

**YOUR
SUCCESS
TRAIL**



RETHINKING WELLBEING:

The Sustainable Lemniscate

A transformative
programme for
forward-looking
organisations

www.yoursuccesstrail.com

**EVGENIYA
EIBL**

Elevate Wellbeing into Organisational Capability

The Sustainable Lemniscate Framework



Rethinking Wellbeing is a unique programme that turns wellbeing into a sustainable organisational capability.

Anchored in the Lemniscate framework, it integrates psychology, sociology, and wellbeing economics with practical tools leaders can apply immediately.

Unlike programmes focused only on resilience or perks, it links personal, organisational, and societal wellbeing in a continuous loop of development and change.



About the Facilitator

Evidence-led • Coach-minded • Commercially grounded

15+

International
FMCG

4

COUNTRIES

3

PIVOTAL
MOVES

5

CORE
CREDENTIALS

Evgeniya Eibl operates at the intersection of research, coaching, and real-world business. She translates leading studies into practical coaching tools leaders and HR can use to build thriving, adaptive organisations.

15+ years in international FMCG, she brings sharp commercial acumen and a lived understanding of complex, multicultural environments—grounding her work in the real challenges of leadership and organisational life.



The Challenge

Burnout

High demands, low control and blurred boundaries are exhausting people. Perks don't fix burnout

Hybrid is fraying the seams

Coordination overload, meeting creep and unclear norms drain energy. Resilience talks don't redesign work.

Trust

Low psychological safety and uneven manager capability mute honest voice.



Core Challenge Add-on mindset

Wellbeing is treated as an add-on—tackled as isolated issues instead of a living system element and core organisational capability. In reality, wellbeing is multidimensional (psychological, social, economic, environmental) and must be stewarded across individual, team and organisational levels.

Wellbeing isn't a side project.

Why this programme?

Unlike traditional wellbeing programmes that focus only on individual resilience or perks, this journey:

Integrates **psychological, social, economic, and environmental wellbeing**.

Plants the seeds of **strategic wellbeing thinking**, grounded in evidence.

Positions wellbeing as both a **societal goal** and a **business imperative**.

Builds leadership capacity to align wellbeing with **organisational performance and ESG impact**.

Develops a human-centred approach as a core organisational capability — enabling change, trust, and engagement to flourish across all levels.

Holistic and Systemic

Evidence-Based

Sustainable

Practical

Measurable



About this programme



Three routes to make wellbeing a sustainable capability — powering resilience, adaptability, and transformation.

Introductory Workshop
(Session 0)

Core Programme

90-Day Pilot
(Measurement Layer)

Introductory Workshop (Session 0)

Build a shared, holistic understanding of wellbeing and introduce the Lemniscate framework.

Best for: Teams, HR practitioners and leaders exploring systemic wellbeing

Format: 90–120 minutes, in-person or virtual, cohorts of 10–15.



The Evolution of Wellbeing

- Historical perspectives.
- Wellbeing as a shared societal responsibility and a core business imperative.

Holistic Dimensions

Economic • Social • Psychological • Environmental

Organisation as a living system:

- Present the metaphor of organisation as a living organism where wellbeing is the circulatory system.
- Introduce systemic coaching lenses: interdependence, feedback loops, social reproduction of wellbeing.

The Lemniscate Model

Wellbeing ↔ Development ↔ Change

Core Programme

Turn insight into a practical operating system for leadership, work design and change.

Best for: Independent Consultants, Leaders and managers who want to harness wellbeing as a system capability.

Format: Six modules over ~6 or 12 weeks (6 × 2-hour sessions), in-person or virtual; cohorts of 10–15.

Modules

Introductory Workshop
(Framing)

01

Organisational Wellbeing
Drivers (psychological &
sociological)

04

Individual Wellbeing — The
Psychological Core

02

Leadership, Inclusion &
Purpose (building social
capital)

05

Self in the System —
Mapping Roles &
Interdependencies

03

Integration — Embed
the continuous
Lemniscate loop

06



Add on

90-Day Pilot (Measurement Layer)

Add a focused outcomes phase to evidence impact and inform scale decisions.

- Best for: Stakeholders who need board-ready results.
- How it runs: Baseline → Execute → Endline → Review with clear metrics and insights.
- Use: After or alongside the Core Programme in a live setting.



Programme Outcomes

Elevate Wellbeing into Organisational Capability



- See wellbeing through a multi-level lens (personal, team, organisational) and use it as a strategic advantage.
- Position wellbeing as a core organisational capability, not an isolated initiative.
- Gain coaching tools to activate wellbeing across levels and enable cultural evolution.
- Influence HR, OD and leadership practices with confidence and measurable impact.
- Identify and mobilise your organisation's unique wellbeing drivers.
- Navigate key psychological, sociological and organisational frameworks with clarity.
- Build a sustainable Lemniscate loop for ongoing development and adaptive change.

Who Joins Our Programmes

A transformative programme for forward-looking organisations and HR practitioners committed to making wellbeing a sustainable organisational capability.



01 HR & People Leaders

02 Transformation, OD & Culture Leads

03 Senior Managers & Internal Coaches

04 ESG & Sustainability Stewards

Delivery & Format

Available worldwide • Virtual, hybrid or on-site

Delivered to intact teams, cross-functional groups, or leadership cohorts.

Customised to your organisation's rhythm and context.

Peer learning, reflection, and coaching embedded throughout.

Cohort-based

10–15 participants

Delivery modes:

Virtual
(Zoom/Teams),
Hybrid, or On-site

Toolkit:

Facilitation, practical diagnostics, tools & templates, cohort portal, and a co-created Leadership & Wellbeing Playbook



For Independent HR Practitioners & Coaches

Expand your professional toolkit and integrate systemic wellbeing into your client work.

01

Open professional cohorts (5–15 participants)

Virtual, hybrid or in-person

2 days workshop or bi-weekly sessions

02

Investment

Introductory Workshop (2h)
£80 pp (Launch stage)

Core Programme
£480 pp (Launch stage)

£400 pp (Launch stage) for participants who start with the Intro Workshop. Your introductory session fee is fully credited toward the Core Programme when you continue your journey within 30 days.

For Organisations & Leadership Teams

Transform wellbeing into a leadership capability

01

Cohort-based
10–15 participants
Virtual, hybrid or on-site
2 days workshop or bi-weekly sessions

02

Delivery Modalities
You can choose the delivery style that best fits your team:

03

Investment

Introductory Workshop (2h)
£400 (Launch stage)

Core Programme
£2200 (Launch stage)

£1800 (Launch stage) for companies who start with the Intro Workshop. Your introductory session fee is fully credited toward the Core Programme when you continue your journey within 30 days.



FAQ

How is this different from traditional wellbeing programmes?

We redesign work and culture using a systemic model (the Lemniscate), rather than focusing solely on individual resilience.

Can we tailor for our sector?

Yes. We support SME owner-managers, global teams and public-sector caseload realities.

What's included?

Expert facilitation, evidence-based diagnostics, tools/templates, cohort portal access and a co-created Leadership & Wellbeing Playbook.

Grounded in Leading Research

Our programmes are informed by contemporary wellbeing science, organisational psychology, sociology and systemic coaching. We integrate evidence from wellbeing economics, Job Demands–Resources (JD-R) theory and psychological capital, aligning diagnostics to support leadership decision-making and ESG reporting.



Ready to Rethink Wellbeing?

Let's design a Sustainable Lemniscate.



Evgeniya Eibl

Strategic Partner in HR,
Organisational Development &
Coaching



+44 0 7742 752198



info@yoursuccesstrail.com



www.yoursuccesstrail.com