

A purpose-driven approach to emotional wellbeing helps your people thrive in the new normal



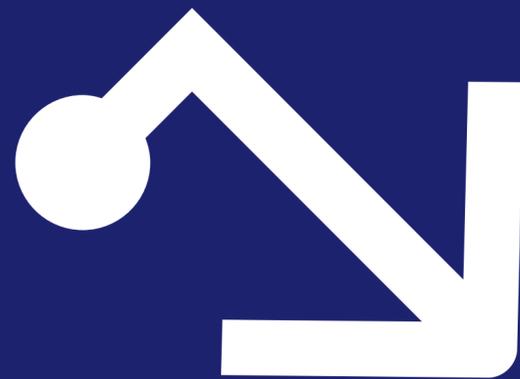
COVID19 has accelerated change across the board. And your people's needs have changed in ways not adequately addressed by legacy wellness and talent strategies. Experts agree: *emotional wellbeing*—our ability to bounce back, manage emotions, build empathy, and bring our focus to what matters most each 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**.

Research shows that low purpose decreases your employees' emotional wellbeing, leading to:



Poor Engagement



Lower Productivity



Higher Risk of Burnout

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

What Experts Are Saying



During times of crisis, individual purpose can be a guidepost that helps people face up to uncertainties and navigate them better, and thus mitigate the damaging effects of long-term stress. People who have a strong sense of purpose tend to be more resilient and exhibit better recovery from negative events. Indeed, our research conducted during the pandemic finds that when comparing people who say they are “living their purpose” at work with those who say they aren’t, the former report levels of well-being that are five times higher than the latter. Moreover, those in the former group are four times more likely to report higher engagement levels.



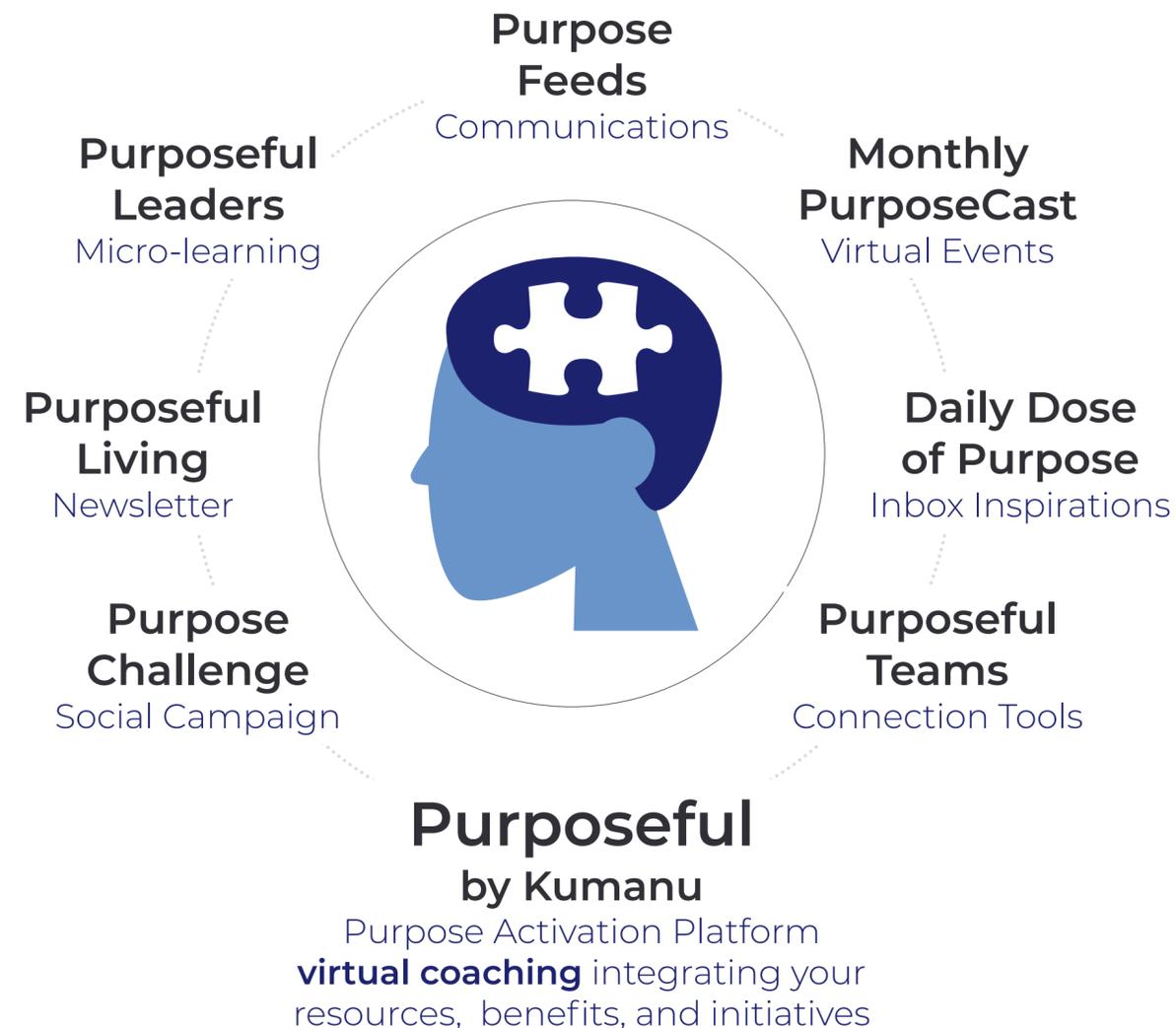
McKinsey & Company

McKinsey Quarterly, *Igniting individual purpose in times of crisis*, 8-18-2020

<https://www.mckinsey.com/business-functions/organization/our-insights/igniting-individual-purpose-in-times-of-crisis>

Build A Better Experience for Your People

“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:

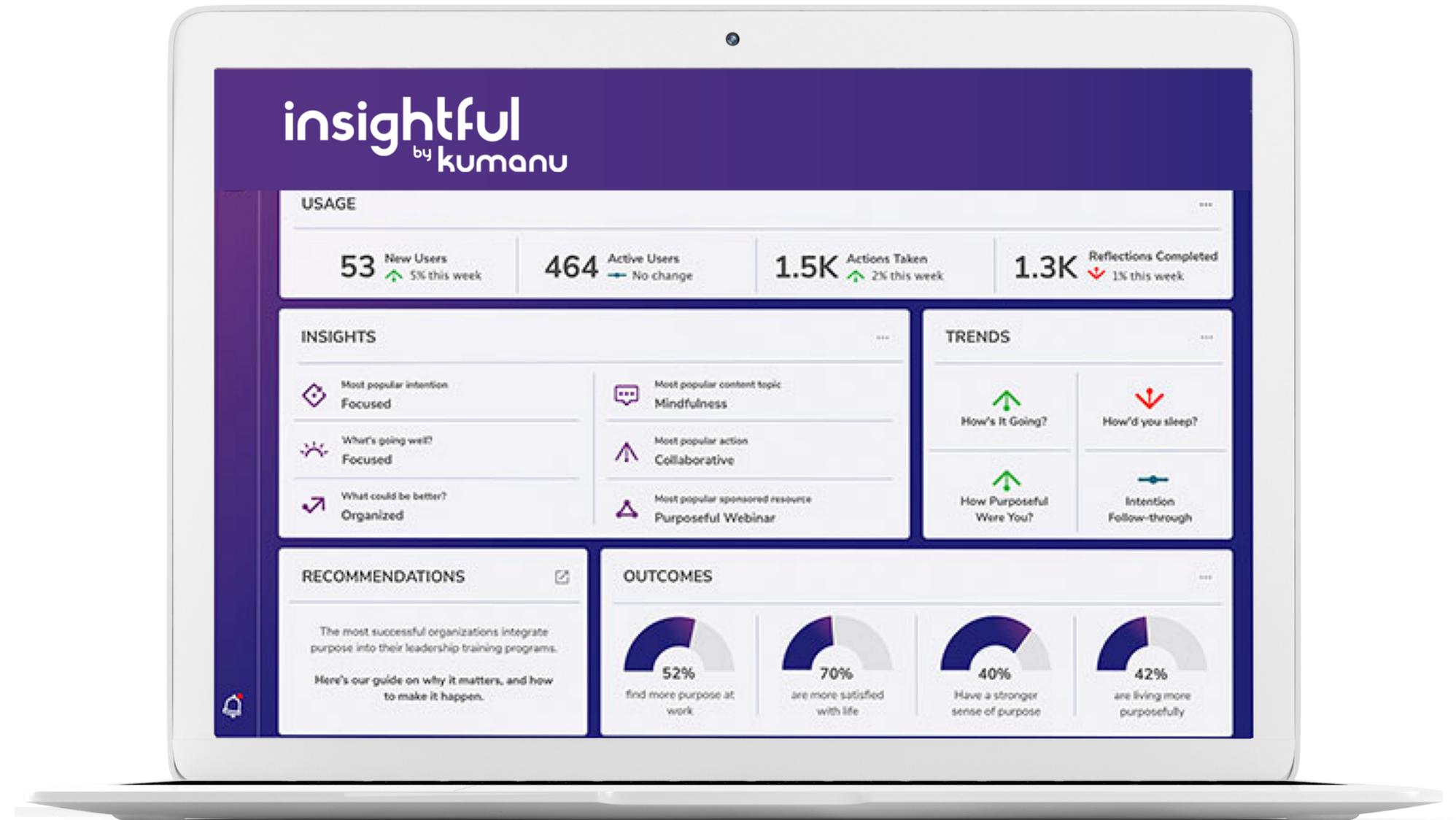
- Employee communications
 - Wellbeing programs
 - Leadership & talent tools
 - Team-building strategies
 - Inclusion, equity & diversity initiatives
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Way more than an app—a Purpose Activation Platform that’s simple, scalable, and easy to implement.

Real-time access to the metrics that matter

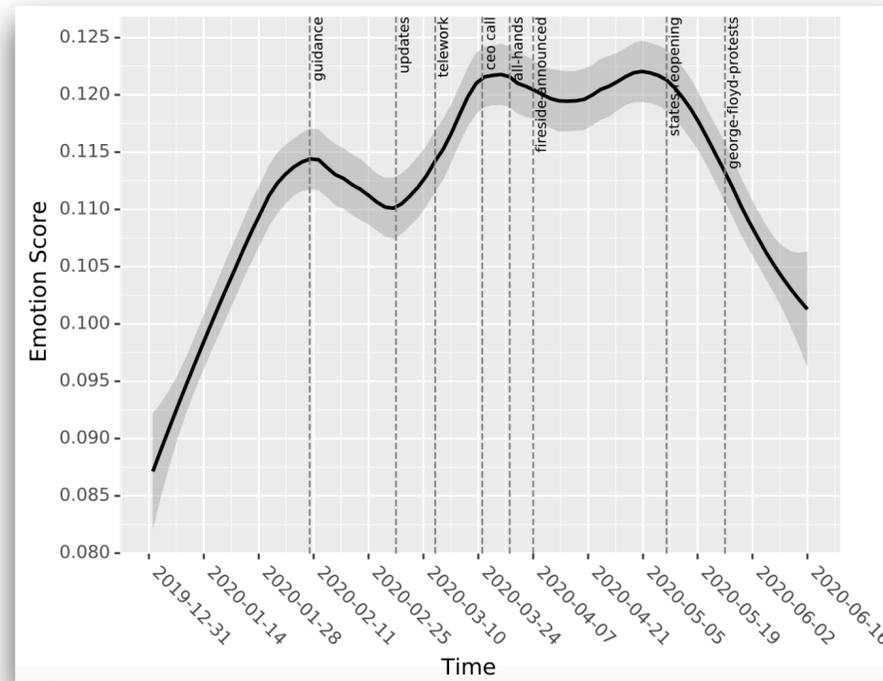
More than a reporting dashboard, a real-time gauge of the emotional wellbeing of your people.

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

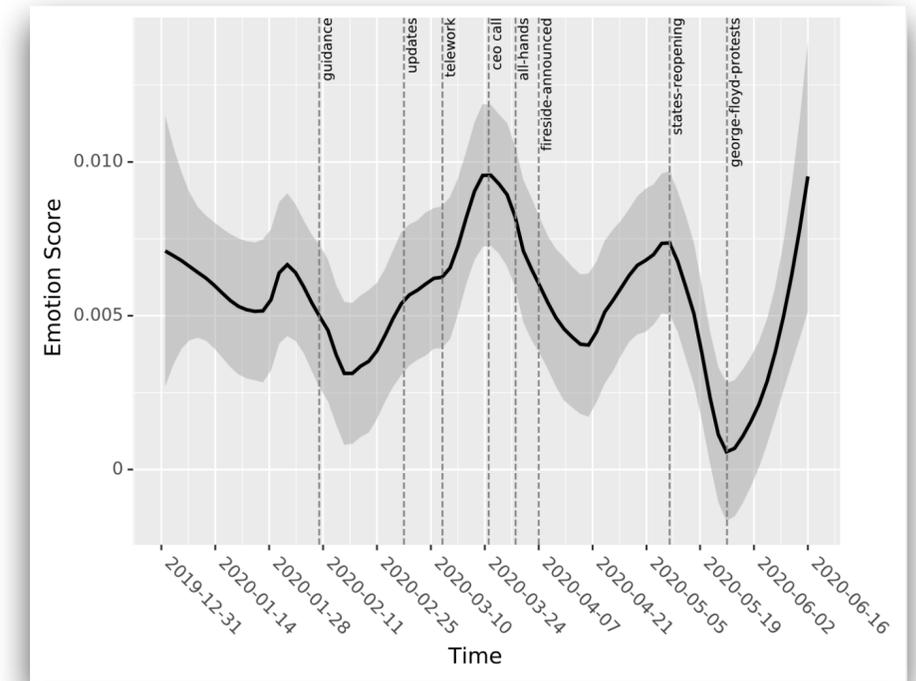


Unique Insights

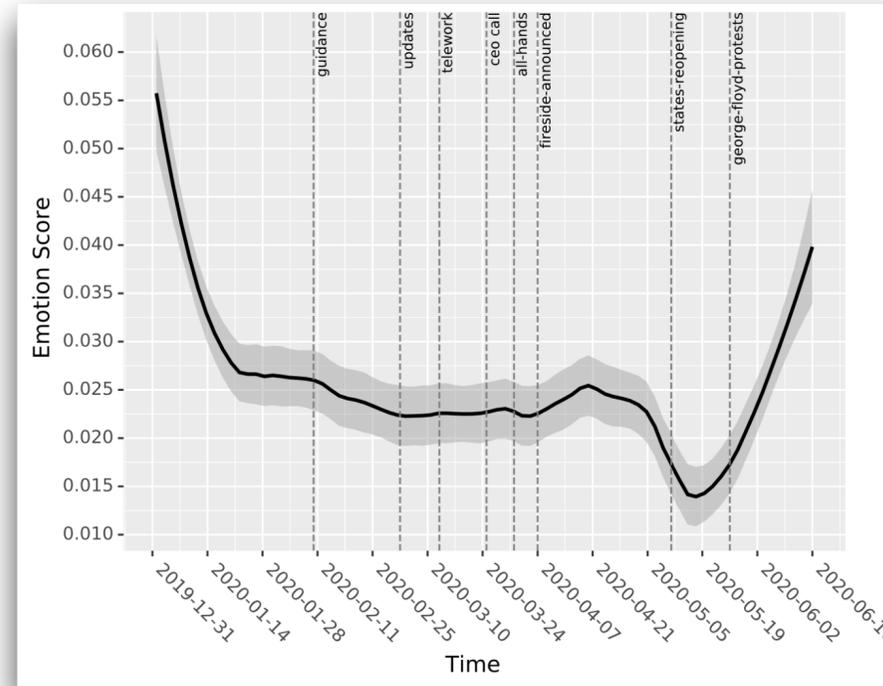
Dive deeper into the emotional wellbeing of your people with sentiment analysis that is mapped to key organization communications and events that truly measures the vital pulse of your people.



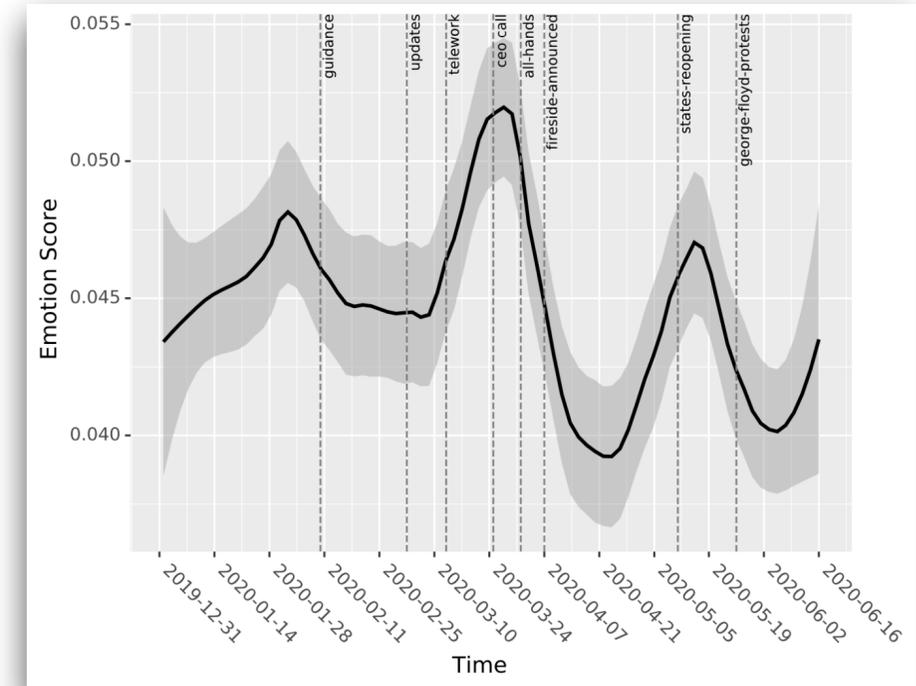
ANGER



BURNOUT



CONNECTION



GRATITUDE

(Sample types of emotional sentiment analysis)

How Purposeful Works to Catalyze Change

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.



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
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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.

67%

Two in three Kumanu Purposeful users with low baseline purpose increased their sense of purpose.

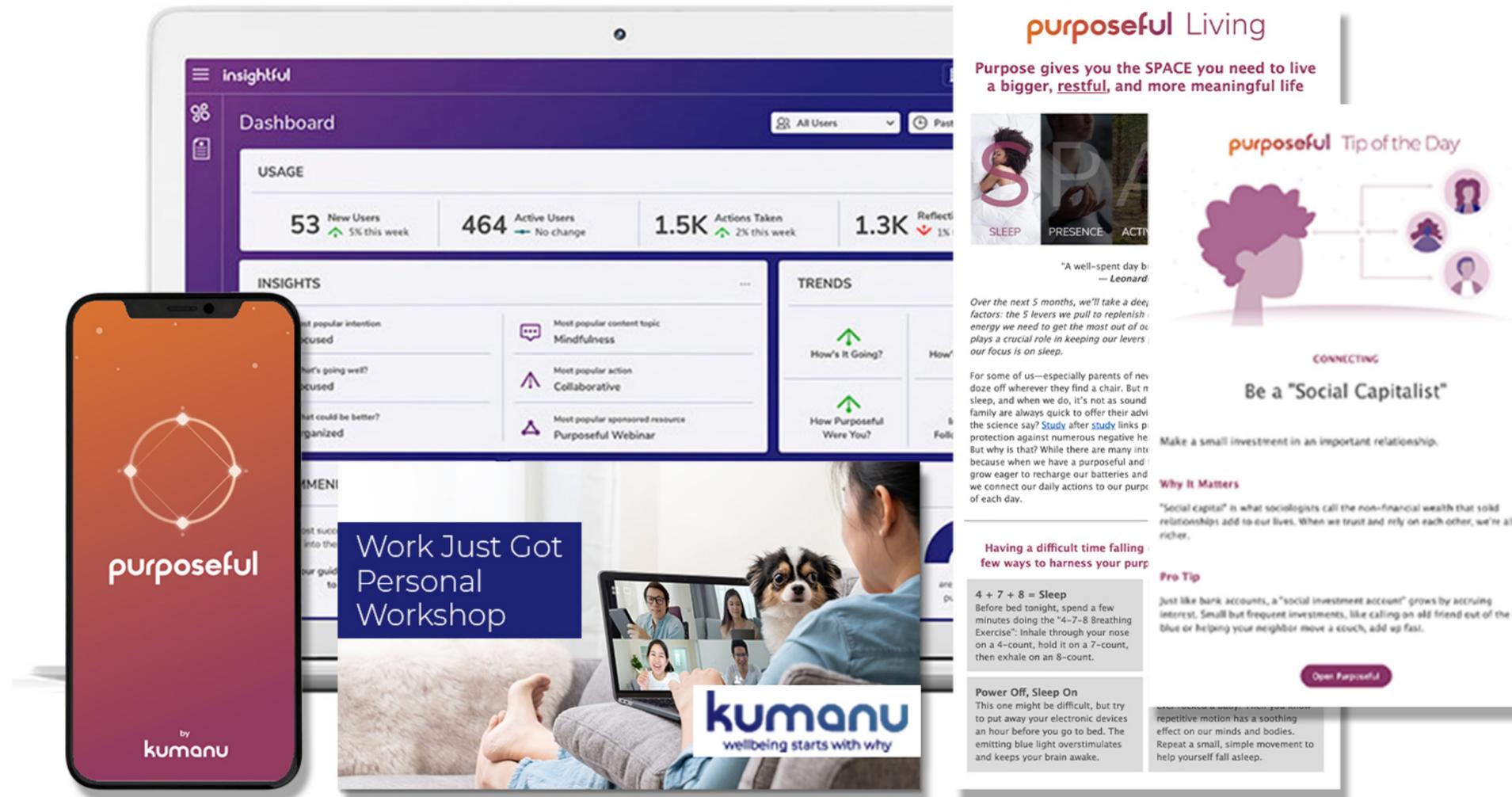
54% **Faster Recovery**
Over half with low baseline resilience improved their ability to bounce back.

36% **Less Depression**
Over a third of healthcare professionals reported a reduction in depressive symptoms within a waitlist controlled trial.

2X **Stronger Teams**
Connecting life and work purpose doubled work engagement.

6X **Deeper Engagement**
Those with stronger work purpose were much more likely to be highly engaged.

48% **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.



It's time for a new approach

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

To learn more, contact: Paul.Richards@KumanuAustralia.com