



purposeful

Activate Emotional Wellbeing At Its Core

Something's likely missing from your workforce health and wellbeing strategy

"Less than a third of employers think their wellbeing... programs have supported workers through COVID-19" *Source: Fierce Healthcare, February 2021*

We've been challenged like never before. Your people sense it. You do too. Widespread burnout, stress, depression, and disconnectedness leave many leaders feeling that the traditional approaches to your workforce's emotional wellbeing are no longer enough.

The impact of not meeting your people's core needs affects them and your organization.

32% feel disengaged at work

41% lack a sense of purpose in their work

56% say stress impacts their performance at work

25% surveyed report planning to switch jobs, post pandemic

So, what's missing?


Conventional wellbeing solutions often operate at the surface. Creating a more authentically engaged, connected, and mentally healthy workforce means going deeper. It means tapping into the root of emotional wellbeing — **bringing a sense of purpose into each day.**

Purpose catalyzes emotional self-regulation.

When we reference purpose, we don't mean a company's purpose. Individual purpose is about recognizing the deeply held aspirations around what matters most to each person.

Neuroscience studies and real-world research agree that purpose really matters. A strong sense of purpose catalyzes greater emotional self-regulation, resilience, inclusion, and reduced risk of mental health challenges, burnout, and turnover.

The way forward? Center your wellbeing strategy on **cultivating and activating a stronger sense of purpose in everyone.**

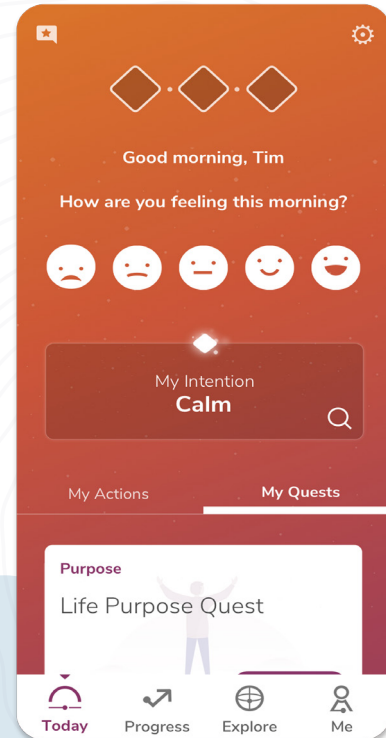
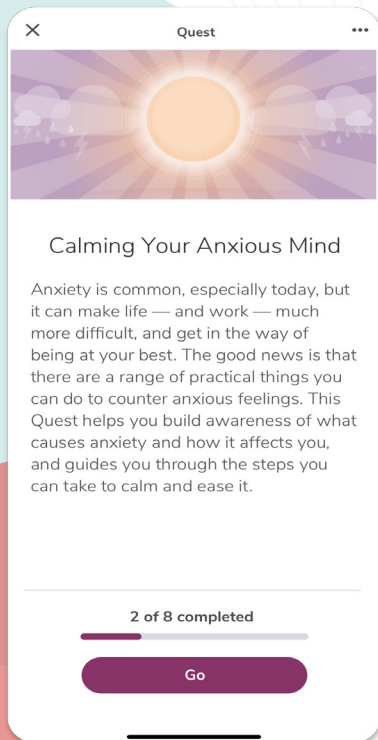


A purposeful workforce experiences greater resilience, better engagement, and a thriving culture.

For your people:

Purposeful is deceptively simple, powerful, and immediate.

Purposeful delivers a tailored experience that builds and reinforces emotional awareness, adaptive mindsets, prosocial behaviors, and healthy habits into each day. Using over 1,000 small step strategies — sourced from national experts, and blended with steps shared by and curated from our user community — people cultivate a deeper sense of purpose through behaviors missed in typical programs. And, your existing resources and benefits are blended in and presented in context.



Interactions to help people:

- Easily access daily tailored guidance on ways to bring out their best each days
- Gain a sense of control, and reduce feelings of stress, anxiety and burnout
- Activate their purpose “muscle” (and understand why it matters)
- Build stronger, more authentic social connections at work and in life
- Have more energy for the people, activities and causes that matter most

For you:

Purposeful is a powerful wellbeing amplifier.

Purposeful delivers more than a point solution and goes deeper than an app. Our team of wellbeing, communication, and program design experts support you every step of the way, creating a solution that is highly configurable, provides real-time insights, and integrates into your culture. With Purposeful, employers can:

- Reach employees in multiple ways - both in and outside of the Purposeful app
- Access real-time, actionable insights that matter like emotional “weathermap” trends
- Integrate with existing benefits, and cross-thread related initiatives including DE&I
- Create lasting impact through: program integration and launch consultation, employee communications assistance, and ongoing support to grow and maintain employee engagement

Authentically supporting your people’s emotional wellbeing is more than just a benefit. Done right, it’s central to employee experience, and culture.



Purposeful Gets Results

Purposeful gives people the support they need to create healthy behaviors and mindsets that are resilient. Organizations that use Purposeful have healthier employees who live their purpose and focus on what matters most:

Strengthen purpose

67% of those in need found a stronger sense of purpose

Lower burnout

60% of those at risk increased their engagement in life

Build resilience to stress

54% of those at risk improved their resilience

Reduce depression risk

36% reduction in depressive symptoms

Give your employees the gift of greater purpose. Ready to see real results?
Contact us today to learn more, or visit us at www.kumanu.com