SOARINGWORDS’
SOARING INTO STRENGTH:
POSITIVE HEALTH INITIATIVE

2020 Virtual Webinars to Accelerate Employee Resilience & Agency In Times of Uncertainty

Prepared for Corporate Decision-Makers. Soaringwords’ virtual webinars & immersive programs have been voted best-in-class by more than 150,000 professionals at leading companies.

Lisa Honig Buksbaum, CEO & Founder, Soaringwords
March 2020
SOARINGWORDS’ MISSION

Soaringwords’ mission is to inspire ill children, families, and adults to take active roles in self-healing.

Soaringwords is unique as it is the only organization to motivate people grappling with illness and challenges to pay-it-forward to help others. When a person does something kind for an ill child, it accelerates their transformative healing.

SOARING stands for Shifting, Optimism, Altruism, Resilience, Imagery, Narrative, and Gratitude.

Soaringwords is a 501C3 not-for-profit organization.
After inspiring thousands of children to take active roles in their own healing, Soaringwords codified its unique approach into a scientific model to enhance the well-being of patients, families, and caregivers. This evidence-based model has been tested among thousands of patients worldwide. The SOARING model consists of seven components based on Positive Psychology concepts:

**Shifting**: Creating shifts in your attitude, body, and overall well-being.

**Optimism**: Finding the good even when times are difficult or painful.

**Altruism**: Gaining a sense of control by sharing your creativity, kindness, strength, and hope with others.

**Resiliency**: Flourishing, even in difficult times.

**Imagery**: Connecting to your inner knowledge to heal through imagery exercises.

**Narrative**: Sharing the power of positive storytelling.

**Gratitude**: Recognizing and celebrating moments of appreciation.

Lisa Buksbaum is one of 500 people in the world who earned a Masters in Applied Positive Psychology (MAPP) with Dr. Martin Seligman, Founder of the field of Positive Psychology.

**Above**: Opening session at the European Conference of Positive Psychology
SOARINGWORDS’ SOARING INTO STRENGTH
POSITIVE PSYCHOLOGY WORKSHOPS

24 90-Minute Virtual Webinars

- Character Strengths: Discover and Amplify Your Unique Strengths
- Overcoming Traumatic Experiences: Post-Traumatic Growth
- Resilience: Strengthen Coping Skills
- Self-Compassion & Forgiveness to Activate Your Well-Being
- Shifting: Innovation Workshop Harnessing Your Growth Mindset
- Living a Good Life: Meaning & Mattering
- Optimism: Finding Good Things To Notice and Celebrate, Even When Times Are Difficult
- Altruism: Gaining A Sense Of Control by Helping Others
- Imagery: Tap Into Your Inner Knowledge to Heal
- Narrative: The Power of Positive Storytelling
- Gratitude: Build Gratitude Space in Your Life
- Laughter is the Best Medicine
- Caring for Yourself as a Caregiver
- Go Wild!: Exercise and Your Brain
- What to Say and Do to Support Families with Serious Illness or Special Needs
- How to be a Death-Doula to Support Loved Ones
- What to Say and Do to Comfort People Who are Grieving
- Keeping Calm in Times of Crisis
- Unplug to Flourish
- SoaringNutrition: Eat the Rainbow
- Why Loneliness Matters & What You Can Do About it
- The Strength Switch: Positive Parenting
- Positive Rituals
- Positive Psychology 101: Tools You Can Use

Dr. Catherine Lord and Lisa Buksbaum presenting “Caring for Yourself as a Parent with a Special Needs Child” at the 92nd Street Y
With the Coronavirus outbreak, professionals are under pressure to manage their job responsibilities and the demands of family and loved ones who may be quarantined. Living through a health crisis requires stamina and focus especially for many employees are grappling with personal health challenges and the responsibility of supporting relatives who require extra care.

Happy employees:
• Are better producers
• Have less absenteeism
• Are less likely to burn-out/quit
• Go above and beyond the call of duty

Thriving employees demonstrate:
• 16% better overall performance (reported by their managers)
• 125% less burn out (self reported) than their peers
• 32% more committed to the organization
• 46% more satisfied with their jobs

Two components of thriving employees:
• Vitality— the sense of being alive, passionate, and excited. Companies can generate this by giving their employees the sense that what they do on a daily basis makes a difference.
• Learning— growth that comes from gaining new knowledge and skills. This can create a virtuous cycle where employees that are developing their abilities are more likely to believe in their potential for future growth.

SOARINGWORDS’ EMPLOYEE ENGAGEMENT BEST-IN-CLASS

• Research shows that people are personally engaged when helping others. Soaringwords’ best-in-class* employee volunteer experiences have been shared with more than 150,000 professionals at leading companies.
  - Company-wide service days
  - Diversity initiatives
  - Keynotes
  - Take Your Child to Work Day
  - Summer associate programs
  - New hire programs
  - Holiday celebrations

All programs are turn-key, globally replicable, and meaningful.

• Chairman’s Award Winner, Eli Lilly & Company
• Chairman’s Award Winner, BNY Mellon
• Featured in Met Life Foundation Annual Report, Viacom Annual CSR Report

* Consistently rated “most satisfying program ever” by 98% of program participants
SELECTED CORPORATE SPONSORS
JOHNSON & JOHNSON WE CARE AND WE INNOVATE GLOBAL INITIATIVES

In 2017, J&J launched the We Care initiative. Soaringwords workshops and programs were shared in four countries. These programs were so successful that Soaringwords became the lead partner for all markets in the 2018 We Innovate initiative. Soaringwords led a SOARING into Strength workshop on Growth Mindset for 5,000 employees in seven countries. This workshop was the culmination of a two-year initiative to strengthen employee knowledge and engagement.
Sao Paolo, Brazil:
We Care event was a success in Brazil. I am proud and happy to be part of it. I could see the employees laughing, having fun with the quilts and pillows decoration, and also creating the superheroes. Lisa's video was very inspiring. Congratulations for this initiative! It is amazing how a simple activity with a noble purpose can transform our day and make us feel so good. We felt happy and honored to help the children by decorating Soaring quilts, Soaring pillows, and creating Soaring Superheroes! It was the best way to celebrate 2017 with all the employees. I saw a little girl's smile when she was hugging the Soaring words heart-shaped pillow, and then I understood the importance of our action!

Suzhou, China:
Big Thanks to our GS employees in Suzhou for participating this afternoon. We Care activity. All of you are awesome. You are the SuperHero, this is really a very interesting and lovely moment. Bringing your love to life, bringing We Care to our GS Suzhou.

Bogota, Colombia:
Absolutely excited after the event, we had a great afternoon. The best comments and congratulations for this initiative and all the effort we as a pillar have done. Thanks for all your support, and all the teams from A2R, I2C, Compliance, Tax, HR, PMO and others from GS actively participated in the activity. That was a great moment to share in a new space, with different people, and in a genuine activity which involves our heart and all the love from our people from GS.
MORE TESTIMONIALS

“The Soaringwords’ webinar was a big success with 100% of participants giving it the highest ratings. Soaringwords provided practice insights that will help employees support co-workers, friends, and their own families. I’m personally aware of the first-hand impact that Lisa and Soaringwords had on my colleague and her child. Subsequently, I encouraged Lisa to create a webinar to share her message broadly with Johnson & Johnson employees to assist them in grappling with illness in their lives. I was privileged to introduce Lisa to colleagues at other leading companies and they have shared webinars and employee-engagement programs with thousands of employees. Soaringwords has received outstanding testimonials for initiatives with leading companies including Johnson & Johnson.” Wendy Breiterman, Director, Global Work/Life Strategies, Office of Global Diversity & Inclusion, Johnson & Johnson.

“On behalf of the hundreds of employees who attended the Soaringwords webinar, please accept our sincere thanks for an outstanding learning experience for all participants. I have received many positive comments about the webinar from attendees and the relevance of the content to both their professional and personal lives. It has been heartwarming to hear how employees have been able to apply some of the perspectives provided during the session. This enhanced the level of interaction with co-workers fostering a greater sense of community here at Northrop Grumman. We take pride in the strong level of camaraderie that exists within our organization. The “What to Say/Do to Support Co-Workers and Family Members with Serious Illness” webinar delivered suggestions for actions and behaviors that are closely aligned with our core values. Additionally, the content had strong carryover to the work that we are doing in our communities and provided practical advice for us to provide support within our own families. Based on the positive and unanimous response from employees, we want to invite you to share Soaringwords initiatives with our leadership team during the next national Corporate Citizenship Council meeting. We continue to receive positive feedback about the webinar and employees who were on the call continue to share the information with co-workers not on the call—a real tribute to the high caliber of the content, your delivery and importance of the topic. The lead for our national employee resource group for new employees (a group that includes thousands of members across the country) said it was the “best” lunchtime seminar he has attended. Thanks again to you and Cisco technology for the delivery of a high impact webinar that has enabled our employees to enhance our connections at work, at home and in our communities.” Debbie Edwards Veihdeffer, Director, Work-Life Integration, Human Resources Strategic Initiatives, Northrop Grumman.
“250 colleagues together with the help of the Soaringwords team created 150 quilts and 150 pillows working together at four sites globally (Raritan, NJ, Spring House, PA, Beerse, Belgium and High Wycombe, UK). We have since made hospital visits to deliver these to the children, which as a mother both broke and touched my heart. My colleagues and I have enormously benefitted from this experience and one which I will continue to treasure.” Andrea Rose-Legatt, MBA, PMP, Sr. Director, Business Solutions, Johnson & Johnson Pharmaceutical Research and Development, LLC
EXPANDING COMMUNITY WELL-BEING

• SOARING into Strength virtual webinars build connection and community through scientifically-sound content that explains what it means to be healthy and stay healthy. Your organization can make these proven virtual workshops and healing interventions available to all employees and customers immediately.
• Deliverables include custom slide presentations and workbooks, with virtual learning opportunities through hands-on immersive exercises customized for each workshop.
• Soaringwords videos with world experts are integrated into each virtual workshop.
• The SOARING into Strength: Positive Health Initiative utilizes the latest Positive Psychology findings and healing interventions to enhance emotional, physical, and psychological well-being for participants. SOARING into Strength’s text/video messaging with follow up companion content creates a positive dose-effect to reinforce the learning sent to participants one week after each webinar.

Monthly Soaringwords + Zumba = Love for Hospitalized Children program at Joe DiMaggio Children’s Hospital in Hollywood, FL
Goldman Sachs employee mentors children at the Boys & Girls Club of Hudson County in Jersey City
Soaringwords Youth Leaders program with residents of the Melrose Housing Project in New York City
Character Strengths: Discover and Amplify Your Unique Strengths

Everyone has strengths, but often, it’s easy to discount our strengths when they are such an integral part of our lives, because we don’t notice them. Prior to the workshop, each participant will take a free, confidential online VIA Character Strengths Assessment and bring their individual report to the workshop. Participants will walk away feeling energized, in touch with their strengths, and excited to put them to good use. Participants will also be able to recognize the strengths of others and use this skill for better communication and teamwork in their personal and work lives. This workshop features videos with Lisa Buksbaum and Ryan Niemec, Education Director of the VIA Institute. These videos will teach participants the art and science of Strength-Spotting in themselves and others, Strength-Alignment, and Strength-Deployment. These are all essential skills for thriving in personal and professional situations. The workshop culminates with a pro-social team-building activity where each participant makes a SoaringSuperhero® message and artwork based on his or her top strengths to donate to a hospitalized child in the local community. Each participant will receive a SOARING into Strength: Character Strengths workbook.
Overcoming Trauma: Post-Traumatic Growth

When bad things happen, people often feel like it will break them—a serious illness, the death of a loved one, a medical setback or an unfortunate event. However, scientific studies show that most people recover from major life crises transformed and even stronger than before. This is called Post-Traumatic Growth. This workshop explores the 5 domains of Post Traumatic Growth: personal strength, appreciation of life, relating to others with greater intimacy and compassion, new possibilities (new roles and new people), and spiritual connection. Immersive exercises and role-playing will give participants valuable insights and practical skills to facilitate more Post-Traumatic Growth in their own lives and the lives of the people around them. Video learning modules featuring Lisa Buksbaum and Dr. Richard Tedeschi, the global expert and scientist who coined the term Post-Traumatic Growth, are the foundation of this workshop. Participants will decorate SoaringDreamLadders to donate to ill children. Each participant will receive a SOARING into Strength: Post-Traumatic Growth workbook.
SOARING into Resilience

Everyone experiences burn-out, stress, and exhaustion. These times demand tremendous resilience and grit. Resilience, the capacity to prevail in the face of difficulty, is a measure of heightened well-being. Often, our habitual ways of negative thinking sabotage peak performance and well-being. This workshop analyzes universal thinking traps and introduces simple, easy-to-use strategies to teach participants how to overcome them, especially during stressful events.

Immersive exercises explore the seven skills for resilience in order to strengthen participants’ coping capacities for present and future challenges. Participants will learn how to use Resilience tools to thrive in their personal and professional lives. Video learning modules featuring Lisa Buksbaum and Dr. Angela Duckworth (Founder and CEO of Character Lab at the University of Pennsylvania, MacArthur Foundation Genius Award Recipient, and the scientist who coined the term GRIT) are the foundation of this workshop. Participants can create SoaringFables for ill children in local hospitals. Each participant will receive a SOARING into Strength: Soaring into Resilience workbook.

Middle school students at Independent School 528 in Washington Heights, NYC benefit from Soaringwords’ Resilience Workshop the week after the Sandy Hook Elementary School shooting in Newtown, CT.
Why Loneliness Matters & What You Can Do About It

Prior to the Coronavirus, there was a global epidemic of loneliness with 40% of adults reporting feeling lonely; double the incidence since the 1980s. Today of course these numbers are greater. People crave human connection specifically being appreciated and known authentically. As online connections, screen time and media consumption continues to replace in-person social interactions for adolescents, teens, adults and seniors loneliness has been linked to an upsurge in anxiety, depression, diabetes and cancer. This workshop includes several videos with Lisa Buksbaum and Dr. Vivek Murthy, former U.S. Surgeon General, who share practical and easy-to-implement success strategies to help participants lessen feelings of loneliness and despair. The videos also teach participants how to recognize and address loneliness in others with empathy and kindness. Each participant will receive a SOARING into Strength Positive Why Loneliness Matters and What You Can Do About It workbook.
RECOMMENDED SOARINGWORDS POSITIVE HEALTH WORKSHOPS

The Strength Switch: Positive Parenting

During this time when schools are closed and families are in tight quarters, this workshop can provide valuable insight and solutions that are based on science and easy to implement.

Parenting is the most challenging and gratifying responsibility and one that does not come with an instruction manual. However, this workshop will share a bold and accessible positive strengths-based parenting techniques that participants will appreciate and be able to implement in their family immediately. Several Soaringwords videos featuring Dr. Lea Waters, University of Melbourne, the author of The Strength Switch: How The New Science of Positive Parenting Can Help Your Child and Adolescent Thrive. Sharing five core “Strength Switch” approaches and how to recognize a child’s strengths even when they are not apparent at that precise moment. Participants will learn how to strength spot in their children and to practice several key techniques in a comfortable setting. Each participant will receive a SOARING into Strength: Strength Switch Positive Parenting workbook.
Self-Compassion and Forgiveness to Activate Your Well-Being

Often it’s easy to be kind or loving to a young child or a cuddly puppy. Yet many people experience a strident inner-critic that is judgmental and harsh when it comes to their own actions or dreams. Several videos feature Lisa Buksbaum and Dr. Kristin Neff of University Texas at Austin, who is considered the leading expert in the world on self-compassion. Videos featuring Dr. Kathi Norman, President of Positive Medicine, and Lisa Buksbaum explore positive health benefits of forgiveness. Participants will be inspired and learn how to become more self-compassionate by practicing several simple steps, including mindfulness prompts, role-play exercises, and a Self-Compassion Journal. Participants are invited to create SoaringDreamcatchers to donate to ill children in local hospitals. Each participant will receive a SOARING into Strength Self-Compassion workbook.
Soaringwords Innovation Workshop: Growth Mindset

Before people can be innovative, they need to be aware of their individual thinking styles— including strengths and preferences— in order to harness them towards bold thinking and risk-taking. This workshop presents the science behind Thinking Styles. Specifically, people with a “Growth Mindset” are adept at problem-solving and innovation because they understand that the brain is adaptable and capable of learning new things. People with a “Fixed Mindset” tend to believe that they cannot change. Neuroplasticity, the science of the brain, is the hottest area of modern science. Recent research posits that the brain is capable of growing and adapting when someone learns how to think in new ways, therefore creating new neural pathways. This workshop teaches participants how to have more of a Growth Mindset through immersive exercises and fun, fast-paced Innovation Challenges, harnessing the power of individuals and small teams. The workshop features video prompts based on the lives of Michael Jordan, Oprah, and Thomas Edison. The workshop culminates with a pro-social team-building activity where each participant activates his or her innovation by creating a SoaringBed message and artwork to donate to a hospitalized child in the local community. Each participant will receive a SOARING into Strength: Innovation workbook.
There’s power in purpose; in fact, it’s the essential element that can elevate the most mundane task to one of great meaning and value. Participants will learn about the physical, psychological, and emotional benefits of incorporating a sense of purpose into their personal and professional lives to achieve breakthrough results. Transformation is not possible without individual buy-in and agreement to a cause larger than oneself. Participants will create individual Best Future Self statements and individual mission statements. The workshop will teach participants the benefits of meaning and mattering and how to add both of these proven health enhancers into their daily lives through practical exercises. Then, the group will come together to craft a purpose-driven mission for their local neighborhood, community group, school, or family, harnessing the individual and collective strengths of the group. This workshop features video prompts with Lisa Buksbaum and Michael Steger of Colorado State University, considered one of the leading experts on Meaning. The hands-on, team-building peak ending is when each participant creates a SoaringAnimal message and artwork with inspirational mottos to brighten the room of a hospitalized children. Each participant will receive a SOARING into Strength: Meaning and Mattering workbook.
SOARING into Optimism

Human brains are hard-wired for negativity bias as part of the fight and flight survival instinct. Today, popular cultural messages and images from celebrities, bullying and violence, and negative media bias further impact the ways children and adults develop personal explanatory styles for thinking and acting. This workshop uses Optimistic Explanatory Style role-playing exercises to help participants simulate real-world challenging situations and conflict. These immersive exercises will teach participants to identify negativity bias and explore strategies to cultivate a personal Optimistic Explanatory Style to help them overcome difficulties in their job and in their personal lives. This workshop teaches proven Positive Psychology techniques including Self-Compassion Theory; Hope Theory; and culminates in the creation of a Best Highest Self message and artwork. Video learning modules featuring Lisa Buksbaum and Dr. Kristin Neff, the leading global expert and scientist in Self-Compassion theory; and video modules with Dr. Barbara Fredrickson, a leading expert in Positivity; and video modules with Dr. Shane Lopez, a leading expert in Hope Theory are the foundation of this workshop. Each participant will receive a SOARING into Strength: Soaring into Optimism workbook.
RECOMMENDED SOARINGWORDS POSITIVE HEALTH WORKSHOPS

SOARING into Altruism

When participants do something kind without the expectation of receiving anything in return, it has a powerful impact on their body and their thinking. This workshop teaches the role of the heart in generating and sustaining positive emotions. Exemplars from the Jersey City community as well as culturally-appropriate role models from history/current events will be “Caught in the Act of Doing Good.” Video learning modules with Lisa Buksbaum and Dr. Jane Dutton (Co-Founder of the Center for Positive Organizations and the Compassion Lab at University of Michigan) discussing Active Constructive Responding and Job Crafting will guide participants in becoming more open to being empathetic towards others. Participants will engage in Soaringwords' signature pay-it-forward project: the decoration of SoaringLadders to donate to hospitalized children. Each participant will receive a SOARING into Strength: Soaring into Altruism workbook.
SoaringImagery

Stress, fatigue, and information overload are factors that can compromise a person’s natural ability to synthesize knowledge from the mind and body. Healing imagery is a tool to help anyone access internal clarity and guidance with ease. Participants will discover how to tap into their inner strength and wisdom through five centering imagery exercises including Love Connection with your Heart; Emotional Umbilical cord to someone they love; Tree of Life; Catch the Rainbow; and Healing Waterfall. Participants will come away feeling cleansed, calm, connected, stronger, and more focused, even if times are stressful or challenging. Video modules featuring Lisa Buksbaum and Rachel Epstein, American Institute of Mental Imagery share several techniques to address anxiety, depression, and anger. Each participant will receive a SOARING into Strength: SoaringImagery workbook.
RECOMMENDED SOARINGWORDS
POSITIVE HEALTH WORKSHOPS

SoaringNarrative: How to Tell the Positive Story of Your Life

When participants are “seen and heard,” they experience more agency and control in their lives, which makes them feel more integrated and whole. Narrative is the healing tradition of sharing, reading, and writing authentic stories in order to live more powerful, positive lives. Narrative has a positive cascading impact on physical and mental health, and can strengthen relationships at work, in family, and in the community. This workshop teaches participants to frame the stories of their lives in a way where they can experience more meaning, purpose, agency, and hope. Taking an active role of being the hero and heroine of their life stories will lead to more agency in understanding and achieving healthy outcomes. Soaringwords has trained healthcare providers in several medical and nursing schools to access the healing power of storytelling in order to encourage patients to get the support they need. Hands-on immersive activities include Positive Listening, the healing power of journaling, and how to tell stories to shape healthier outcomes. Each participant will receive a SOARING into Strength: SoaringNarrative workbook.

SoaringFables Positive Narrative initiative was shared with 1,500 children in the Indianapolis Public Schools and with Eli Lily employee volunteers. Above: At Wishard Health Services in Indianapolis
SOARING into Gratitude

Gratitude is considered the greatest of all virtues and the foundation of all the positive emotions. Recognizing, experiencing, and expressing gratitude is considered one of the most significant empirically validated positive interventions. This workshop explores the pro-social benefits of gratitude on personal well-being, relational well-being to others, and communal flourishing. Immersive activities will demonstrate gratitude intensity, gratitude frequency, gratitude span, and gratitude density. Hands-on exercises include gratitude journals, the art of a gratitude visit, and a daily gratitude walk. Children, families, healthcare professionals, and educators will be more attuned to gratitude after participating in this workshop. Videos with Lisa Buksbaum and Dr. Dan Tomasullo explore emotional and physical benefits of a Gratitude Visit. Each participant will receive a SOARING into Strength: Soaring into Gratitude workbook.

Since 2001, Soaringwords has shared gratitude interventions and tools with patients and families in 196 hospitals around the world.
Above: sharing a gratitude visit at Beth Israel Medical Center.
Laughter is the Best Medicine

Thich Nhat Hanh said, “Sometimes your joy is the source of your smile, but sometimes your smile can be the source of your joy.” This workshop will get participants to experience what psychologists call the Facial Feedback hypothesis: putting a straw in their mouth to induce a smile will have a different outcome than when the straw induces a frown. Everyone’s heard the expression that laughter is contagious. Well, because of something called mirror neurons, participants will learn how smiling is contagious, too. Mirror neurons are also important in empathy and recognizing emotions in other people. The workshop culminates in a peak-ending with an immersive high-energy Laughter Yoga experience led by a Master Laughter Yoga instructor that will be remembered and cherished. Each participant will receive a SOARING into Strength: Laughter is the Best Medicine workbook.
Caring for Yourself as a Caregiver

Each day, many people experience trauma and difficult challenges. Sometimes difficult situations trigger trauma from an earlier time in our lives. After a long day at work, the demands of caregiving often make people feel depleted—there is simply no time or energy left for self-care or personal joy. This workshop explores powerful strategies to transform stressful situations at work and home. This workshop uses drama therapy to teach participants simple and effective Positive Psychology exercises including: The Law of the Oxygen Mask, Soothing All of Your Senses, Using Positive Rituals to Create Boundaries and Downtime, Circles of Support, and 60-Second Energy Breaks. Participants will leave the workshop remembering how to experience joy, laughter, meaning, and purpose, even in the midst of challenges and loss. Videos with Lisa Buksbaum and Karen Warner explore the Sudden Caregiver Roadmap. Each participant will receive a SOARING into Strength: Caring for Yourself as a Caregiver workbook.
Go Wild! Exercise and Your Brain

Hippocrates said that if someone is in a bad mood, he should go for a walk. And, if the mood does not improve, he should walk again. Exercise is front and center to how we can make our brains better. Neuroplasticity, the greatest scientific discovery in recent times, proves that the brain grows new cells and neural connections so that we are capable of learning new things at any age. Studies also prove that sitting for 12 hours a day as dangerous to one’s health as smoking two packs of cigarettes a day. This hands-on, active workshop will showcase videos with Lisa Buksbaum and Dr. John Ratey, author of Spark: The Revolutionary New Science of Exercise and the Brain. These videos demonstrate the physical, emotional, and mental health benefits of exercise, how walking in nature and a global phenomenon called Forest Bathing has significant lingering health benefits for months, and how movement in small groups generates even more oxytocin (the happy hormone) than anti-depressant medication. Each participant will receive a SOARING into Strength: Exercise and the Brain workbook.
Positive Rituals

Positive rituals imbue our lives with meaning, because they represent the values and customs we hold dear. Small and profound rituals enhance lifecycle events and special occasions, but they don’t need to be safeguarded only to be expressed during these unique times. This workshop uncovers the power of healing gestures, words, and rituals by teaching participants how to reclaim or create rituals that will enhance their lives on a continuous, daily basis. Each day we make hundreds of choices and adhere to dozens of routines, such as brushing our teeth each morning or getting dressed before we leave our home. Positive rituals remind us to take a few moments each day to recognize, honor, and celebrate ourselves with intention and meaning. As Aristotle said, “Each human being is bred with a unique set of potentials that yearn to be fulfilled as surely as the acorn yearns to become the oak within it.” This workshop will plant seeds that will yield more flourishing. Each participant will receive a SOARING into Strength: Positive Rituals workbook.

Simple rituals have a positive impact on mental and physical health. Above: SoaringOrigami elevates and transforms the mood at Beth Israel Medical Center.
Unplug Yourself to Flourish

Fear of Missing Out (FOMO), fueled by spending more time looking at screens than interacting with other people in person, has created a generation that is experiencing anxiety and depression at unprecedented rates in countries around the world. Violence, lack of civility, and global crises delivered in 24/7 news feeds have caused many people to retreat into smaller tribes, viewing the larger world through the prism of “Us” vs. “Them.” This workshop shares videos with Lisa Buksbaum and Jonathan Haidt, NY Times best-selling author of The Righteous Mind; The Happiness Hypothesis and The Coddling of the American Mind: How Good Intentions and Bad Ideas are Setting Up a Generation for Failure, as well as videos with best-selling author Tiffany Schlain, author of 24/6: The Power of Unplugging One Day a Week. The workshop will include hands-on activities using Cognitive Behavior Therapy to show participants how to experience heightened empathy through eye contact, the joy of play, and other useful in-person communication tools that boost connection and well-being. Each participant will receive a SOARING into Strength: Unplug Yourself to Flourish workbook.
SoaringNutrition: Eat the Rainbow

What we put in our mouth matters; it is the energy source that expands the years in and quality of our lives. This workshop explains and explores the “Eating the Rainbow” theory of positive nutrition. The workshop will focus on nutrient-dense foods that are the secret to pushing the envelope of optimal health and longevity. Participants will learn about the “Ten Losing Food Habits” and discover the research findings that prove why diets fail. The workshop will share the latest research that show how getting eight hours sleep a night allows cells to rejuvenate and repair, and why people who do not get enough sleep have difficulty losing weight. Daily movement and stretching are also essential ingredients of a healthy, active life. Hands-on immersive activities, tastings, and menu-substitution games will motivate participants to be more creative in “playing with their food” and Tasting the Rainbow. Each participant will receive a SOARING into Strength: SoaringNutrition workbook.
What to Say and Do to Support People and Families With Serious Illness and Special Needs

What do you say and do in traumatic times when a person or family you know is grappling with illness? This workshop will teach and inspire participants to learn how to become a healing presence through actions and words. Participants will role-play and engage in many immersive activities to find courage and empathy in order to share comfort and strength. Lisa Buksbaum has led workshops for Fortune 500 companies, bereavement centers, community groups, and hospitals around the world. She has been featured on ABC News as an expert to help people know what to do in these challenging situations. She launched Soaringwords shortly after three experiences with death and illness happened in her family in ten months. Each participant will receive a SOARING into Strength: What to Say and Do to Support People or Families with Serious Illness and Special Needs workbook.
Positive Psychology 101: Tools You Can Use

You’ve heard about Positive Psychology, the fastest growing, most significant advance in human development in the past hundred years. This workshop takes participants behind-the-scenes to learn how to use the latest scientific findings to experience more well-being in their lives. Video footage of Lisa Buksbaum with Dr. Martin Seligman, the founder of the field of Positive Psychology, will show participants how to experience more positive emotions, engagement and flow, stronger relationships, resilience, and heightened gratitude using Seligman’s PERMA (Positive Emotions, Engagement, Relationships, Meaning, Accomplishment) Theory of Well-Being. Lisa holds a Masters in Applied Positive Psychology (MAPP) from University of Pennsylvania under the leadership of Dr. Seligman and has presented hundreds of Positive Psychology workshops around the world to audiences hungry to experience more flourishing. Each participant will receive a SOARING into Strength: Positive Psychology 101 workbook.
How to be a Death Doula and Support Loved Ones, Neighbors, and Clients

Doulas aid mothers and infants at the sacred time of birth. This workshop explores death and learning how to support loved ones, friends, neighbors, co-workers, or clients with meaningful, beautiful end-of-life experiences to cherish. Lisa Buksbaum is an Intuitive Healer who led 8 workshops for hundreds of people at the Reimagine End of Life Conference, given keynote talks at the National Alliance of Grieving Children (an alliance of 170 bereavement centers throughout North America), and spoken to many hospice groups, advising dozens of people and families on how to prepare meaningful and beautiful end-of-life experiences they will cherish. Participants will learn the 10 steps towards Creating Meaningful Rituals, Conversation Prompts, and Expressive Art Experiences to bring joy, meaning, and purpose into end-of-life. Each participant will receive a SOARING into Strength: How To Support Loved Ones, Family, Neighbors, and Clients at the End of Life workbook.
What to Say or Do to Comfort and Support People Who are Grieving

Childhood illness, serious illness, and death at any age can make us feel uncomfortable; discussing them is taboo. We don't want to think about it, and we don't know how to comfort people. The list of well-intentioned hurtful comments is extensive, but there are some easy solutions that allow participants to become part of the healing. This immersive workshop shares simple strategies so participants can experience a paradigm shift from fear and avoidance to becoming a healing presence and embracing grieving families with a sense of agency and empathy. Each participant will receive a SOARING into Strength: How To Support Families Who Are Grappling with Loss workbook.
Lisa Honig Buksbaum is a passionary: a visionary driven by great passion and action. She is an intuitive healer and well-loved inspirational speaker, workshop leader, and master teacher who has shared her wisdom with thousands of people throughout the world. Three experiences with death and illness in her family during a ten-month period motivated her to launch Soaringwords, a not-for-profit organization she founded to inspire millions of ill children and their families to “Never give up!” Since 2001, Lisa has shared her SOARING into Strength success strategies with over 500,000 people through Soaringwords. She’s been featured as an expert on ABC News, Fortune Small Business, USA Today, and Delta Sky Magazine.

Lisa has been a keynote speaker, moderator, and panelist at dozens of professional and scientific conferences including the International Positive Psychology Association, Canadian Positive Psychology Conference, European Conference on Positive Psychology, and International Positive Education Network. Lisa has led workshops at universities, medical schools and nursing schools, including University of Pennsylvania, UVA School of Medicine & School of Nursing, Tecmilenio University in Mexico, NYU, and Columbia University. She has led professional development workshops at dozens of Fortune 50 companies such as Accenture, Eli Lilly, Facebook, Google, JetBlue, Johnson & Johnson, JPMorgan Chase, New York Life, Sony, Verizon, and Viacom. Lisa graduated with honors from The University of Pennsylvania, holds an MBA in Marketing from Columbia University Graduate School of Business, and a Masters of Applied Positive Psychology from The University of Pennsylvania. She has a certificate from the American Institute for Mental Imagery and a certificate in Narrative Medicine from Columbia University College of Physicians and Surgeons. She is the author of SOARING into Strength. Lisa lives in New York City with her husband, Jacob, and enjoys spending time with her two grown sons, Joshua and Jonathan, daughter-in-law Evelyn, and granddaughter Charlotte, affectionately known as “Charlie." She gets her energy from swimming each day and connecting with people in meaningful ways.
Lisa Buksbaum was inspired to create Soaringwords after three experiences with death and illness occurred in her family within a ten-month period.

Her only sibling, Gary, died of an asthma-induced heart attack, her dad had his second bout of lymphoma, and her son, Jonathan, was ill with rheumatic fever.

While walking along the beach during the height of Jonathan’s illness, she had a calling to launch Soaringwords to inspire millions of ill children and families to take active roles in their healing.
SOARINGWORDS’ ACCOMPLISHMENTS

Empirically-Based Positive Psychology Interventions

• Global empirical study among thousands of patients to measure wellbeing from Soaringwords’ interventions.

• City-wide study among a large US city to measure wellbeing from Soaringwords’ interventions among thousands of residents.

• National empirical research study among 250 pediatric patients—Scholarly Commons: Soaringwords Empirical Research to Measure the Well-being of Hospitalized Children under the Internal Review Board (IRB) at the University of Pennsylvania.


Recognized Subject Content Expert

• Lisa Buksbaum has appeared on Good Morning America, Fortune Small Business, USA Today, Delta Sky Magazine, Success Magazine and dozens of newspapers.

• Chronicle of Philanthropy Charity of Choice feature, (February, 2006)


• Lisa has been the inspirational keynote at The Women of Color Conference; Accenture Global Partner Meeting; Johnson & Johnson Global IT Town Hall; Verizon National Leadership meeting; UnitedHealth Care; American Express; Working Mother Diversity Conference; Columbia University BRITE Conference; NYU Stern School of Business Entrepreneurship Conference; CMO Club Summit
Best in-class NGO Partner
More than 150,000 professionals gave top ratings at leading firms including Accenture, American Express, Cisco, CVS Caremark, Eli Lilly, Facebook, Google, JetBlue, Johnson & Johnson, JPMorgan Chase, NY Life, Sony, Verizon, and Viacom.

Financials
• $15 Million in-kind donations
• $2 Million revenue from employee-engagement initiatives, foundations, and individual donations

Accenture Global Leadership Management Development meeting where hundreds of employee volunteers mentor students from the local Boys & Girls Club. Together they decorated SoaringQuilts® and SoaringPillows® for hospitalized children.
Let’s do wonderful things together. Please contact:
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