Well Lead Well Pulse® Interpretation Manual, please use them as they are, without alterations of any kind. If you should wish to utilize the content from this Manual in any other form, please contact us as info@wisdom-works.com.



OFFER & SHARE
BE WELL LEAD WELL PULSE®

TARGET YOUR AUDIENCES

Brainstorm possible target audiences for using Be Well Lead Well Pulse® in your professional practice.

Examples of target audiences are:

- Leaders already leading with purpose-driven, wellbeing values who want to expand their capacity to amplify thriving in teams, their organization and its stakeholders, or communities.
- Leaders in transition—how they lead is no longer working for them, and they realize personal or organizational changes will require new ways of being and operating.
- Leaders hungry for development who want help clarifying how to lead and live in a more holistic, mindful, and generative way.

MAKE A PLAN

How would you introduce Be Well Lead Well Pulse®? Here are a few questions to help you make a plan:

- What outcome(s) do you want from the conversation with this person?
- What, if anything, does this person already know or do to prioritize thriving in their life and leadership?
- What benefits might this person gain fom using Be Well Lead Well Pulse®?
- What would help you show up as your most vibrant self when you talk with this person?

WRITE DOWN YOUR IDEAS

A WEALTH OF RESOURCES TO SUPPORT YOU

Becoming a Be Well Lead Well Pulse® Certified Guide means you completed 30 hours of training to administer the assessment system with leaders. This is a big accomplishment—congrats! Here is a wealth of resources provided only to Certified Guides to augment your professional practice with Be Well Lead Well Pulse®.

RESOURCE	HOW TO USE
One free use of the Be Well Lead Well Pulse® assessment	Utilize this assessment to deepen your capability and confidence in implementing the assessment system. For instance, provide the assessment to one of the leaders you interviewed at the start of this program as a "thank you" for their support or invite a leader who will benefit from taking the assessment and give trustworthy feedback about their experience with you. Afterwards, use the Self-Assessment Tool to identify key areas for continually growing your aptitude to use the assessment system.
Certified Guide Landing Page	Visit www.wisdom-works.com/certified-guide-resources (password: thrivetogether) to access the wealth of resources available to you as a Certified Guide.
Be Well Lead Well Pulse® Technical papers	Access the original Technical Paper and 2021 Update when you have questions about how Be Well Lead Well Pulse® was developed and the scientific insights underpinning the assessment.
Secure Be Well Lead Well Pulse® assessment software	Access the assessment software with your provided Certified Guide login when you want to administer Be Well Lead Well Pulse®.
Certified Guides Dropbox Folder	Explore a variety of learning resources in this private community folder, such as research, articles, videos, and tools related to utilizing Be Well Lead Well Pulse®.
Customizable presentation and brochure on Be Well Lead Well Pulse®	Share these marketing resources with those who would benefit from using Be Well Lead Well Pulse® as part of your work together.
Be Well Lead Well Pulse® Certified Guide logo	As mentioned on Page 16, use this logo in your marketing avenues to distinctively position yourself.
Quarterly Learning Circles for Certified Guides	Take advantage of these quarterly calls to evolve your knowledge, skills, and abilities in applying Be Well Lead Well Pulse®, plus grow with a community of Certified Guides who share your passion for making thriving and conscious leadership a priority.

AGREE TO USE THE ASSESSMENT WITH INTEGRITY

INSTRUCTIONS: To become a Be Well Lead Well Pulse® Certified Guide, we ask you to commit to an Integrity Agreement.

The purpose of this agreement is to emphasize:

- We put our trust in you to use the Be Well Lead Well Pulse® assessment system (including related statistics, framework, icons, brand, methods, materials, and all other content) with integrity in every way.
- We ask you to honor our copyright and trademarks, making sure these are accurately represented in all avenues (i.e. digital, hard-copy, video, etc.)
- We commit to providing updates for you as we gather data via ongoing research with the assessment system.
- We commit to keeping you informed about enhancements we make to the assessment system and its application.

Our intent in asking you to sign this agreement is to ensure:

- You have a clear set of guidelines for using the Be Well Lead Well Pulse® assessment system.
- You feel supported now and in the future as we grow a worldwide community of Certified Guides.
- You feel comfortable approaching us with any special needs or when you are unsure of how to proceed.

To complete your certification, please:

1. Review the Integrity Agreement on the following page.
2. Get your questions about this agreement answered.
3. Sign the Integrity Agreement within the online feedback form you receive.

We are delighted for you to consider being part of a growing community of Be Well Lead Well Pulse® Certified Guides who share a deeper passion to promote the conscious evolution of thriving leadership for positive change globally.

INTEGRITY AGREEMENT

The purpose of Wisdom Works Group is to cultivate individual and organizational leaders that promote generative, responsible, and sustainable impact around the globe. We strive to continually live our company mantra—Thriving Leader, Thriving Organization, Thriving Amplified™—and empower people and organizations to do the same.

We recognize you as a person of honor and integrity, and we look forward to collaborating as you apply the Be Well Lead Well Pulse® assessment system to support leaders in operating from a well, aware, and enlightened orientation. We believe you have a deep sense of connection and dedication to cultivate leadership who can create healthier, more integral solutions to the complex challenges that we all face as individuals, collectives, and participants in a global society.

Each relationship between Wisdom Works and a Be Well Lead Well Pulse® Certified Guide is unique. Yet, we believe the success of every relationship is founded on the following value system:

- An aspiration of shared success for you and your organization, other practitioners who engage in this certification training, and Wisdom Works Group, Inc.
- A sincere respect and appreciation for each other's intellectual property and a clear promise to honor the boundaries of intellectual property.
- Open, honest communication, where shared learning is a primary goal.
- A commitment to the health and sustainability of each other's professional endeavors.

Becoming a Be Well Lead Well Pulse® Certified Guide means that you are certified to use the Be Well Lead Well Pulse® assessment system in your efforts to develop leaders, such as in 1:1 coaching, group training, and other development programs.

You may see additional avenues to use Be Well Lead Well Pulse® and its parent brand Be Well Lead Well® which are not included in your certification, including creating new products and services which utilize the Be Well Lead Well® and Be Well Lead Well Pulse® brands, Framework of Thriving, and content. If so, please reach out to Wisdom Works. We welcome the opportunity to explore these avenues with you in a way that is mutually beneficial to you and Wisdom Works, plus aligned with the larger mission to advance healthier ways of leading and living globally.

BeWellLeadWell pulse®

BY WISDOM WORKS GROUP INC.

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JULY 2024