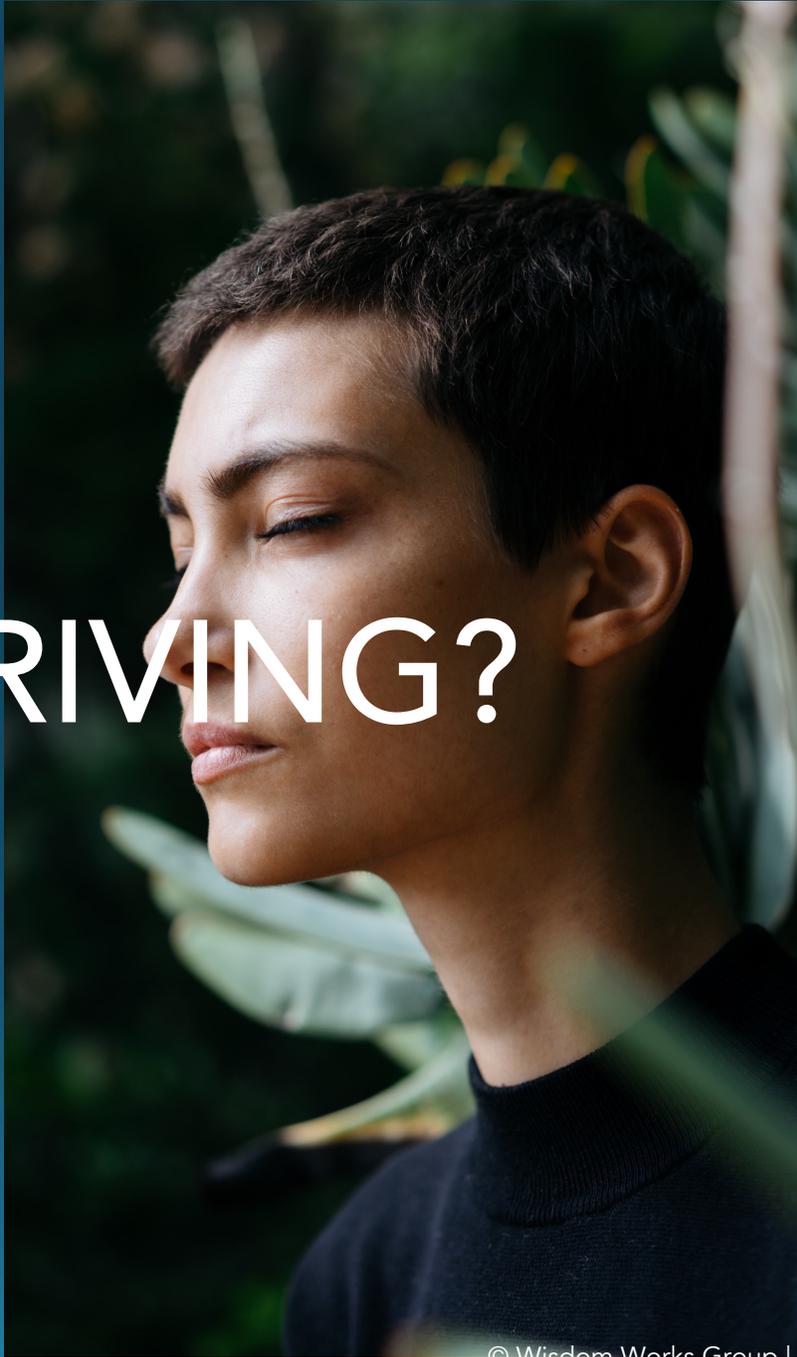
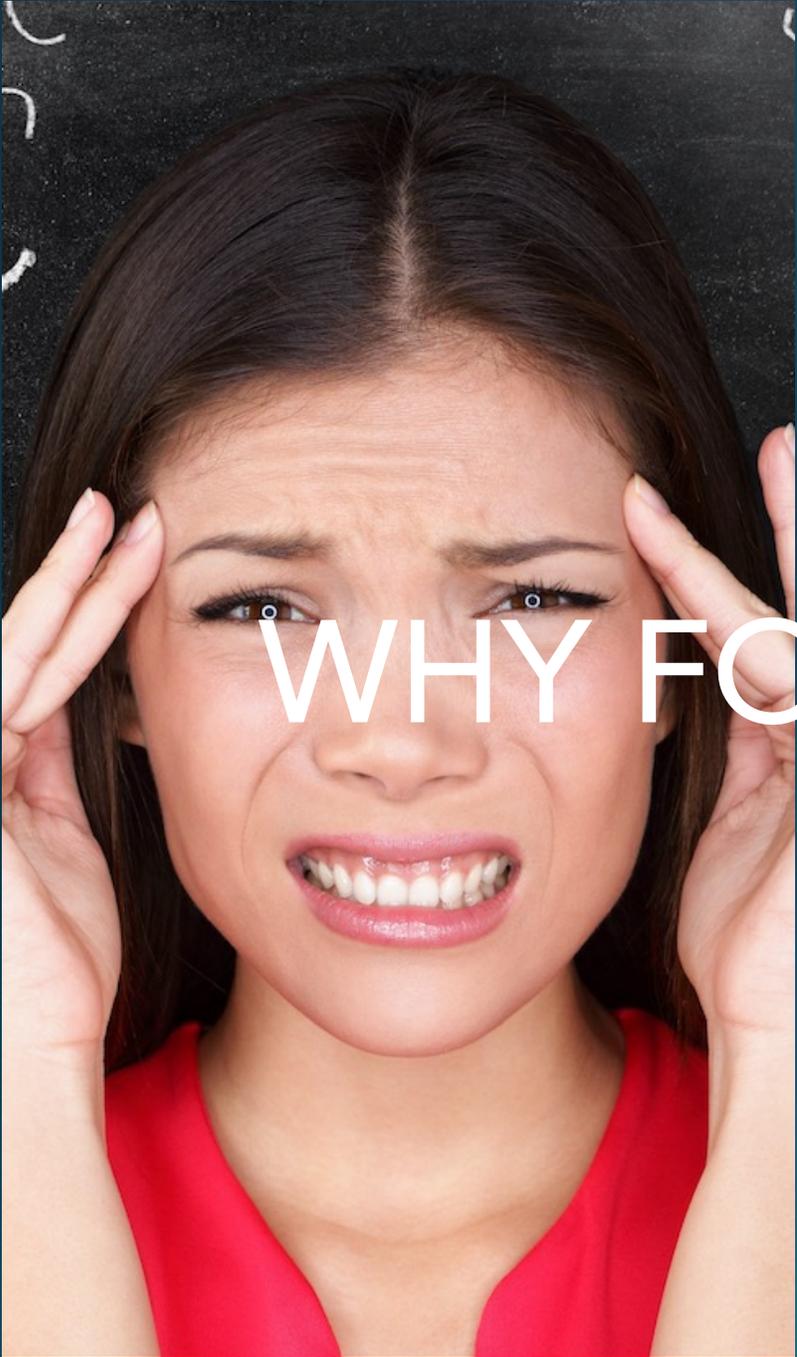


BE WELL LEAD WELL PULSE® CERTIFICATION  
BACKGROUND & DEVELOPMENT, PART 1

# WHY FOCUS ON THRIVING?





WHAT DOES THRIVING  
MEAN TO ME?

# THE HISTORY OF PULSE®

1999

Whole Life  
Review™

2002

WisdomScape™

2008

Executive Lifestyle  
Analysis™

2018

Be Well Lead Well  
Pulse®

WHAT ENABLES US TO LEAD FROM WELLBEING?

# QUALITIES OF PULSE®

1. HOLISTIC

4. SCALABLE

2. ACTIONABLE

5. UPLIFTING

3. GROUNDED IN  
SCIENCE

6. A PATH TO AMPLIFY  
WELLBEING



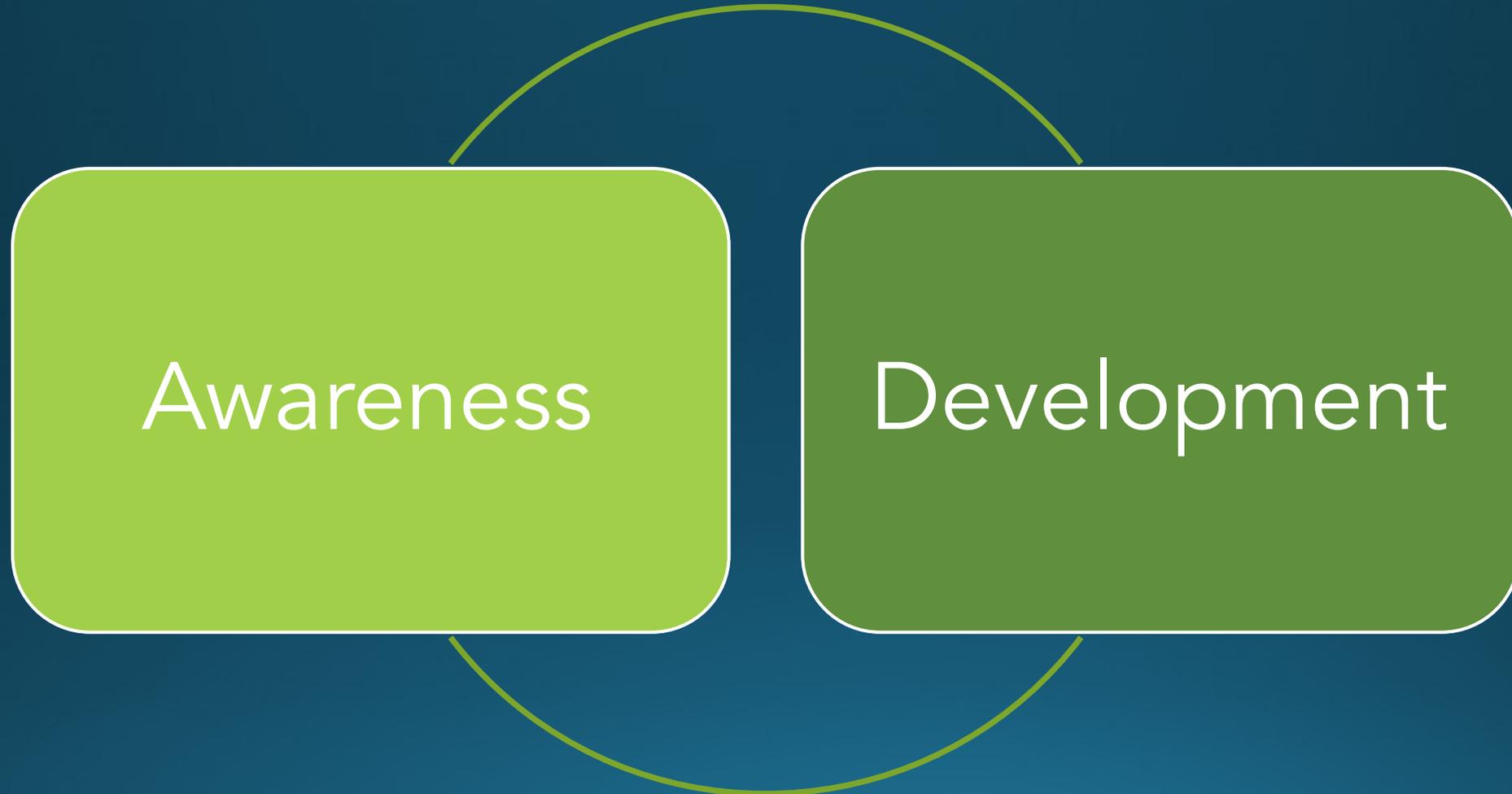
**BeWellLeadWell**

*pulse*<sup>®</sup>



we are grateful for the roots

# TWO PURPOSES OF PULSE®



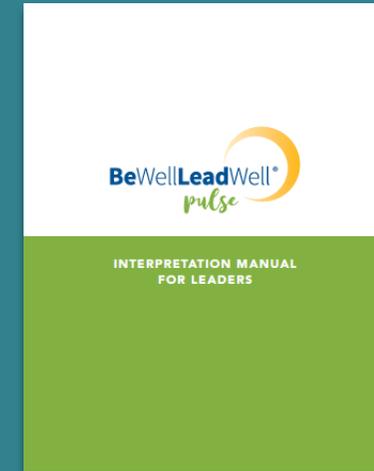
# THE PULSE<sup>®</sup> ASSESSMENT SYSTEM



Be Well Lead Well Pulse<sup>®</sup>  
Online Assessment Tool



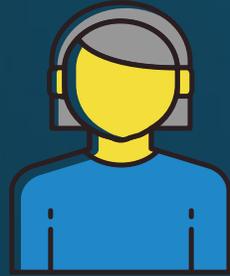
11-page Personalized  
Feedback Report for  
Individuals & Groups



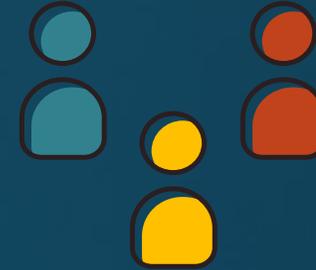
Robust Interpretation  
Manual with close to 100  
Development Actions

Fueled by a Growing Database of Wellbeing Leadership Insights

# PULSE<sup>®</sup> CAN BE USED FOR...



LEADER ONBOARDING, WELLBEING &  
RESILIENCE, EFFECTIVENESS, GROWTH



GROUP VITALITY, DEVELOPMENT,  
CREATIVITY, PERFORMANCE



VALUE-ADDED SERVICE TO ELEVATE  
CUSTOMERS, PARTNERS & COMMUNITIES



INTEGRATION OF WELLBEING INTO  
WORK CULTURE AND BRANDS

# BE WELL LEAD WELL PULSE® FRAMEWORK



FIND MORE  
INFORMATION



TECHNICAL REPORT  
2021 UPDATE

*Direct questions to:*

Wisdom Works Group, Inc.

+1.719.201.9294

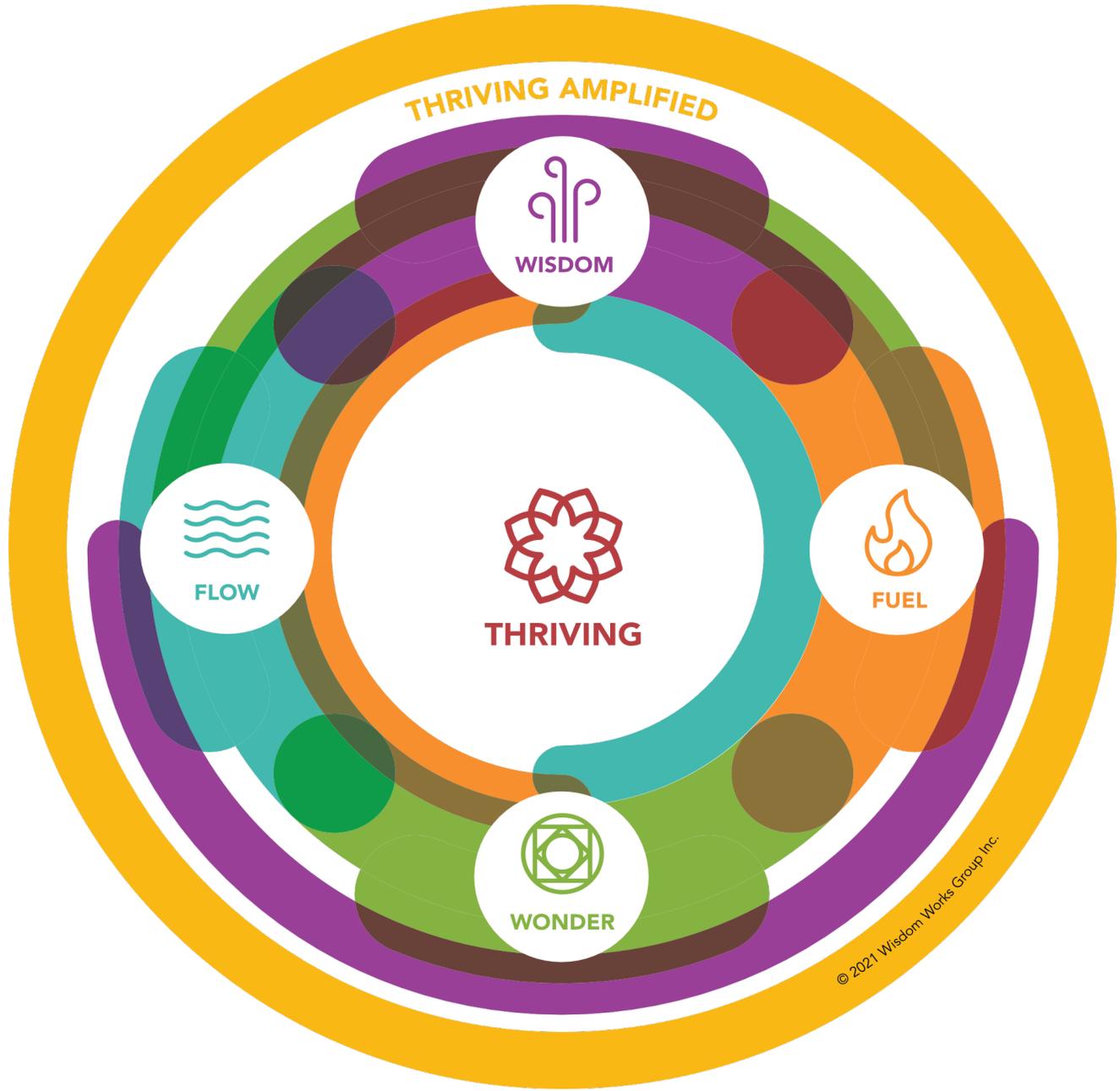
[info@wisdom-works.com](mailto:info@wisdom-works.com)

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BE WELL LEAD WELL PULSE® CERTIFICATION  
BACKGROUND & DEVELOPMENT, PART 2

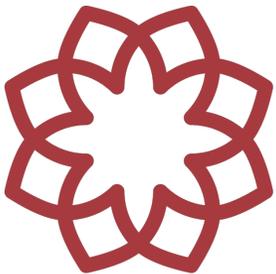
Thriving is a  
personal journey.



© 2021 Wisdom Works Group Inc.



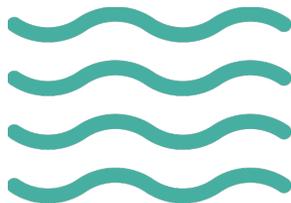
# SIX DIMENSIONS OF PULSE®



**THRIVING** .89



**FUEL** .93



**FLOW** .93



**WONDER** .94

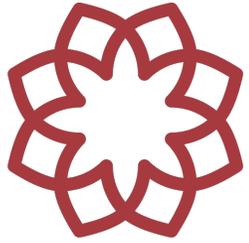


**WISDOM** .92



**THRIVING**  
**AMPLIFIED** .95

# 19 PSYCHOMETRICS OF PULSE®



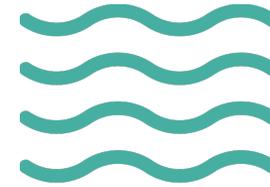
## THRIVING

TODAY & TOMORROW .74  
FLOURISHING .92  
RESILIENCE .76



## FUEL

EATING AS FUEL .85  
MOVING AS FUEL .92  
RESTING AS FUEL .91  
BREATHING AS FUEL .92



## FLOW

ENGAGEMENT AT WORK .94  
SELF-ESTEEM AT WORK .94  
MINDFULNESS .76



## WONDER

APPRECIATION & AWE .86  
SEEKING NEW PERSPECTIVES .79  
LEARNING & GROWING .82



## WISDOM

VISION & PURPOSE .94  
WHOLENESS .72  
EMOTIONAL CAPACITY .84



## THRIVING AMPLIFIED

ENERGIZING OTHERS .91  
MAXIMIZING OTHERS .87  
CULTIVATING CARE IN OTHERS .83

	Thriving	Fuel	Flow	Wonder	Wisdom	Thriving Amplified
Thriving	1	.487**	.553**	.700**	.748**	.565**
Fuel	.487**	1	.554**	.581**	.603**	.580**
Flow	.553**	.554**	1	.681**	.690**	.702**
Wonder	.700**	.581**	.681**	1	.900**	.682**
Wisdom	.748**	.603**	.690**	.900**	1	.700**
Thriving Amplified	.565**	.580**	.702**	.682**	.700**	1

\*\* Correlation is significant at the 0.01 level (2 tailed).

# CORRELATIONS

## Correlations between Be Well Lead Well Pulse® 19 Subcategories

Range of "N" for subcategory correlations is 853-904

.2-.5 = Moderately Strong    Over .5 = Strong

		TODAY & TOM	FLOURISH	RESILIENCE	EAT AS FUEL	MOVE AS FUEL	REST AS FUEL	BREATHE AS FUEL	ENGAGE AT WORK	SELF-ESTEEM AT WORK	MINDFULNESS	APPRECIATION & AWE	SEEK NEW PERSP	LEARN & GROW	VISION & PURPOSE	WHOLENESS	EMOTIONAL CAPACITY	ENERGIZE OTHERS	MAXIMIZE OTHERS	CULTIVATE CARE IN OTHERS
TODAY & TOMORROW	Pearson Correlation	1	.516**	.308**	.329**	.373**	.353**	.339**	.414**	.445**	.208**	.538**	.425**	.438**	.513**	.504**	.458**	.412**	.414**	.394**
FLOURISHING	Pearson Correlation	.516**	1	.453**	.393**	.396**	.419**	.317**	.425**	.438**	.204**	.469**	.431**	.487**	.784**	.485**	.645**	.580**	.582**	.557**
RESILIENCE	Pearson Correlation	.308**	.453**	1	.217**	.242**	.238**	.181**	.286**	.361**	-.233**	.393**	.401**	.463**	.454**	.438**	.480**	.322**	.324**	.285**
EATING AS FUEL	Pearson Correlation	.329**	.393**	.217**	1	.478**	.544**	.554**	.436**	.308**	.314**	.483**	.397**	.369**	.412**	.497**	.458**	.464**	.433**	.411**
MOVING AS FUEL	Pearson Correlation	.373**	.396**	.262**	.478**	1	.562**	.558**	.418**	.369**	.232**	.488**	.428**	.432**	.418**	.506**	.480**	.460**	.472**	.428**
RESTING AS FUEL	Pearson Correlation	.353**	.419**	.238**	.544**	.562**	1	.491**	.366**	.410**	.274**	.480**	.434**	.420**	.444**	.475**	.459**	.440**	.468**	.444**
BREATHING AS FUEL	Pearson Correlation	.339**	.317**	.181**	.554**	.558**	.491**	1	.448**	.274**	.351**	.509**	.426**	.348**	.388**	.480**	.415**	.456**	.430**	.401**
ENGAGEMENT AT WORK	Pearson Correlation	.414**	.425**	.286**	.436**	.418**	.366**	.448**	1	.505**	.383**	.560**	.481**	.440**	.506**	.513**	.472**	.405**	.587**	.548**
SELF-ESTEEM AT WORK	Pearson Correlation	.445**	.438**	.361**	.308**	.369**	.410**	.274**	.505**	1	.227**	.568**	.550**	.413**	.586**	.569**	.595**	.549**	.547**	.580**
MINDFULNESS	Pearson Correlation	.208**	.204**	-.233**	.314**	.232**	.274**	.351**	.383**	.227**	1	.381**	.337**	.259**	.279**	.368**	.313**	.357**	.307**	.299**
APPRECIATION & AWE	Pearson Correlation	.538**	.469**	.393**	.483**	.488**	.480**	.509**	.560**	.568**	.381**	1	.765**	.495**	.732**	.796**	.494**	.599**	.591**	.558**
SEEKING NEW PERSPECTIVES	Pearson Correlation	.425**	.431**	.401**	.397**	.428**	.434**	.426**	.481**	.550**	.337**	.765**	1	.717**	.602**	.776**	.488**	.564**	.580**	.520**
LEARNING & GROWING	Pearson Correlation	.438**	.487**	.463**	.369**	.432**	.420**	.348**	.442**	.413**	.259**	.495**	.717**	1	.476**	.744**	.371**	.592**	.595**	.572**
VISION & PURPOSE	Pearson Correlation	.513**	.784**	.454**	.412**	.418**	.444**	.388**	.506**	.586**	.279**	.732**	.482**	.476**	1	.717**	.449**	.590**	.606**	.557**
WHOLENESS	Pearson Correlation	.504**	.485**	.408**	.497**	.506**	.475**	.480**	.513**	.569**	.368**	.796**	.776**	.744**	.717**	1	.730**	.408**	.593**	.554**
EMOTIONAL CAPACITY	Pearson Correlation	.458**	.645**	.480**	.458**	.480**	.459**	.415**	.472**	.595**	.313**	.494**	.488**	.371**	.449**	.737**	1	.410**	.584**	.565**
ENERGIZING OTHERS	Pearson Correlation	.412**	.580**	.322**	.464**	.460**	.440**	.456**	.405**	.549**	.357**	.599**	.564**	.592**	.590**	.408**	.410**	1	.812**	.744**
MAXIMIZING OTHERS	Pearson Correlation	.414**	.582**	.324**	.433**	.472**	.468**	.430**	.587**	.547**	.307**	.591**	.580**	.595**	.406**	.592**	.584**	.812**	1	.788**
CULTIVATING CARE IN OTHERS	Pearson Correlation	.394**	.557**	.285**	.411**	.428**	.444**	.401**	.548**	.580**	.299**	.558**	.520**	.572**	.503**	.554**	.549**	.744**	.788**	1

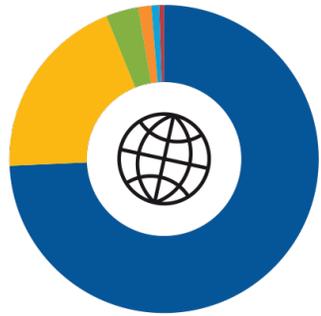
\*\* Correlation is significant at the 0.01 level (2-tailed).



# DEMOGRAPHICS

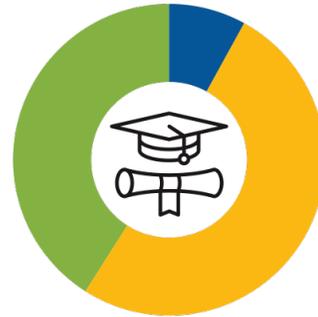
- Job Level
- Age Range
- Length of Time with Organization
- Length of Time in Role
- Industry
- Level of Education
- Gender Orientation
- Country
- Ethnicity

## GEOGRAPHY



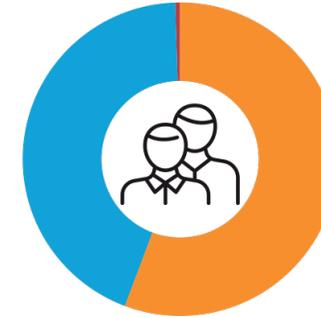
- 74.3% NAM
- 19.6% EURO
- 3.4% ASIA-PAC
- 1.4% LATAM
- 0.8% MENA
- 0.5% AFR

## EDUCATION



- 8% high school grad
- 51% some/2-year/4-year
- 41% post-college

## GENDER IDENTITY



- 55.7% female
- 43.8% male
- 0.5% non-binary/other

## JOB



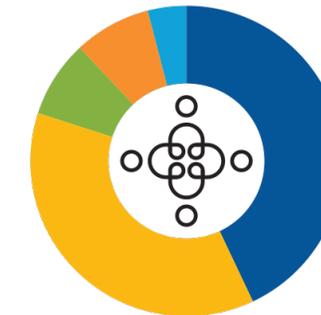
- 20% first line leader
- 28% mid-management
- 34% senior leader
- 18% other (self-employed, freelance, non-managerial)

## AGE



- 24% <35
- 31% 35-44
- 28% 45-54
- 17% >54

## RACE/ETHNICITY IDENTITY



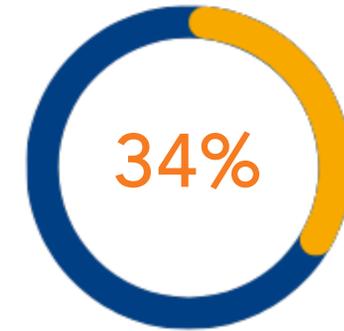
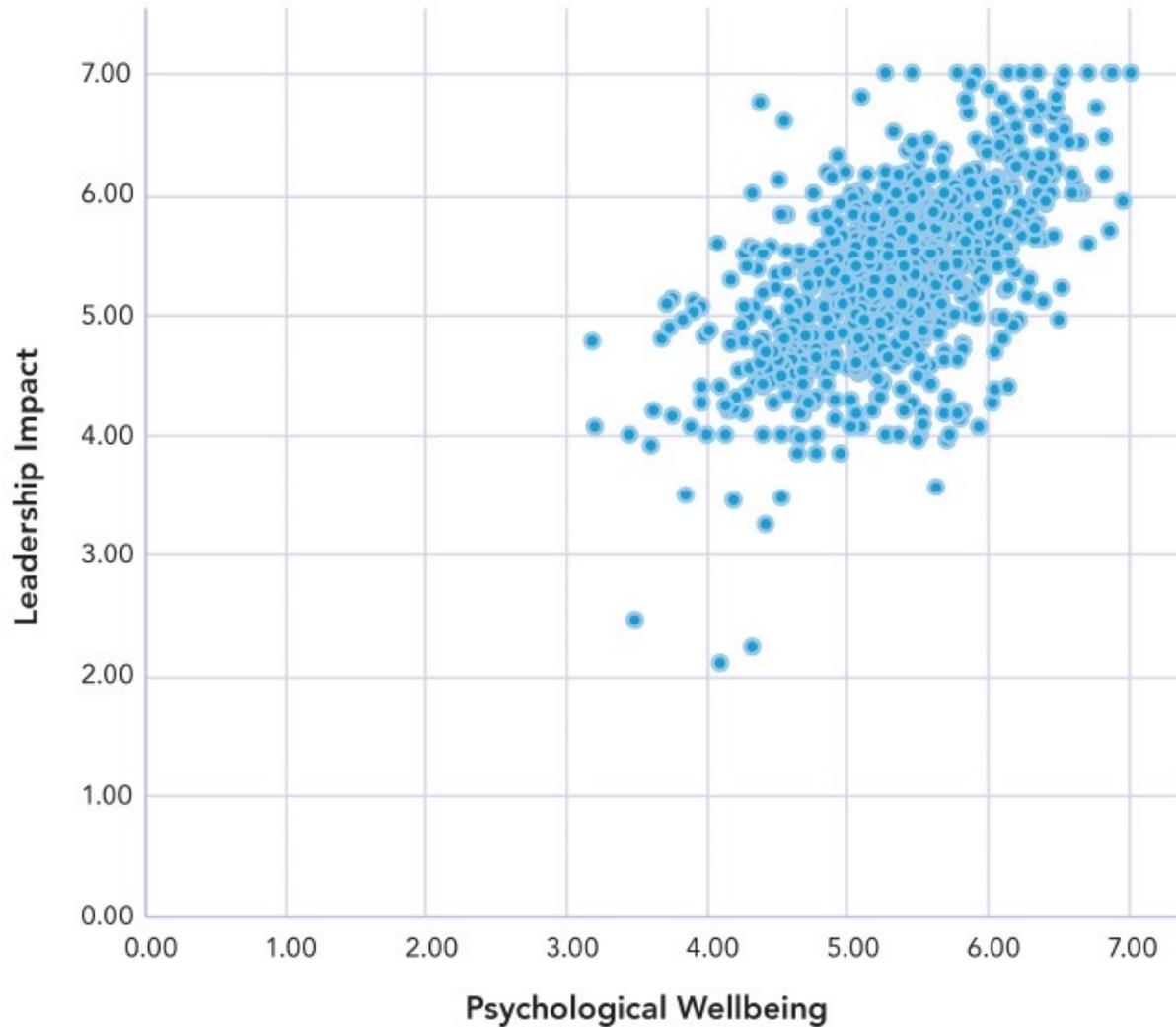
- 43% White
- 37% Hispanic
- 8% Black
- 8% Asian
- 4% Two or more/other

# COMPARATIVE DATABASE

# INSIGHTS BASED ON COMPARATIVE DATABASE

- Older leaders score higher in all wellbeing leadership dimensions
- Leaders who identify as male score higher in THRIVING
- Leaders who identify as female score higher in STRESS-RELATIVES
- Leaders who identify as male score higher in STRESS-SPIRITUAL/FAITH

# RESEARCH: HIGHER LEADER WELLBEING LINKS TO HIGHER LEADER IMPACT



34% of a leader's reported impact can be explained by the leader's wellbeing.

FIND MORE  
INFORMATION



TECHNICAL REPORT  
2021 UPDATE

*Direct questions to:*

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+1.719.201.9294  
info@wisdom-works.com

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