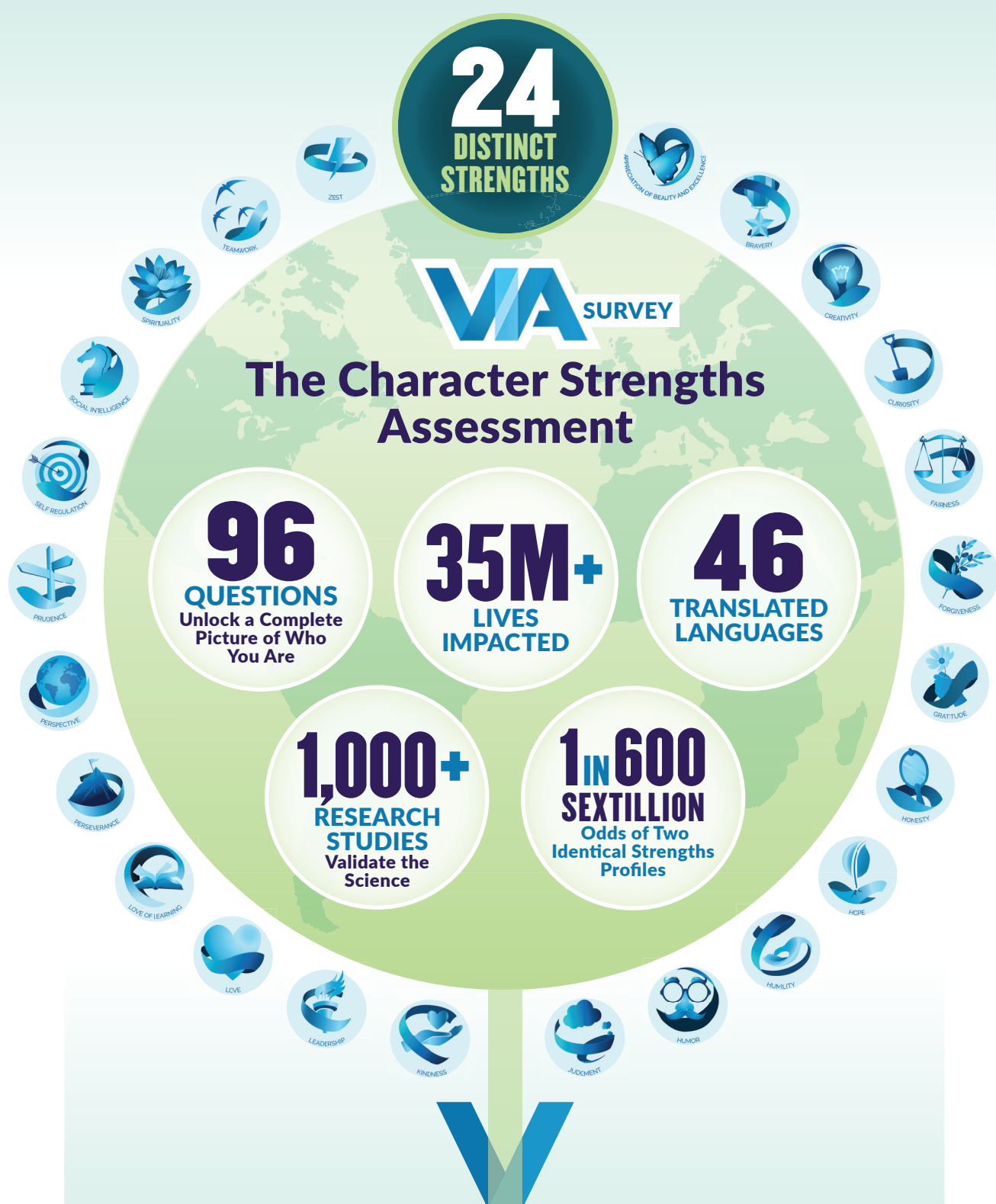


The Science of What's Best in You

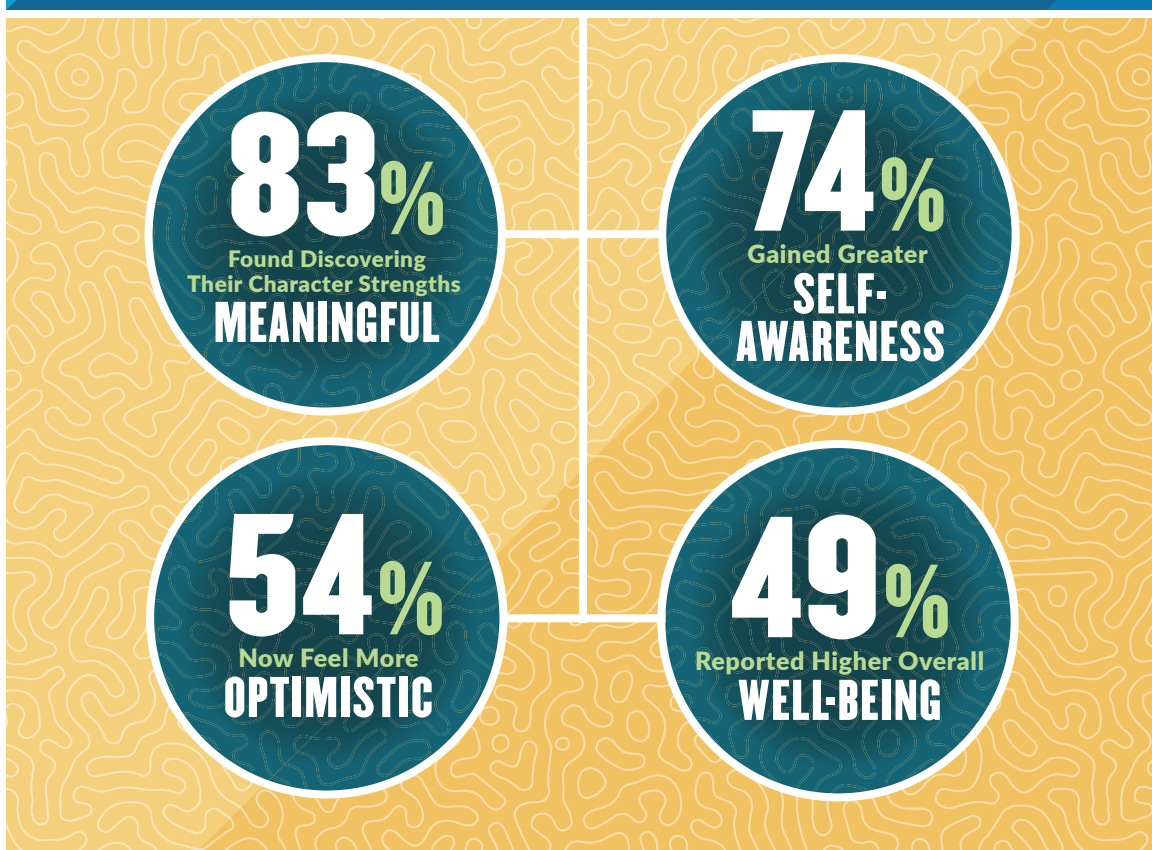
Character strengths are the building blocks of resilience and optimism — tools to improve mental health and life satisfaction.



Taking the VIA Survey: Impact Highlights



Key Results of Study:



ABOUT THE VIA INSTITUTE ON CHARACTER

Headquartered in Cincinnati, Ohio, USA, the VIA Institute on Character is a global nonprofit dedicated to advancing the science and practice of character strengths to realize the best in individuals, organizations, and communities. Founded in 2000 by Dr. Neal Mayerson and Dr. Martin Seligman, VIA is best known for developing the free VIA Survey — a research-based assessment that has helped over 35 million people discover their unique strengths. VIA's tools light the way: individuals turn to them for greater self-knowledge and mental health, practitioners — including coaches, educators, and psychologists — apply them to help others grow, and researchers use them to deepen the science of well-being. At its heart, VIA is about helping people shift from what's wrong to what's strong — discovering the best in themselves, supporting the best in others, and creating a more resilient, connected, and flourishing world.

ABOUT THE IMPACT STUDY

The VIA Impact Study panel comprised 3,000 participants who completed the free VIA Survey over a 6-month period. They were asked questions about the impact of the VIA Survey and their use of character strengths in daily life. Recruitment included a monetary incentive: a chance to win one of 20 Visa gift cards valued at \$50 USD each.

TAKE ACTION

Discover what's strong in you — take the VIA Survey: viacharacter.org/BestInYou

Help more people discover their strengths — donate today: viacharacter.org/Donate

Questions? Email info@viacharacter.org