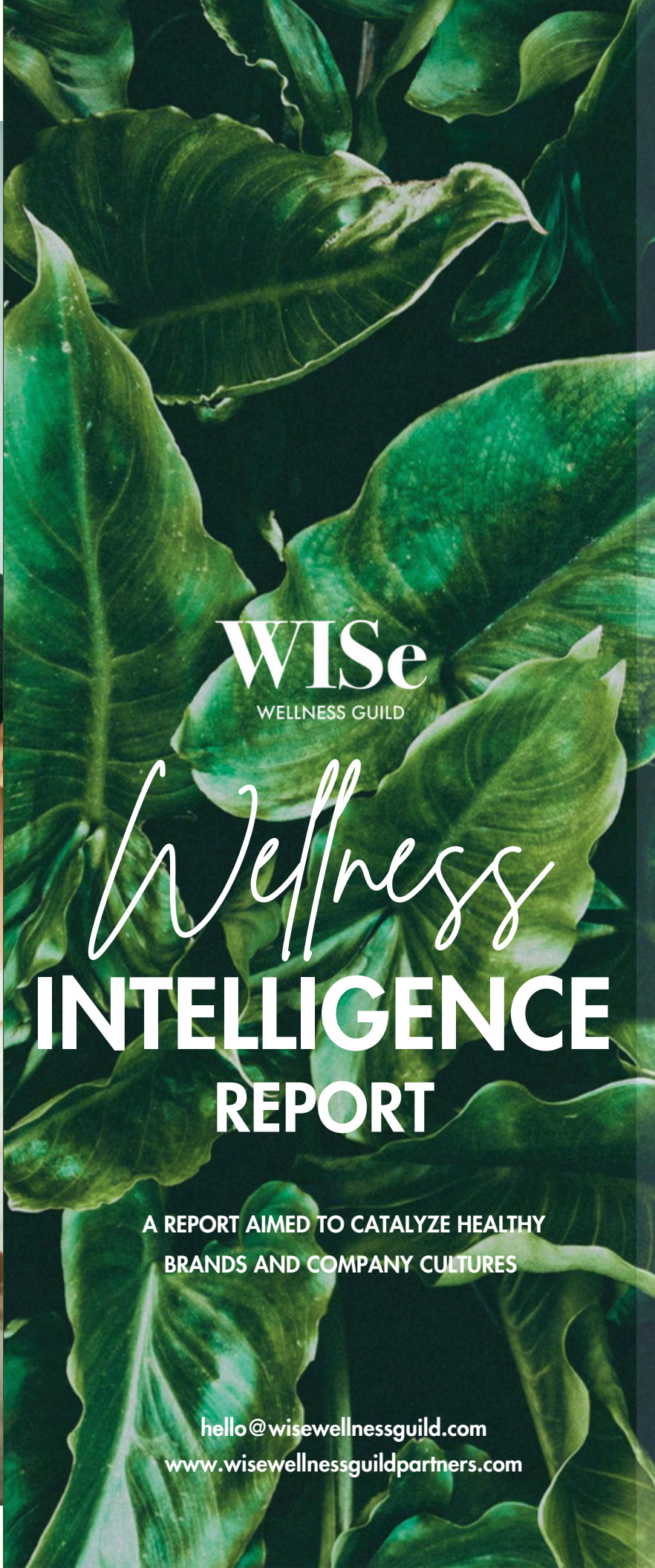




VOL 3



WISe
WELLNESS GUILD

Wellness
**INTELLIGENCE
REPORT**

A REPORT AIMED TO CATALYZE HEALTHY
BRANDS AND COMPANY CULTURES

hello@wisewellnessguild.com
www.wisewellnessguildpartners.com



We're paving the way for those seeking to lead in health + wellness.

I'm Stevi Gable Carr, Founder & CEO, WISE Wellness Guild. WISE is a network of innovators, brands and experts across the US aimed at advancing humans through wellness. We're here to support your goal of sustainable growth in all aspects of your business. Let's win together.



Stevi Gable Carr has over 20 years of experience in building consumer + healthcare brands and a proven track record of leading with excellence.

- Fellow, Institute of Coaching, Harvard/McLean Hospital
- Ex P&G, Board Member Global P&G Alumni Network
- Feat. in InTouch Magazine, Yahoo! Finance, NBC, Fox Business Journals
- Awards: Ad Age/ Modern Healthcare, Visionary Under 40, Forty Under 40, Women Who Mean Business and Woman of Influence
- Holds multiple design + utility patents





Spending on corporate wellness will rise to \$12.5BN by 2026.

Allow WISE to guide your organization in being most effective with the investments made to ensure the greatest opportunity for success.



The global health + wellness industry surpassed \$4.3 Trillion.

Let's partner to ensure maximum productivity during this time of unforeseen growth.



Our Vision + Expertise

WISe Wellness Guild is your trusted, intelligent expert in health & wellness. We catalyze human potential by accelerating peak performance through inspiring thought leadership, a curated support network, and driving actionable change through expert-led tactics.

Vetted Global Partners

WISe Wellness Guild has had the privilege of working with top global companies. We partner with over 400 wellness brands, experts and garner engagement with over 25,000+ wellness consumers across 50 U.S. states and 9 countries.



FEATURED IN



What We Do

STRATEGY AND CONSULTATION



We support businesses in building an effective brand strategy. We serve companies of all sizes to build consumer and employee-centric wellness strategies.

PROGRAMMING STRATEGY, MODERATION + KEYNOTES



From concept through execution, we provide comprehensive event production management. Small and large-scale projects and programming, both virtual and in-person.

TALENT CASTING AND MANAGEMENT



Rooted in aligned strategies, we support brands through connecting them with key opinion leaders (micro-influencers, physicians, and small business owners) for producing effective campaigns.

INSIGHTS, INTELLIGENCE AND RESEARCH



Using proprietary tools, including AI, we can deliver data and insights to support brand innovation and research.

WELLNESS CONTENT AND RESOURCES



Using our extensive network of wellness experts, we create and curate wellness content.

WELLNESS RETAIL AND SAMPLING



Access to vetted brands, products and services through partnership KOL's, member events & services, and the WISE Wellness Marketplace.



Report Sources



100 Point Wellness
Assessment™



AI + Social Listening



Network of over 400
brands and 25k consumers



CINCINNATI
BUSINESS COURIER

MEDIA SPONSOR
WISe
WELLNESS GUILD

Futurists in strategy. Experts in execution.

WISe WELLNEXT Forum was held on June 16, 2023 as a platform for industry thought-leaders to share and discuss leading movements in health and wellness. 10 speakers and over 100 attendees joined this inaugural event.



Report Overview

In 2024 we are observing a shift towards a mentality of “slow and steady.” In a world of easy access and instant gratification, micro-adjustments and a return to “basics” will support more sustainable lifestyle changes.

Early 2024 Movements

Primal Movement
Perfect 10 Posture
Renew, Recalibrate, Restore
Creative Gratitude
Stress Less- Emotional Polarity Technique™
Digital Detox
Sustainable Sports
Overcoming Limiting Beliefs
Parental Support
Financial Fitness
label-less + Belonging
Congruent Cultures



Want to be featured?
Want to learn more?

hello@wisewellnessguild.com



Primal Movement

Allison Warrell

Primal movement refers to a fundamental and natural way of moving that our ancestors relied upon for survival. These movements are considered primal because they mimic actions that early humans needed for hunting, gathering, and basic daily life. They include activities such as crawling, walking, running, jumping, squatting, pushing, pulling, and climbing. Primal movement is essential for overall well-being and physical fitness because it taps into our evolutionary heritage, promoting functional strength, flexibility, and coordination.

One of the primary reasons why primal movement is important is its ability to enhance functional fitness. These movements engage multiple muscle groups and promote a balanced and well-rounded approach to physical health. By incorporating these movements into your exercise routine, you can improve your mobility, flexibility, and overall strength, making everyday activities easier to perform. This is particularly crucial in today's sedentary society, where many people spend extended hours sitting at desks or using technology, leading to physical imbalances and decreased mobility.

Primal movement also fosters a strong mind-body connection. As you engage in these natural, full-body movements, you become more aware of your body's capabilities and limitations. This mindfulness can lead to better proprioception, coordination, and a reduced risk of injury. Furthermore, primal movement workouts often take place outdoors or in natural environments, connecting individuals to nature and reducing the stress associated with urban living.

Additionally, primal movement can provide a more enjoyable and sustainable approach to fitness. Rather than focusing solely on repetitive, isolated exercises, it encourages a diverse and dynamic range of movements, which can be both challenging and fun. This variety keeps exercise engaging and less monotonous, making it more likely that individuals will stick to their fitness routine in the long term. In essence, primal movement helps people rediscover the joy of physical activity, bringing them back to their roots and promoting a more holistic approach to health and well-being.



“By incorporating these movements into your exercise routine, you can improve your mobility, flexibility, and overall strength, making everyday activities easier to perform.”

Perfect 10 Posture

Anchor Wellness

Improving posture for the workforce, particularly those who spend extended hours at a computer, is of paramount importance. The first step in achieving better posture is to establish an ergonomic workspace. Ensure that your chair, desk, and computer screen are positioned at the correct heights to maintain a natural alignment of your body. Proper ergonomics help prevent strain on the neck and back, reducing the risk of chronic pain and discomfort. Investing in an ergonomic chair and accessories, such as an adjustable keyboard and mouse, can further enhance your work setup and promote a comfortable, aligned posture.

Taking regular breaks throughout the day is the second pillar of posture improvement. Prolonged periods of sitting can lead to muscle stiffness and reduced circulation. Stand up, stretch your legs, and engage in simple exercises like shoulder rolls, neck stretches, and wrist rotations to alleviate tension and enhance blood flow. Consider incorporating core-strengthening exercises into your daily routine to provide vital support to your spine and long-term posture. These breaks not only benefit your physical health but also improve productivity and mental well-being.

The third essential aspect of posture improvement is mindfulness and self-awareness. Develop the habit of paying attention to your body and consciously sitting up straight, engaging your core muscles, and aligning your spine properly. Periodically check your posture throughout the day and consider using posture-correcting apps or devices for additional support and reminders. Cultivating these mindfulness practices will help you build a foundation of good posture and reduce the risk of postural issues in the workforce.

In conclusion, prioritizing posture improvement among computer-based workers is crucial for overall well-being and productivity. By establishing an ergonomic workspace, taking regular breaks for stretching and exercise, and cultivating mindfulness in posture, individuals can effectively reduce the risk of discomfort and chronic pain associated with poor posture. These proactive steps will not only benefit physical health but also promote a more comfortable and efficient work environment.



“Small, incremental adjustments over time can drive a huge change in the total health of your body.”

100 POINT WELLNESS REPORT™



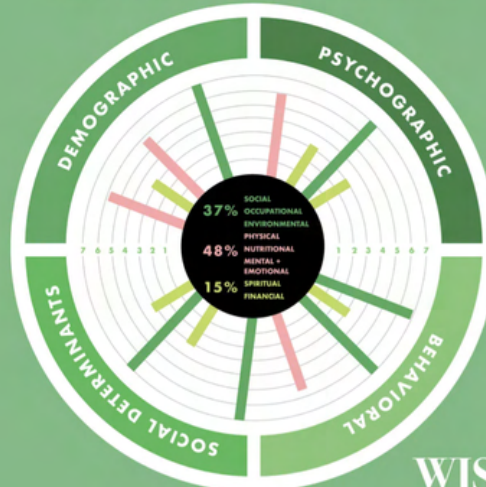
The WISe Wellness Guild 100-Point Wellness Assessment™, is a 10 minute assessment that analyzes your responses through a demographic, behavioral, psychographic and social lens, utilizing a proprietary multi-prong approach to model an actionable plan for you to invest in your whole-self wellness.

You will receive the following:

- Visibility to your top wellness skills and areas for development
- Recommendations for adopting better wellness habits through awareness of your inherent motivators and behaviors
- Access to resources, including coaches, products, apps and content



100 POINT WELLNESS ASSESSMENT™



REPORT METHODOLOGY

This wellness assessment utilizes both quantitative and qualitative input to deliver a robust, personalized recommendation for driving actionable next steps for both WISe members and coaches. Research has proven that adopting and sustaining new habits can only be achieved through gradual, consistent motivation and accountability. This system, over time, will enable you to discover the best version of yourself, unlocking peak performance in all aspects of life.

OVERALL RESULTS

Out of a possible 448 points you received a score of 332, a direct score of 74.1%

The WISe Member average is 83.4%*



average member score

REPORT ANALYSIS

Occupational	Financial	Physical	Nutritional
40	36	43	39
Emotional	Social	Environmental	Spiritual
44	45	40	45

Your top skills are in SOCIAL and SPIRITUAL Wellness. As you focus on growing new skills, continue to nurture those areas in order to maintain your "center" when things become stressful.

BUILD UPON YOUR STRENGTHS

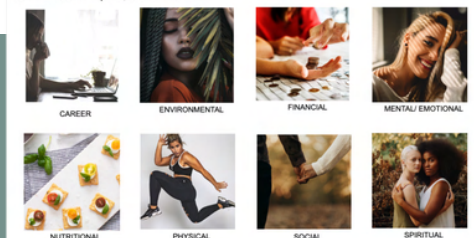
SOCIAL:
SPIRITUAL:

OPPORTUNITIES TO GROW

Your top developing skills are FINANCIAL and NUTRITIONAL Wellness.

RESOURCES

Click to access experts, brands and tools.



Renewal, Recalibrate, Restore


Towanda Wellbeing

Tammy Waldron leads at the intersection between guiding people to find their inner peace and empowering people to live into their best selves. ThetaHealing® + supportive holistic coaching strategies that provide opportunities for people to discover and anchor into their true selves and embody well-being in their thoughts and actions.

ThetaHealing® is a powerful and innovative healing modality that focuses on facilitating personal transformation and renewal. It is based on the premise that our thoughts and beliefs have a profound impact on our well-being and can influence our physical, emotional, and spiritual health. ThetaHealing® practitioners work with clients to identify and shift limiting beliefs, replacing them with more empowering and positive ones. This process allows individuals to recalibrate their thought patterns and restore balance in their lives.

Renewal is at the core of ThetaHealing®. This approach emphasizes the idea that we can change and evolve at any stage of our lives. By releasing deep-seated beliefs and thought patterns that no longer serve us, we can make space for new, more constructive perspectives and experiences. This renewal process can lead to improved health, enhanced relationships, and a greater sense of purpose. Ultimately, ThetaHealing® offers individuals the opportunity to let go of the past and embrace a brighter, more hopeful future.

Recalibration is an essential aspect of the ThetaHealing® journey. It involves fine-tuning one's inner landscape by addressing the root causes of emotional and physical imbalances. Practitioners help clients access the theta brainwave state, where profound healing and transformation can occur. By recalibrating one's beliefs, emotions, and energies, individuals can reset their life's course and achieve a state of inner harmony. This recalibration process empowers people to make conscious choices, manifest their desires, and restore a sense of well-being, allowing them to lead healthier, more fulfilling lives.



"ThetaHealing® allows individuals to recalibrate their thought patterns and restore balance in their lives."

Creative Gratitude

Gratitude as a concept, is not new, but research has indicated that when combined with a creative exercise, it can have a stronger impact. A creative, easy, and fresh approach to a gratitude practice can make it more engaging and enjoyable. Here's a unique idea to try:

Gratitude Photo Journal Workshop: 30-day Program + Workshop

1. **Get a Journal or Use a Digital Platform:** You can do this in a physical journal or use a digital platform like a blog or a social media account, whatever works best for you.
2. **Capture Moments of Gratitude:** Each day, take a photo of something you're grateful for.
3. **Caption Your Gratitude**
4. **Reflect, Share and Connect:** If you're comfortable, consider sharing your gratitude photos and captions with your team, friends or family.
5. **Get Creative:** Experiment with different photography styles, filters, or editing techniques to make your photos even more appealing and meaningful.
6. **Personalize Your Approach:** Your gratitude journal is a reflection of your unique life and perspective. Customize it with your favorite themes, colors, and artistic expressions.

This gratitude photo journal not only helps you focus on the positive aspects of your life but also allows you to build a visual and written record of your gratitude journey. It's a creative and fresh way to incorporate gratitude into your daily life while also enhancing your photography and storytelling skills.



"Gratitude is important because it promotes a positive mindset, improves mental and emotional well-being, and strengthens social connections."

Adrienne Daniels
Yoga with Adrienne

Stress-Less

Emotional Polarity Technique™ (EPT™)

Earth & Ether

Beth Porter collaborates with individuals all around the world, helping them to remember who they are by returning to wholeness through Emotional Polarity Technique™ (EPT™). As an EPT™ practitioner, she leads you in transmuting your wounding (traumas, unprocessed emotions, pain, limiting beliefs, past life imprinting, etc.) so that you can show up in this world fully as you.

Developed by Dr. Annette Cargioli, Emotional Polarity Technique™ (EPT™) is an innovative holistic emotional healthcare system that offers you fast relief from the stress in your body, mind and relationships through a practical and collaborative 4-step process.

Here's how EPT™ works to reduce physical and psychological stress:


1. Identifying Exactly Where Emotional Imbalances are Existing in the Body
2. Targeting the Root Conflict that Caused the Imbalance
3. Interrupting the Associated Emotional Patterns and Resolving the Past Conflict
4. Addressing Trauma and the Nervous System
5. Integrating Body, Mind and Spirit
6. Promoting Self-awareness and Empowerment

The benefits of EPT™ include releasing stuck emotional patterns, resolving old (sometimes forgotten) memories that are holding you back and increasing a sense of clarity and higher perspective.

By addressing these emotional issues, individuals may experience reduced stress, improved mental and emotional well-being, and potentially even relief from physical symptoms that are related to emotional stress. It's important to note that the

effectiveness of EPT™, like many alternative therapies, can vary from person to person, and it may not be a suitable treatment for everyone.

It is advisable to consult with a qualified therapist or practitioner who is trained in EPT™ to determine if it's a suitable approach for your specific needs.



"EPT™ works because you heal from the root of your unresolved issue, rather than treating the symptoms. Our collaborative healing approach is multidimensional — we get your mind, body and spirit all on the same page and create a new way forward after releasing the past version of you."

Digital Detox


Meriden McGraw

In today's hyperconnected world, the concept of a digital detox has gained significant importance. A digital detox is essentially a deliberate break from the overwhelming influence of screens and technology, aimed at restoring balance to our lives. It involves stepping away from the constant barrage of emails, social media updates, and digital distractions, allowing individuals to reconnect with themselves and their surroundings. This break provides a unique opportunity to engage in mindfulness, a practice that centers on being fully present in the moment and cultivating a deep awareness of one's thoughts, emotions, and physical sensations.

Mindfulness plays a pivotal role in the process of digital detox. When we are continually tethered to our devices, our attention is fragmented, and we often operate on autopilot, reacting to notifications and external stimuli without much consideration. Mindfulness, on the other hand, encourages us to be conscious of our thoughts and actions without judgment. It prompts us to observe our digital habits and reflect on how they impact our well-being. Through mindfulness, we can gain better control over our impulses, improve our ability to focus, and develop a heightened awareness of the consequences of excessive screen time.

A digital detox that incorporates mindfulness can yield numerous benefits. It can reduce stress and anxiety by allowing individuals to step back from the constant barrage of information and social comparisons that often plague our online lives. By consciously disconnecting, people can also rekindle meaningful connections with those around them and engage in activities that promote well-being, such as physical exercise, reading, or spending quality time with loved ones. Moreover, the enhanced self-awareness and presence cultivated through mindfulness can result in a deeper sense of contentment and gratitude for the simple pleasures of life.

By periodically unplugging and reconnecting with the present moment, individuals can regain a sense of control over their digital lives and experience a greater appreciation for the world around them. This approach not only fosters mental and emotional well-being but also helps individuals lead more balanced and fulfilling lives in an increasingly connected world.



"The practice of digital detox, when combined with mindfulness, offers a powerful antidote to the overwhelm and distraction that the digital age can bring."

WISe
WELLNESS GUILD

MARKETPLACE

The WISe Wellness Guild Marketplace is a platform you can search, connect and purchase from TOP-RATED and VETTED wellness experts, services and brands.



85% women and minority-owned business representation



200 US cities



Access to content, resources, products and apps



Trusted Brands

Extensive Vetting Process



Shop National + Local

Supporting over 400+ large and small brands



Chat With Us

We offer chat support



Our Reach

50 U.S. States and 9 Countries

Sustainable Sports

The Green Sports Alliance

The Green Sports Alliance is the environmentally-focused trade organization that convenes stakeholders from around the sporting world (teams, leagues, conferences, venues, corporate partners, governmental agencies, athletes, and fans) to promote healthy, sustainable communities where we live and play. GSA is committed to creating awareness and dedicated to creating meaningful change towards a more sustainable future.

The Green Sports Alliance shares resources, experience, and expertise to raise awareness of what's environmentally possible in sports, business, and society. We mobilize sports organizations, communities, athletes, and fans to create sustainable progress and behavior change.

Roger McClendon is the Executive Director of the Green Sports Alliance. In his role, he leads the Alliance of international sports and stadium executives, as well as sustainability experts, to use sports as a vehicle to promote healthy, sustainability communities throughout the world.

Prior to joining the Alliance, Roger was the first-ever Chief Sustainability Officer for Yum! Brands, whose holdings include Taco Bell, Pizza Hut, and KFC restaurants. He also led the development of Blueline, a sustainable design guide for restaurants built on the LEED certification program. Blueline was a global standard implemented in approximately 5,000 Yum! Brand restaurants globally. Due to his efforts, Yum! Was named to the Dow Jones Sustainability Index in 2017 and 2018, as well as one of the 100 Best Corporate Citizens by Corporate Responsibility Magazine. Roger's other passion is basketball. He was named a McDonald's All-American in 1984, one of the top 25 high school basketball players in the nation and went on to be a four-year starter who closed his University of Cincinnati men's basketball career as the No. 2 scorer, second only to Oscar Robertson at the time. Roger was inducted into the UC Athletics Hall of Fame in 1998. He holds a Bachelor of Science in Computer & Electrical Engineering from the University of Cincinnati.



"Our three pillars of work are greening operations, greening supply chains and fan engagement + community legacy. Within these pillars lie strategic partnerships and sharing industry best practices within event greening and advisory services."

Overcoming Limiting Beliefs: Shifting Subconscious Patterns

Presence With Love

Meagan Connley is a coach and alternative therapy provider that leverages the Enneagram, Somatic Therapy, and subconscious belief change. Uniquely, Connley uses PSYCH-K®, an interactive, whole-brained process for shifting limiting subconscious beliefs, aligning mind, body, and spirit to rewire new patterns.

PSYCH-K® is a powerful healing and personal development technique that can be utilized to build trust with oneself and create meaningful change in one's life. Through the interactive, mind-body processes, we access and reprogram subconscious beliefs, allowing individuals to lock in a new belief that will set the foundation for the emotions, behaviors, and habits they want to exhibit in life. The PSYCH-K® process starts with identifying the areas in your life where you see self-sabotage happening or where you feel stuck in old patterns that you are ready to release. These may include career goals, relationships, or personal growth. Once these areas are pinpointed, you can work on reprogramming your subconscious beliefs using PSYCH-K®.

The next step is to create positive and empowering beliefs that will replace the limiting ones. We create clear, meaningful statements that reflect the alignment and confidence you want to cultivate. For example, if you struggle with self-doubt in your career, create a statement like, "I trust my abilities and make confident decisions in my professional life." Using muscle testing, we determine whether your subconscious mind currently accepts or rejects these statements. If rejection occurs, we identify and engage the specific PSYCH-K® balance process your subconscious needs to reprogram your beliefs and deeply integrate your conscious desires. Relevant and impactful action steps are created to reinforce these newly instilled beliefs, helping you build and strengthen trust with yourself and embody a new way of being.

Developing self-trust is a journey that may take time, and setbacks may occur along the way. Be kind to yourself and celebrate the small victories as you progress toward a deeper sense of living your truth.



"By consistently working on your beliefs and practicing PSYCH-K®, you can transform your self-doubt into self-assuredness and enhance your overall well-being."

Parental Support + Education

Tinyhood

Tinyhood is a revolutionary online platform that has set out to address the unique challenges faced by parents during the crucial early years of their child's life. In a world where parenting advice can be overwhelming and sometimes conflicting, Tinyhood offers a much-needed solution. The platform connects parents with a diverse community of certified experts, creating a support network where they can access personalized guidance on a wide range of topics. This approach solves the problem of information overload that often plagues new parents, providing them with trusted advice and a sense of confidence in their parenting journey.

One of the key problems Tinyhood aims to solve is the isolation and uncertainty that many parents experience. The platform fosters a sense of community, where parents can connect with others who share their experiences and concerns. This social element allows for mutual support and sharing of valuable insights, reducing the feelings of isolation that can sometimes accompany early parenthood.

Another challenge Tinyhood tackles is the accessibility to expert advice. Finding trustworthy, professional guidance on specific parenting issues can be challenging, especially for new parents. By offering access to a team of certified experts, Tinyhood empowers parents to make informed decisions about their child's well-being, effectively bridging the gap between professional advice and parents' needs.

Tinyhood is a vital solution for modern parents, effectively addressing the problems of information overload, isolation, and limited access to expert guidance. By creating a supportive community and connecting parents with certified experts, Tinyhood is revolutionizing the way parents navigate the complexities of raising a child, making the early years of parenthood a more informed, connected, and confident experience.



"Tinyhood is a vital solution for modern parents, effectively addressing the problems of information overload, isolation, and limited access to expert guidance."

Financial Fitness

Caitlin McBee

Financial fitness refers to the state of an individual's or organization's financial health and well-being. It is a concept that encompasses various aspects of personal or institutional finance, emphasizing stability, security, and the ability to meet financial goals. Achieving financial fitness involves effective money management, a commitment to financial responsibility, and making informed decisions to ensure long-term financial success.

To attain financial fitness, one must have a clear understanding of their financial situation. This includes creating and maintaining a budget, tracking expenses, and having a comprehensive view of income, assets, and liabilities. Having a budget ensures that income is allocated efficiently, allowing for savings and investments while covering necessary expenses.

Savings and emergency funds are crucial components of financial fitness. Building an emergency fund provides a financial safety net for unexpected expenses, reducing the reliance on debt during emergencies. Moreover, financial fitness involves making sound investment choices to grow wealth over time, whether through stock market investments, real estate, or other asset-building strategies.

Another critical aspect of financial fitness is debt management. Individuals or organizations must work towards reducing high-interest debts and making strategic choices regarding borrowing. Minimizing the financial burden of debt promotes financial stability and flexibility.

Ultimately, financial fitness is a dynamic and ongoing process, as it requires consistent efforts to adapt to changing financial goals and circumstances. By practicing responsible money management, saving, investing wisely, and managing debt, individuals and organizations can achieve financial fitness and work toward their financial goals with confidence and security.



"As a former practicing physical therapist, I bring experience, empathy and a keen understanding of the impacts that unexpected life changes can have and how having sound financial strategies in place is imperative. Our branch team can help to address your financial pain points & partner with you to protect what matters to you most."

label•less + Belonging

label•less

Drew + Lea Lachey's label-less show has made waves in the entertainment industry for its pioneering approach to promoting diversity, equity, and inclusion (DE+I). This innovative project stands out by breaking free from traditional labels and categories, allowing individuals to express themselves authentically. Lachey's vision aligns with the principles of DE+I by challenging stereotypes and highlighting the importance of embracing people's unique identities, regardless of their background, gender, or orientation.

One key aspect of Lachey's label-less show is its focus on showcasing talents and stories that might otherwise be overlooked in mainstream media. By creating a platform where artists can shine based on their merit and creativity rather than being pigeonholed into pre-existing categories, the show actively encourages diversity and equality in the entertainment world. This move towards inclusion empowers a more diverse range of voices and perspectives to be heard, ultimately fostering a more equitable environment in the industry.

Moreover, the label-less show has also taken steps to actively engage with marginalized communities, both in front of and behind the camera. Lachey's commitment to inclusivity includes opportunities for underrepresented individuals in the entertainment sector, including writers, directors, and production staff. By embracing DE+I principles at all levels of production, the show sets an example for the industry to follow.

In a world where labels can often lead to exclusion and discrimination, Drew + Lea Lachey's label-less show sends a powerful message that celebrates individuality, unity, and acceptance. It represents a refreshing approach to entertainment, where talent and creativity know no bounds. By supporting DE+I efforts in the entertainment industry, Lachey's show is contributing to a more inclusive and equitable future for the world of media and art.



"A musical journey towards acceptance. Focusing on the issues that affect our society. Lending a voice to the youth who are inheriting a world they didn't create and giving us all permission to live, love and truly be "label•less."

Congruent Cultures

An essential aspect of burnout prevention is ensuring alignment between an **individual's personal values and the values of the brand or company they work for**. When personal values align with organizational values, employees feel a greater sense of purpose and fulfillment in their work. This alignment creates a stronger connection and commitment to the company's mission, reducing the likelihood of burnout. Employers can foster this alignment by clearly communicating and embodying their values, providing opportunities for employees to contribute to meaningful projects, and fostering a culture that values individual growth and well-being.

Company Values Reflect Employee and Industry Growth

Burnout prevention can be effectively addressed by considering how brand or company values reflect the broader employee population and the direction of the industry. Understanding the needs, aspirations, and challenges of employees within the organization is crucial. By integrating the collective values and goals of the workforce into the company's values, employers can create a more inclusive and supportive environment that promotes well-being. Moreover, aligning with the industry's direction ensures that employees are equipped to navigate emerging challenges and changes, reducing the risk of burnout caused by feelings of being left behind or overwhelmed.

Supporting Ongoing Congruence and Alignment

Preventing burnout requires continuous efforts to support and maintain congruence and alignment between personal and organizational values. Employers can provide ongoing training and development opportunities that enable employees to refine their skills and align them with their personal values. WISE Wellness Guild provides a program that supports development and regular feedback and communication channels, fostering a culture of work-life balance and promoting self-care practices.

Providing support systems like employee assistance programs can contribute to sustaining alignment and preventing burnout.

Ongoing congruence between personal and organizational values promotes a healthier and more fulfilled workforce.

A portrait of Stevi Gabe Carr, a woman with long, wavy, light brown hair, smiling warmly. She is wearing a white collared shirt. The background is a soft, out-of-focus green.

"Your people are your culture, and your culture is your brand. The future of company growth is reliant on congruence between individual, consumer and and corporate values."

CONGRUENCE

ALIGNING VALUES FOR WINNING CULTURES



Align your company's brand values, purpose and mission with consumer and employee values to deepen meaningful relationships for

- Driving loyalty with clients and consumers
- Retention of top talent
- Future partnerships/aligned opportunities

1

Personal Values

Using the foundation of Intentional Change Theory and our proprietary 100 Point Wellness Assessment™, we identify core values of both consumers and employees.

2

Brand + Company Values

Through our expert approach we identify ideal and real self values for brands and companies.

3

Congruence

We develop roadmaps that support the evolution of

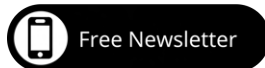
- brand/company equity and identities
- individual (consumer/employee) support system

Partner w/ Us

WISe Wellness Guild is proud to work with top global companies to catalyze healthy brands and company cultures. Let's connect to learn more about how we might work together to support your organization's objectives.

Subscribe

Subscribe to our newsletter to receive weekly wellness to your inbox.



Email us to work with us or to be connected to any of our featured experts

hello@wisewellnessguildpartners.com



Website

wisewellnessguildpartners.com



Explore Marketplace Partners

wisewellnessguild.com