A purpose-driven approach to emotional wellbeing helps your people thrive in the new normal
COVID19 has accelerated change across the board.

And your people’s needs have changed in ways not adequately addressed by legacy wellness and talent strategies. Experts agree:  
*emotional wellbeing*—our ability to bounce back, manage emotions, build empathy, and bring our focus to what matters most each day, requires the development of purposeful mindsets and behaviors.

**The good news:** the science is clear—having a strong sense of purpose catalyzes stronger emotional wellbeing. And now it’s possible to **build purpose at scale**.
The Question

Are your perks and benefits living up to this moment’s challenge? If you’re focused only on mindfulness or mental health treatment, probably not. That’s because many solutions focus on symptoms instead of what’s core for your people: their why.

A next-generation approach begins with sense of individual purpose.

What if you could provide your people a solution that gets to the heart of the matter — sense of purpose.

The data are clear: strong, authentic purpose delivers:

- The **energy** to bounce back and stay focused
- The **mindset** that powers positive brain effects
- The **intrinsic motivation**—your why—to create change

Authentic purpose—and especially shared purpose—brings out the best in your people each day. It determines how they show up for their families, for their teams, for each other, and for you.
The Answer

Activate individual purpose at scale. Through a unique fusion of cutting edge behavior and brain science—we help you boost the effectiveness of your benefits, deliver a more authentic employee experience, and help you achieve the organizational outcomes that are critical in this moment.

Purpose drives emotional wellbeing and organizational performance

For Your People:
-Sharper focus
- Faster recovery
- Stronger resilience
- Increased energy
- Better sleep
- Less anxiety and depression
- Lower health risks

For Your Organization:
- Stronger work engagement
- An authentic culture
- More empathetic leadership
- Better employee satisfaction
- Higher functioning teams
- Stronger business performance
- Lower health costs

Source: Over 700 peer reviewed studies demonstrate the impact of purpose on health and performance. Summaries available upon request.
Finding Purpose in a Pandemic

Shift Your Organization from Panic to Purpose
By Nick Goldstein, Ali Eltera, and Charles Shenang
April 21, 2020

Purpose vs. Coronavirus
Will the financial repercussions of the outbreak force organizations to retreat from their commitment to social impact?

Demonstrating corporate purpose in the time of coronavirus
March 2020

Opinion
On Coronavirus Lockdown? Look for Meaning, Not Happiness
Why cultivating "tragic optimism" will help us weather this crisis — and grow from it.
By Emily Franks Smith

Companies will define what they do in the crucible of COVID-19 responses—or be defined by it. Here’s how to frame the challenge.
How Purposeful Works to Catalyze Change

“Point solutions” frequently fail. **Purposeful by Kumanu™** isn’t a point solution. It’s a multi-channel platform that helps you create a more authentic culture that fosters greater emotional wellbeing and better business performance.

**Our best practice playbook integrates purpose into:**
- Employee communications
- Wellbeing programs
- Leadership & talent tools
- Team-building strategies
- Inclusion, equity & diversity initiatives

Way more than an app—a Purpose Activation Platform that’s simple, scalable, and easy to implement.
By starting with “why”—exercises and activities that help each individual develop and live in alignment with a sense of purpose each day—the Purposeful Experience produces more rapid and enduring change in behaviors and mindsets.

**The Purposeful Experience**

- **Morning Intention**: Set the goal for each day
- **Daily Actions**: Practice mindsets and habits
- **Evening Reflection**: Capture impact and insights
- **Purpose Crafting**: Find your “why”
- **Job Crafting**: Find meaning in your work
- **Social Sharing**: Contribute wisdom and tips
- **Progress Tracking**: Track trends, get AI-driven insights
- **Virtual Coaching**: Purposeful helps you bring more focus, intention, purposeful action, and emotional wellbeing into each day.

**Backed by powerful neuroscience**, we blend behavior change techniques from:
- Motivational Interviewing
- Acceptance & Commitment Therapy
- Cognitive Behavior Therapy
- Self-Affirmation Theory
- Self-Determination Theory
- Identity-Value Model
Real-time access to the metrics that matter

More than a reporting dashboard, a real-time gauge of the emotional wellbeing of your people.

- Purpose
- Engagement
- Resilience
- Emotional Wellbeing
- Your Custom Metrics
Deeper Insights

Dive deeper into the emotional wellbeing of your people with sentiment analysis in your Insightful Dashboard.

ANGER

BURNOUT

CONNECTION

GRATITUDE
A strong sense of individual purpose catalyzes powerful health and business outcomes

We start by helping your people cultivate a deeper sense of purpose in life, and to find greater meaning and shared purpose in their work. The results are rapid and catalytic for your people, and your culture.

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**Faster Recovery**
Over half with low baseline resilience improved their ability to bounce back.

**Less Depression**
Over a third of healthcare professionals reported a reduction in depressive symptoms within a waitlist controlled trial.

**Stronger Teams**
Connecting life and work purpose doubled work engagement.

**Deeper Engagement**
Those with stronger work purpose were much more likely to be highly engaged.

**Lower Costs**
Strong purpose reduced chronic disease and mental health risks in dozens of studies. In a recent pilot we found a reduction in claims costs in a high risk population.

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It’s time for a new approach to wellbeing

Meet the moment with the only solution centered on helping your people build and live a deep, enduring sense of purpose

Let’s talk! Joy.Norton@Kumanu.com