

Finding Purpose When We Need It Most



The Purpose Challenge: A Route to Resilience in Challenging Times

Sometimes we seek change, sometimes it seeks us. As new realities reshape our work and home lives, Kumanu is offering a complimentary, new tool to

help our partners and communities build resilience, find greater meaning in the moment, and improve emotional wellbeing through a greater connection to purpose.

What is the Purpose Challenge?

Kumanu's Purpose Challenge is a unique experience harnessing powerful brain science and simple exercises to help people better define their purpose and discover how it can help, even (or especially) in difficult times.

How does it help my people?

Over a decade of research has shown a sense of purpose is invaluable in times of stress and anxiety. It's our north star. It's important in good times, but critical when our world turns upside down.

A growing body of evidence (over 750+ studies, in fact) highlights several benefits having a strong sense of purpose offers. Some key physical and emotional benefits include:

- Stronger resilience
- Helping navigate uncertain times
- Supporting improved decision-making
- Boosting the immune response

My purpose is...

To embrace love over fear in all aspects of life.

How does it help my organization?

Provides you with a unique self-awareness and growth tool that you can offer to your people to help them stay focused on what matters most.

Provides aggregate, de-identified data on how your population is doing, with unique insights not available elsewhere (for example, sense of purpose, core values, and goals).

Helps you build an authentic culture of purpose and an improved sense of community, marked by inclusion and a focus on helping each person achieve their potential. Can be easily customized with messages, questions, and resources of relevance to you.

Simple and easy to launch. Won't distract from other priorities and focus as it's easy to launch, quick to complete, and requires no integrations requiring time and energy.

- Build Resilience
- Reduce Fear
- Easy to Launch
- Powerful Insights

What Does the Purpose Challenge Include?

The easy-to-rollout Purpose Challenge can be set-up quickly and includes the following pieces:

- A customizable launch communication template for your organization to email those eligible for the Challenge.
- A short (3-5 minute), interactive web survey (with encrypted data), sent out by your organization via email to those eligible, to help individuals craft their purpose and identify ways to put their purpose into action.
- The option to let employees share the experience with family and co-workers.
- Specific tips to support living in alignment with their purpose and optional, on-going “Dose of Purpose” tips for individuals wanting to receive additional support.
- Templated weekly communications (weeks 1, 2, 3 and final wrap up at week 4) for you to send to teams, helping you reach your Purpose Challenge goal.

What kind of actionable data can I expect?

Review a live, aggregate summary report illustrating your population’s participation details.



Population metrics include:

- Overall sense of purpose
- Top values and goals
- What matters most
- Purpose statements of those who opt-in