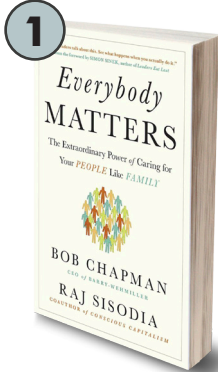




BENCHMARK #1: CAPTURE LEADERSHIP SUPPORT

WELCOA'S 14 MUST-READS FOR WELLNESS LEADERS

Inspiration and education for leading high-performing, happier, healthier organizations



1

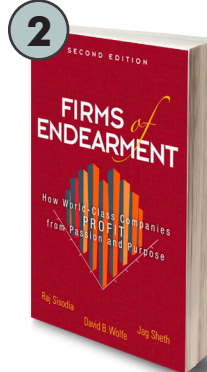
Everybody Matters: The Extraordinary Power of Caring for Your People Like Family

by Bob Chapman & Raj Sisodia
Copyright: 2015 Publisher: Portfolio

Starting in 1997, Bob Chapman and Barry-Wehmiller have pioneered a dramatically different approach to leadership that creates off-the-charts morale, loyalty, creativity, and business performance. The company utterly rejects the idea that employees are simply

functions, to be moved around, “managed” with carrots and sticks, or discarded at will. Instead, Barry-Wehmiller manifests the reality that every single person matters, just like in a family. That’s not a cliché on a mission statement; it’s the bedrock of the company’s success.

https://www.amazon.com/Everybody-Matters-Extraordinary-Caring-People/dp/1591847796/ref=sr_1_1?s=books&ie=UTF8&qid=1490814185&sr=1-1&keywords=Everybody+Matters



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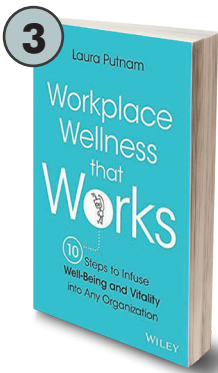
Firms of Endearment: How World-Class Companies Profit from Passion and Purpose (2nd Edition)

by Raj Sisodia, David Wolfe & Jag Sheth
Copyright: 2014 Publisher: Pearson FT Press

Today’s best companies get it. From retail to finance and industries in between, the organizations who recognize that doing good is good business are becoming the ultimate value creators. They’re changing their culture and generating every form of value that matters:

emotional, experiential, social, and financial. And they’re doing it for all their stakeholders. Not because it’s simply politically correct, because it’s the only path to long-term competitive advantage. These are the firms of endearment. Companies people. It is a trend that has transformed the workplace and corporate world. This Second Edition updates the examples, cases, and applications from the original edition, giving readers insight into how this hallmark of the modern organization is practiced today.

https://www.amazon.com/Firms-Endearment-World-Class-Companies-Passion/dp/0133382591/ref=sr_1_1?s=books&ie=UTF8&qid=1490814314&sr=1-1&keywords=Firms+of+Endearment+2nd+edition



3

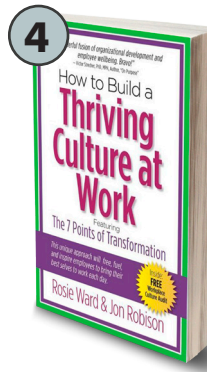
Workplace Wellness that Works: 10 Steps to Infuse Well-Being and Vitality into Any Organization

by Laura Putnam
Copyright: 2015 Publisher: Wiley

Workplace Wellness That Works provides a fresh perspective on how to promote employee well-being in the workplace. Based on the latest research and backed by real-world examples and case studies, this guide provides employers with the tools they need to start making a

difference in their employees’ health and happiness, and promoting an overall culture of well-being throughout the organization. Today’s worksite wellness industry represents a miasma of competing trends, making it nearly impossible to come away with tangible solutions for real-world implementation. Harnessing a broader learning and development framework, *Workplace Wellness That Works* skips the fads and shows you how to design a smarter strategy that truly makes a difference in employees’ lives—and your company’s bottom line.

<https://www.amazon.com/Workplace-Wellness-that-Works-Organization/dp/1119055911>



4

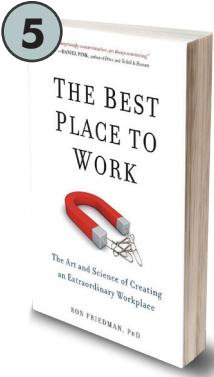
How to Build a Thriving Culture at Work

by Rosie Ward & Jon Robison
Copyright: 2015 Publisher: Salveo Partners

Is your organization a place where people want to come to work? In this groundbreaking book, Drs. Rosie Ward & Jon Robison challenge the status quo and reveal fresh, new thinking about why workplaces have been stuck when it comes to organizational and employee wellbeing. The book presents

a unique solution for sustainable change that offers organizations a key competitive advantage.

<https://salveopartners.com/products-services/book/>



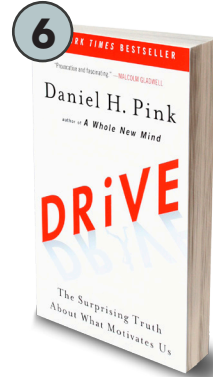
The Best Place To Work: The Art and Science of Creating an Extraordinary Workplace

by *Ron Friedman*
Copyright: 2015 Publisher: *TarcherPerigree*

In *The Best Place to Work*, award-winning psychologist Ron Friedman, Ph.D. uses the latest research from the fields of motivation, creativity, behavioral economics, neuroscience, and management to reveal what really makes us successful at work. Combining

powerful stories with cutting edge findings, Friedman shows leaders at every level how they can use scientifically-proven techniques to promote smarter thinking, greater innovation, and stronger performance.

https://www.amazon.com/Best-Place-Work-Extraordinary-Workplace/dp/0399165606/ref=sr_1_1?s=books&ie=UTF8&qid=1490814482&sr=1-1&keywords=The+Best+Place+to+Work



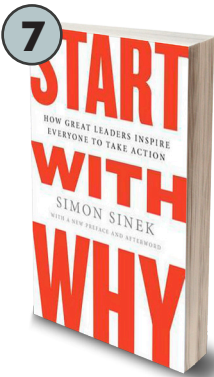
Drive: The Surprising Truth About What Motivates Us

by *Daniel Pink*
Copyright: 2011 Publisher: *Riverhead Books*

Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That’s a mistake, says Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*). In this provocative and persuasive new book, he asserts that the secret to high performance and

satisfaction-at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of life. He examines the three elements of true motivation—autonomy, mastery, and purpose—and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

https://www.amazon.com/Drive-Surprising-Truth-About-Motivates/dp/1594484805/ref=sr_1_1?s=books&ie=UTF8&qid=1490814683&sr=1-1&keywords=Drive



Start with Why: How Great Leaders Inspire Everyone to Take Action

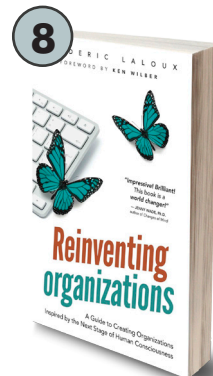
by *Simon Sinek*
Copyright: 2011 Publisher: *Portfolio*

Sinek starts with a fundamental question: Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over?

START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it’s the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

<https://www.amazon.com/Start-Why-Leaders-Inspire-Everyone/dp/1591846447>

START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it’s the opposite of what everyone else does.



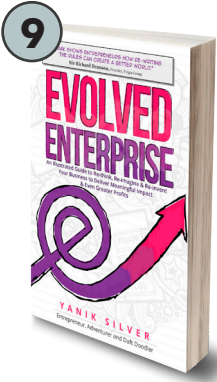
Reinventing Organizations

by *Frederic Laloux*
Copyright: 2014 Publisher: *Nelson Parker*

In this groundbreaking book, the author shows that every time humanity has shifted to a new stage of consciousness in the past, it has invented a whole new way to structure and run organizations, each time bringing extraordinary breakthroughs in collaboration. A new shift in consciousness is currently underway. Could it help us invent a radically more soulful and purposeful way to run our

businesses and nonprofits, schools and hospitals? The pioneering organizations researched for this book have already “cracked the code.” Their founders have fundamentally questioned every aspect of management and have come up with entirely new organizational methods. Even though they operate in very different industries and geographies and did not know of each other’s experiments, the structures and practices they have developed are remarkably similar. *Reinventing Organizations* describes in practical detail how organizations large and small can operate in this new paradigm. Leaders, founders, coaches, and consultants will find this work a joyful handbook, full of insights, examples, and inspiring stories.

https://www.amazon.com/Reinventing-Organizations-Frederic-Laloux/dp/2960133501/ref=sr_1_1?s=books&ie=UTF8&qid=1490814803&sr=1-1&keywords=Reinventing+Organizations



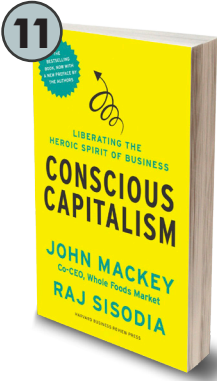
9 Evolved Enterprise: An Illustrated Guide to Re-Think, Re-Imagine and Re-Invent Your Business to Deliver Meaningful Impact & Even Greater Profits

by Yanik Silver
Copyright: 2017 Publisher: Ideapress Publishing

Evolved Enterprise is an illustrated journey for 21st century entrepreneurs ready to explore how greater purpose, joy and meaningful impact create fierce brand loyalty,

marketplace leadership and deliver exceptional profits. Readers will discover the major shift happening in our economy that's radically changing the criteria for business and economic success in the 21st century. You'll see how today's top companies are creating and recreating their businesses from the 'inside out' to create more impact, more meaning, and more happiness for everyone involved. Most importantly, you'll learn how you too can re-design and re-invent what you're doing to fall back in love with your business. Or simply start it right the first time building a company designed for greater profits with 'baked-in' impact. This is how to align the true "soul" of your business with more impact, meaning and happiness - that surprisingly delivers even greater profits.

https://www.amazon.com/Evolved-Enterprise-Illustrated-Re-Invent-Meaningful/dp/194085833X/ref=sr_1_1?s=books&ie=UTF8&qid=1490814941&r=1-1&keywords=Evolved+Enterprise



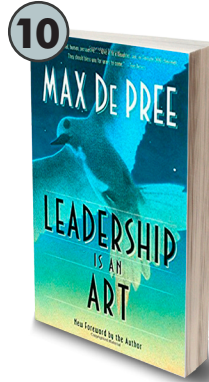
11 Conscious Capitalism: Liberating the Heroic Spirit of Business

by John Mackey & Raj Sisodia
Copyright: 2014 Publisher: Harvard Business Review Press

Conscious Capitalism is for anyone hoping to build a more cooperative, humane, and positive future. The authors argue that both business and capitalism are inherently good, and they use some of today's best-known and most successful companies to illustrate their

point. From Southwest Airlines, UPS, and Tata to Costco, Panera, Google, the Container Store, and Amazon, today's organizations are creating value for all stakeholders—including customers, employees, suppliers, investors, society, and the environment. Read this book and you'll better understand how four specific tenets—higher purpose, stakeholder integration, conscious leadership, and conscious culture and management—can help build strong businesses, move capitalism closer to its highest potential, and foster a more positive environment for all of us.

https://www.amazon.com/Conscious-Capitalism-New-Preface-Authors/dp/1625271751/ref=sr_1_1?s=books&ie=UTF8&qid=1490815062&r=1-1&keywords=Conscious+Capitalism



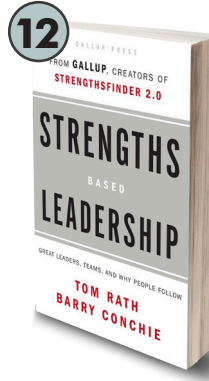
10 Leadership Is an Art

by Max Depree
Copyright: 2004 Publisher: Crown Business

Leadership Is an Art has long been a must-read not only within the business community but also in professions ranging from academia to medical practices, to the political arena. This revised edition brings Max Depree's timeless words and practical philosophy to a new generation of readers. Depree looks at leadership as a kind of stewardship, stressing the importance of building

relationships, initiating ideas, and creating a lasting value system within an organization. Rather than focusing on the "hows" of corporate life, he explains the "whys." He shows that the first responsibility of a leader is to define reality and the last is to say thank you. *Leadership Is an Art* offers a proven design for achieving success by developing the generous spirit within all of us. Now more than ever, it provides the insights and guidelines leaders in every field need.

https://www.amazon.com/Leadership-Art-Max-Depree/dp/0385512465/ref=sr_1_1?s=books&ie=UTF8&qid=1490815167&sr=1-1&keywords=Leadership+is+an+Art



12 Strengths Based Leadership: Great Leaders, Teams and Why People Follow

by Tom Rath & Barry Conchie
Copyright: 2009 Publisher: Gallup Press

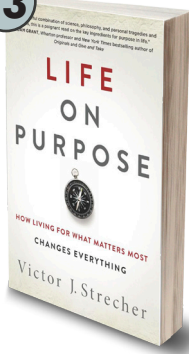
From the author of the long-running #1 bestseller *StrengthsFinder 2.0* comes a landmark study of great leaders, teams and the reasons why people follow. In recent years, while continuing to learn more about strengths, Gallup scientists have also been examining

decades of data on the topic of leadership. They studied more than 1 million work teams, conducted more than 20,000 in-depth interviews with leaders and even interviewed more than 10,000 followers around the world to ask exactly why they followed the most important leader in their life. In *Strengths Based Leadership*, #1 New York Times bestselling author Tom Rath and renowned leadership consultant Barry Conchie reveal the results of this research. Based on their discoveries, the book identifies three keys to being a more effective leader: knowing your strengths and investing in others' strengths, getting people with the right strengths on your team, and understanding and meeting the four basic needs of those who look to you for leadership. Filled with novel research and actionable ideas, *Strengths Based Leadership* will give you a new road map for leading people toward a better future. A unique access code allows you to take a new leadership version of Gallup's *StrengthsFinder* program. The new version of this program provides you with specific strategies for leading with your top five strengths and enables you to plot the strengths of your team based on the four domains of leadership strength revealed in the book.

https://www.amazon.com/Strengths-Based-Leadership-Leaders-People/dp/1595620257/ref=sr_1_1?s=books&ie=UTF8&qid=1490815250&r=1-1&keywords=Strength+Based+Leadership



13



Life on Purpose: How Living for What Matters Most Changes Everything

by *Victor Strecher*

Copyright: 2016 Publisher: HarperOne

Going beyond the fads, opinions, and false hopes of “expert” self-help books, *Life on Purpose* explores the incredible connection between purposeful living and the latest scientific evidence on quality of life and longevity. Drawing on ancient and

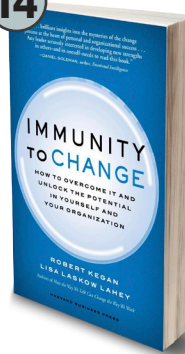
modern philosophy, literature, psychology, evolutionary biology, genetics, and neuroscience, as well as his experience in public health research, Dr. Vic Strecher reveals the elements necessary for a purposeful life and how to acquire them, and outlines an elegant strategy for improving energy, willpower, and long-term happiness, and well-being. He integrates these core themes into his own personal story—a tragedy that led him to reconsider his own life—and how a deeper understanding of purposeful living helped him not only survive, but thrive. Illuminating, accessible, and authentically grounded in real people’s experiences, *Life on Purpose* is essential reading for everyone seeking lasting improvement in their lives.

https://www.amazon.com/Life-Purpose-Matters-Changes-Everything/dp/0062409603/ref=sr_1_1?s=books&ie=UTF8&qid=1490815347&sr=1-1&keywords=life+on+purpose+vic+strecher

“Victor Strecher has written what I would best describe as a ‘gift.’ He gifts us the ability to define our purpose and immediately start instilling into our own lives. Make no mistake, understanding this concept is not only good for your health—it is good for the whole world.”

—SANJAY GUPTA, *NEW YORK TIMES* BESTSELLING AUTHOR AND CHIEF MEDICAL CORRESPONDENT CNN

14



Immunity to Change: How to Overcome It and Unlock the Potential in Yourself and Your Organization (Leadership for the Common Good)

by *Robert Kegan and Lisa Laskow Lahey*

Copyright: 2009 Publisher: Harvard Business Review Press

A recent study showed that when doctors tell heart patients they will die if they don’t change their habits, only one in seven will be able to follow through successfully. Desire and

motivation aren’t enough: even when it’s literally a matter of life or death, the ability to change remains maddeningly elusive. Given that the status quo is so potent, how can we change ourselves and our organizations? In *Immunity to Change*, authors Robert Kegan and Lisa Lahey show how our individual beliefs--along with the collective mind-sets in our organizations—combine to create a natural but powerful immunity to change. By revealing how this mechanism holds us back, Kegan and Lahey give us the keys to unlock our potential and finally move forward. And by pinpointing and uprooting our own immunities to change, we can bring our organizations forward with us. This persuasive and practical book, filled with hands-on diagnostics and compelling case studies, delivers the tools you need to overcome the forces of inertia and transform your life and your work.

https://www.amazon.com/Immunity-Change-Potential-Organization-Leadership/dp/1422117367/ref=sr_1_1?s=books&ie=UTF8&qid=1490815503&sr=1-1&keywords=immunity+to+change

WELCOA'S 7 BENCHMARKS



Capture Leadership Support



Creating Cohesive Wellness Teams



Collecting Data to Drive Health Efforts



Crafting an Operating Plan



Choosing Appropriate Interventions



Creating a Supportive Environment



Consistently Evaluating Outcomes