



WELCOA Institute for Wellness Studies

WELLNESS CHAMPIONS BOOTCAMP

A Well-Being Champions Credo*

The Credo is an example of one of many tools you will receive in your champion journey in our Institute Certification course.

As a well-being champion...

1. I follow my own path of inner health and well-being. I practice those same mind and body well-being practices that I encourage in others.
2. I act as a champion *for* others, not for some program, product, or framework. My emphasis is on actively supporting and inspiring each individual and/or workplace to find their own inner values and vision for their growth and well-being.
3. I pay heartfelt attention to the setbacks, failures, and crises of those I serve. I act with compassion, encouraging others in ways that are sensitive to their needs. I am a champion, not a cheerleader. I care.
4. I resonate with core values, principles, and qualities that strengthen my ability to be a champion and persevere in the face of stress and adversity. I am resilient.
5. I grow daily in competencies. I develop competencies in my day-to-day role and amid and among those I serve. I am a learner with others in a healthy work climate.
6. I am a heart-centered leader, practicing virtues of open-mindedness, curiosity, humility, integrity, authenticity, and self-care. I do the right thing.
7. I embrace all dimensions of well-being—physical, social, intellectual, spiritual, occupational, and emotional. I am sensitive to how these dimensions are values in different cultures. I am inclusive.
8. I focus on process as much as on outcome, realizing that well-being itself is defined as *an ongoing process toward a more successful existence*. I enjoy the journey.
9. I stay open to what each day brings me in terms of learning from and with others I serve. I am responsive to feedback.
10. I take an attitude of “being with” competencies and practices, rather than demonstrating how competent or proficient I am. People can learn from my being vulnerable, as I am a role model of virtue, supportiveness, and resonance.

* From Bennett, J. B. & Linde, B. (2016). Well-Being Champions: A Competency-Based Guidebook. Organizational Wellness & Learning Systems (ISBN 9781534686700)