

BRAINHEALTH[®]

PULSE

*A scalable, 12-minute vital sign for the brainpower
your workforce runs on*



A CRITICAL NEW METRIC

Your organization tracks standard metrics like revenue, engagement and headcount. What about how well your people are thinking?

Introducing the BrainHealth Pulse: a direct, reliable way to understand workplace brain performance – by measuring the critical brain capacities that drive innovation, decision-making, learning, teamwork and adaptability.

Built on 25+ years of clinical and translational research from the Center for BrainHealth[®], the BrainHealth Pulse is a 12-minute, enterprise-ready assessment that supplies the missing indicator: a scalable read on workforce brain performance, which can be implemented as seamlessly as other metrics.

WHAT IT MEASURES

The BrainHealth Pulse provides an aggregate snapshot of four core drivers of brain health that workplace performance rests on:

Strategic Focus ■

Prioritizing what matters, thinking clearly under competing demands, and holding attention on the work that moves the business forward

Human Connection ■

Understanding others' perspectives, communicating with compassion, and staying aligned around a shared purpose

■ Creative Problem Solving

Generating novel ideas, adjusting when conditions change, and finding a way through complexity

■ Resilience

Adapting to change and rebounding from stress to protect against burnout

Repeated over time, the Pulse provides organizations with a practical indicator of whether workforce brain performance is strengthening or declining over time, helping to track progress and highlight early signs of emerging challenges.

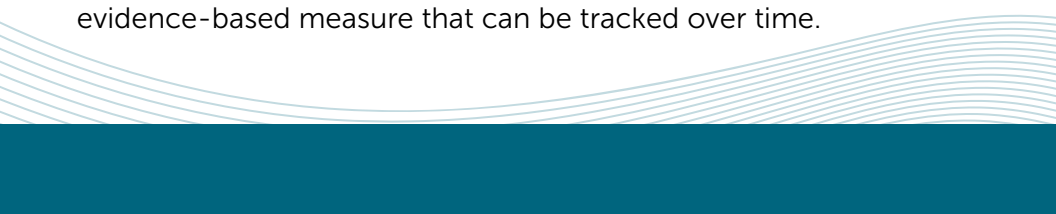
WHY IT MATTERS

As AI transforms the workplace and competition raises the stakes, organizations depend on distinctly human capabilities to keep their edge – skills like adaptability, strategic thinking, continuous learning, sound judgment, innovation and meaningful collaboration.

The World Economic Forum projects that six in ten employees will need additional skill development by 2030, and retraining on that scale rests on the very capacities almost nobody measures.

Most organizations have no direct way to monitor the brain capacities that drive innovation, decision-making, learning, teamwork, and adaptability. So a decline first becomes visible as a missed quarter or a resignation letter. That is the measurement gap.

The BrainHealth Pulse closes this gap with a practical, evidence-based measure that can be tracked over time.



HOW IT BENEFITS ORGANIZATIONS AND EMPLOYEES

A vital sign provides a measurable indicator of how well the body is functioning and can track change over time.

The BrainHealth Pulse accomplishes this for the brain.

The Pulse provides a baseline and tracks changes in brain performance over time, revealing whether key capacities are strengthening or becoming overloaded. These capacities underpin how well employees adapt to change, manage complexity, maintain productivity and contribute to a healthy, high-performing workplace.

Like a vital sign for organizational brain health, the Pulse enables enterprise leaders to:



01

Monitor overall levels of resilience, strategic focus, human connection, and creative problem solving.



02

Set a baseline and track growth for the aggregated brain performance of its workforce.



03

Catch emerging risks to overall productivity, engagement, retention and performance.



04

Direct investments in workforce development and well-being based on evidence rather than assumption.



05

Make workforce brain performance a measurable asset.



06

Guide evidence-based interventions and evaluate outcomes.

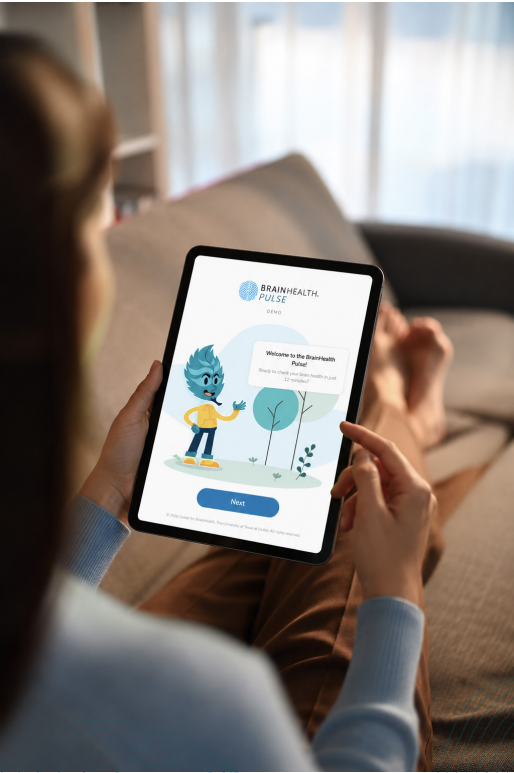
The BrainHealth Pulse motivates individuals and teams alike to become proactive about brain performance and well-being, in a way never before possible.



CONCLUSION

You can't manage what you don't measure. The BrainHealth Pulse offers organizations a practical, scalable, evidence-based way to measure and track their most valuable asset: their people's ability to think, adapt, connect and perform at their best – helping individuals and organizations stay ahead of challenges and take advantage of opportunities for growth.

The BrainHealth Pulse is derived from the BrainHealth Index, the first scientifically validated, multidimensional measure of brain health that can track both improvement and early decline – with 30,000+ completed assessments, 1,000+ fMRI scans, and multiple peer-reviewed research publications.



TRY THE DEMO



Experience the
BrainHealth Pulse

A healthier, more
capable workforce
starts here.