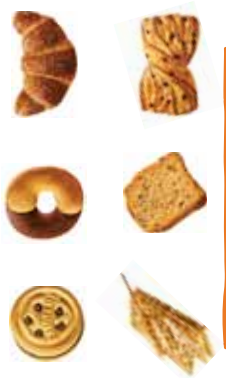




EVOLVING SELF, TEAM & BRAND THROUGH THE ART & SCIENCE OF WELLBEING

A Transformational Wellbeing Journey for Barilla's Mulino Bianco





Renee Moorefield, PhD, CEO
Renee@wisdom-works.com



Julia Schwoerer, VP, Mulino Bianco
Julia.Schwoerer@barilla.com



NURTURE THE TRUST THAT
THE WORLD CAN BE A BETTER PLACE







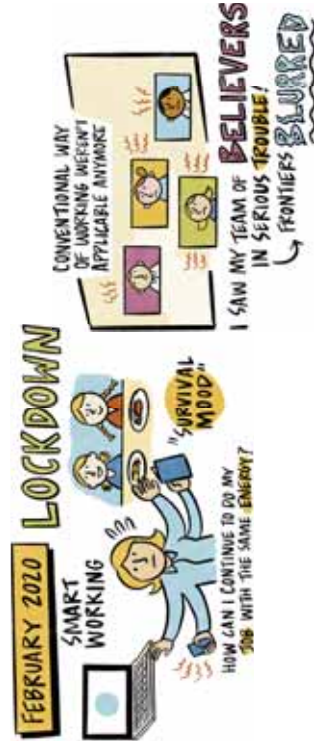
Next steps



WHY WELLBEING? WHY NOW?



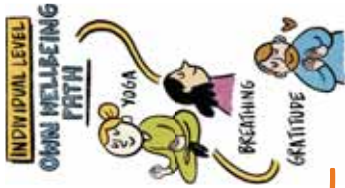
WHY WELLBEING? WHY NOW?



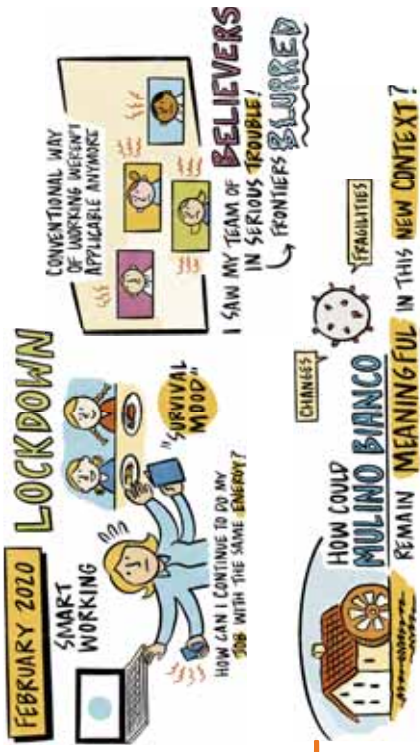
Next steps



Next steps



WHY WELLBEING? WHY NOW?





Outcomes of the Journey

- 1 | Understand the dimensions of wellbeing to grow individually.
- 2 | Use wellbeing principles and practices to build a cohesive team.
- 3 | Create a wellbeing manifesto for the Mulino Bianco brand.



Team Feedback

82% of team members

said the Journey was a good or excellent investment for personal, team and brand development

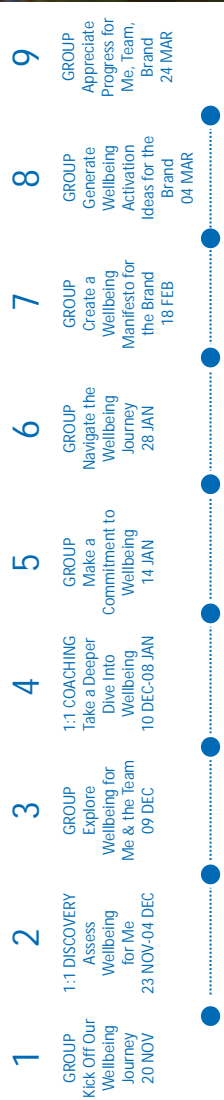
"I strongly felt the contagiousness of wellbeing and the strong link between the three levels (me, team, brand)... The more people know the framework, the more we could nurture a naturally positive virtual circle reaching across functions and hierarchical levels."

"This approach is an extraordinary confirmation that people and business management have to include also wider, invisible, strategic dimensions. This is essential to survive and develop in the future."



WELLBEING
BROUGHT
TO LIFE!





INTEGRATION ACTIVITIES

SELF

- Self-Awareness & Reflection
- Mindfulness & Breathing
- Connections with Nature
- Personal Wellbeing Manifesto
- Chosen Wellbeing Practices

TEAM

- Appreciative Practices
- Listening Skills
- Wellbeing Practices in Teamwork

BRAND

- Consumer Research
- Wellbeing Heat Map of Brand
- Wellbeing Manifesto for Brand
- Ideation for Brand Activation