



Re: *SOARING into Strength* book launch collaboration

We are thrilled to invite you and your company to do something positive during these continuously challenging times to boost the resilience and well-being of all your employees. Findings from the latest scientific studies show that when people learn to take active roles to boost their resilience and well-being, they become more productive and focused—which is at the heart of our mission here at Soaringwords.

I am excited to announce that my debut memoir [*SOARING into Strength: Love Transcends Pain*](#) launches in September, 2022. As a Positive Psychology thought leader and CEO & Founder of Soaringwords—a global not-for-profit that has helped more than 500,000 people experience greater resilience and agency—this book shares my personal story of resilience through trauma as a way to help others take active roles in their self-healing. Currently, we are scheduling dates for inspirational keynote virtual or in-person *SOARING into Strength* book launch events to inspire your employees during these challenging times. Let's collaborate to share a *SOARING into Strength* book event with your company's Employee Resource Groups or schedule a keynote event for company-wide or divisional meetings in order to bolster the resilience and agency of your employees, enabling them to better function and even flourish on the job and with their families.

Our programs have been highly rated and benchmarked by numerous Fortune 50 companies including Accenture, American Express, Deloitte, Google, Johnson & Johnson, JPMorgan Chase, Meta, Sony, Verizon, and Viacom. Soaringwords was given the Chairman's Award at BNY Mellon, the Growing with Technology Award from Cisco, and the Chairman's Award from Lilly.

***SOARING into Strength* Synopsis**

Since I was a child, I wanted to help. Whether it was rescuing a blind duck at a park or defending my younger brother against bullying when he experienced severe asthma attacks—I always found myself in the role of a helper during times of crisis.

As an adult, a phone call at 4 o'clock in the morning launched a trifecta of trauma that changed my life forever. Three experiences with death and illness occurred in my family in just 10 months—my beloved brother died suddenly of an asthma-induced heart attack, my father was battling lymphoma, and my son became catastrophically ill. When my family's world imploded, I felt as if I had become irrevocably damaged. Instead, I collided with my calling during a sunrise walk along the beach at the height of my son's illness. I heard the word "Soaringwords," and suddenly knew why I was born. *SOARING into Strength: Love*

Transcends Pain tells this story in an upbeat, accessible way, sharing the ripple effects that have touched thousands of lives through Soaringwords' initiatives.

Since 2000, our award-winning SOARING into Strength leadership tools have been delivered to more than 500,000 individuals, 150,000 employees, and presented at 16 international scientific conferences. The [SOARING into Strength Initiative](#) was selected as the mental health component of the World Economic Forum's Healthy Cities Initiative launch program in Jersey City in 2019. Feedback from participants shows two important results: our programs deepen commitment to people's workplaces and strengthen connections between coworkers.

For more information on the book, to read endorsements from luminaries, and to view the press kit, please visit www.soaringintostrength.com.

Next Steps

We're ready to support you in helping your employees with powerful, proven leadership tools during these challenging times to enable them to experience greater physical, emotional, and mental well-being. I would like to set up a Zoom meeting with you at your earliest convenience so that we can discuss this win-win collaboration.

Warmest regards,



Lisa Honig Buksbaum, CEO & Founder, Soaringwords

P.S. Here is a short biography to provide information on my background.

Lisa's Professional Bio

CEO & Founder Lisa Buksbaum is a visionary driven by great passion and action. She is an expert workshop leader and facilitator, intuitive healer, and well-loved inspirational speaker. Lisa is President-Elect of the International Positive Psychology Association's Health and Wellbeing Division and is on the Advisory Board of the Global Positive Health Initiative. She holds a Master of Applied Positive Psychology (MAPP) from The University of Pennsylvania and a Masters of Business Administration from Columbia University Graduate School of Business. She's been featured as an expert on ABC News, *Fortune Small Business*, *USA Today*, *Delta Sky* magazine, and The CEO to Watch in *The Chronicle of Philanthropy*. She has won numerous awards, including the Lives That Make a Difference Award from A&E Television Networks and the Growing with Technology Award from Cisco. She has led award-winning employee-engagement professional development workshops at numerous Fortune 500 companies, municipalities, and health care organizations.