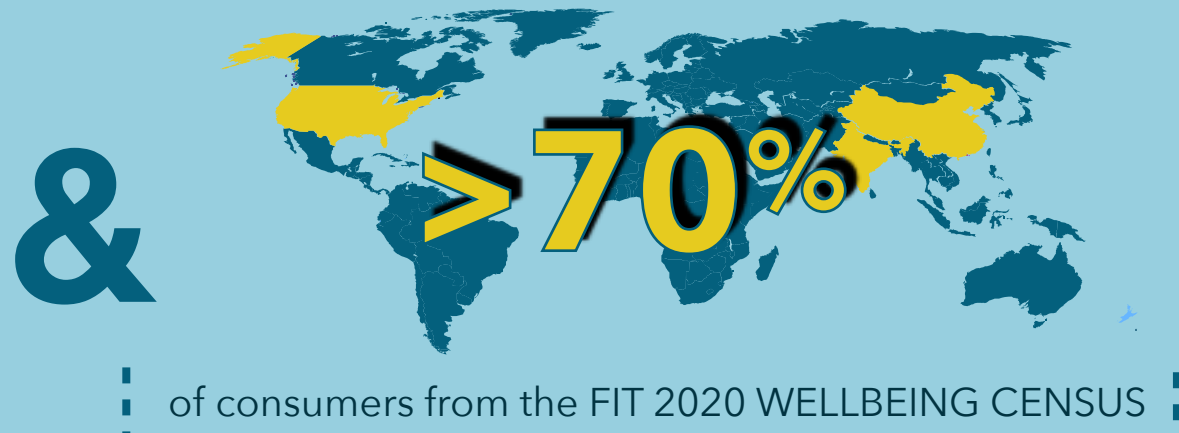


# GLOBAL WELLBEING

THE TIME IS **NOW** TO LEAD THE CHANGE

## 1. Wellbeing Is Necessary

Wellbeing: a **\$4,500,000,000,000** industry



Consider Wellbeing a Necessity

If **Wellbeing is a Priority...** Why does **economic output** measure success?

**GDP**

## 2. Limitations of GDP

**2008 Financial Crisis** "GDP measures everything in short, **except that which makes life worthwhile**" ~Robert Kennedy, 1968



**Stiglitz - Sen - Fitoussi Commission**

Tried to establish a new measure of a nation's progress, beyond GDP

## 3. 2020 - A Catalyst For Change

Disparity  
Stress  
Climate Change



## 4. FIT Global Citizen Wellbeing (GCW) Scorecard

INTRODUCING

GLOBAL CITIZEN **WELLBEING** SCORECARD

### OBJECTIVE

Create a **globally recognized** scorecard that will become the **new metric of a nation's success**

### USAGE

- 1 Address Policy Makers
- 2 Identify Strengths & Shortcomings
- 3 Determine Strategies
- 4 Evaluate Success

## 5. GCW Deep Dive

**HEALTH**  
PHYSICAL & MENTAL

**SAFETY**  
ENVIRONMENT & GOVERNANCE



**ECONOMIC**  
MATERIAL LIVING, EDUCATION & INCOME EQUALITY

**SOCIAL**  
SOCIAL CONNECTEDNESS & WORK/LIFE BALANCE

$$\text{WELLBEING} = \text{H} + \text{S} + \text{E} + \text{S}$$

THE NEW **EQUATION** TO MEASURE THE SUCCESS OF A NATION

THE NEW **CURRENCY** TO MEASURE POLICIES

## 6. Wellbeing is a Business Imperative

**H** **UNIVERSAL HEALTHCARE**  
Eliminate High Healthcare Cost & Build Better Benefits

**S** **PROTECTIVE POLICIES & WELFARE PROGRAMS**  
Create New Opportunities For Innovation & Entrepreneurship

**E** **PROGRESSIVE TAXATION**  
Devote Resources to Education to Drive Diverse Talent

**S** **MODIFY WORK HOURS & PROTECT PAY**  
Remove Sources of Stress to Drive Creativity

We need to look **BEYOND CURRENT POLICY**  
**GDP BEAUTY...**