



“Burn With a Bright Flame, Not Out”:

Juls' Psychology Global Campaign in support of Leaders

/ESG Protocol for ethical and responsible pre-screening scale administration/

Dear Colleagues,

At Juls' Psychology, we believe the well-being of your leadership is the foundation of your success. To better understand how your leaders currently experience their work life, we are providing this professional self-assessment tool for burnout prevention, free of charge.

Before you administer this self-assessment tool, please read our recommendations for its safe and empathetic administration.

It's important to know:

- This is a **pre-screening tool, NOT a diagnostic tool**. Its purpose is to give you a personal snapshot of the current state of your leadership system and to help you (as an organization) identify systemic trends.
- The individual answers **are anonymous 100% confidential**. No one but the respondent will see the specific answers or their result.
- The results **are feedback on the SYSTEM, not the people**. We recommend you *use only* anonymous, aggregated data (***the color of the flames***) to assess the effectiveness of your leadership practices, work processes, and culture.
- **The goal is to start a conversation and to take immediate actions to support your leaders**. The data will serve as a starting point for discussions and improvements, not for making final conclusions.








How to Collect the Data Anonymously

To comply with GDPR and ensure trust, do not collect individual scores.

 *Instead, use a two-step process:*

1. **Individual Self-Assessment:** Each employee completes the scale on their own and sees their personal result ( ,  , or ) on their screen/mobile devices.

Open the free test here: <https://julpspsy.com/free-online-test/>

2. **Anonymous Poll:** Immediately afterward, you can provide them with a link to **a second, completely anonymous poll** (e.g., in Google Forms, Microsoft Forms) that contains only one question:

"What is the color of your flame?"

→  *Green flame*

→  *Yellow flame*

→  *Red flame*

Why this approach is important:

This way, you only collect aggregated, anonymous data on the distribution of colors within your leadership system:

it helps you estimate the health of your leadership system as perceived by the individuals within this system:

- ✓ It helps your leaders have **some time and professional tool for self-reflection**.
- ✓ It supports your ESG Policy by **providing personal approach from an independent provider** for a more objective overview.
- ✓ It helps you **take immediate action to support the leaders** who need more personalized care and support

"Golden Rules" or How to Interpret the Results (for a group of 10)

IMPORTANT: With a small group of 10 people, *this data is indicative, not statistically significant*. It serves as a "pulse check" and as a signal for potential trends in the perception of the leadership system and work environment.

If 7 or more people (out of 10) are in the Green Flame:

- **Signal:** This is a very positive signal. It shows that, at the moment, the majority of the team feels well, energized, and supported. The leadership practices and work processes are likely perceived as healthy and sustainable.



- **Recommendation:** Celebrate this success! Use this moment to ask the team: "What is working well right now, and how can we preserve it?" Focus on optimization, not just maintenance.

If 4-5 or more people (out of 10) are in the Yellow Flame:

- **Signal:** This is the most important warning signal for prevention. It indicates that a significant portion of the team is under systemic stress and heading towards burnout. The issue is likely not individual but systemic — related to personal specifics, workload, unclear priorities, lack of recognition, or poor communication.
- **Recommendation:** Act proactively, but not in an alarming way. Organize a team meeting or anonymous focus groups to discuss the topics from the B2B questions in the scale (e.g., workload, recognition, role clarity). This is the golden moment to prevent more serious problems.

If 2-3 or more people (out of 10) are in the Red Flame:

- **Signal:** This is a critical signal that requires immediate but delicate attention. Even if 20-30% of the team is at high risk of burnout, it affects everyone and is a clear indicator of serious issues in leadership, culture, or work processes. The risk of turnover and serious health impacts is high.
- **Recommendation:** The focus must be on individual support. Encourage the use of mental health programs if you have them or to contact us to support you. A great practice is if managers conduct confidential, empathetic one-on-one conversations with their team members to understand the sources of stress. We recommend you analyze workloads and processes immediately.

4. GDPR and ESG Compliance

GDPR (Data Protection):

- **Anonymity:** The two-step data collection process described above ensures complete anonymity.
- **Aggregation:** Always present the data in an aggregated form (e.g., "40% of the team is in the yellow zone"), never commenting on individual cases. Golden rule: Do not report on data for groups smaller than 5 people to avoid the possibility of identification.
- **Purpose Limitation:** Use the data only for the stated purpose—improving the work environment and well-being.

ESG (Social Responsibility):

- Using this tool is a direct demonstration of commitment to **the "S" (Social) component of ESG.**



- It shows that the company invests in the mental health and well-being of its employees.
- Proactively addressing the issues identified by the scale contributes to building a sustainable and responsible work culture, which is a key ESG indicator.

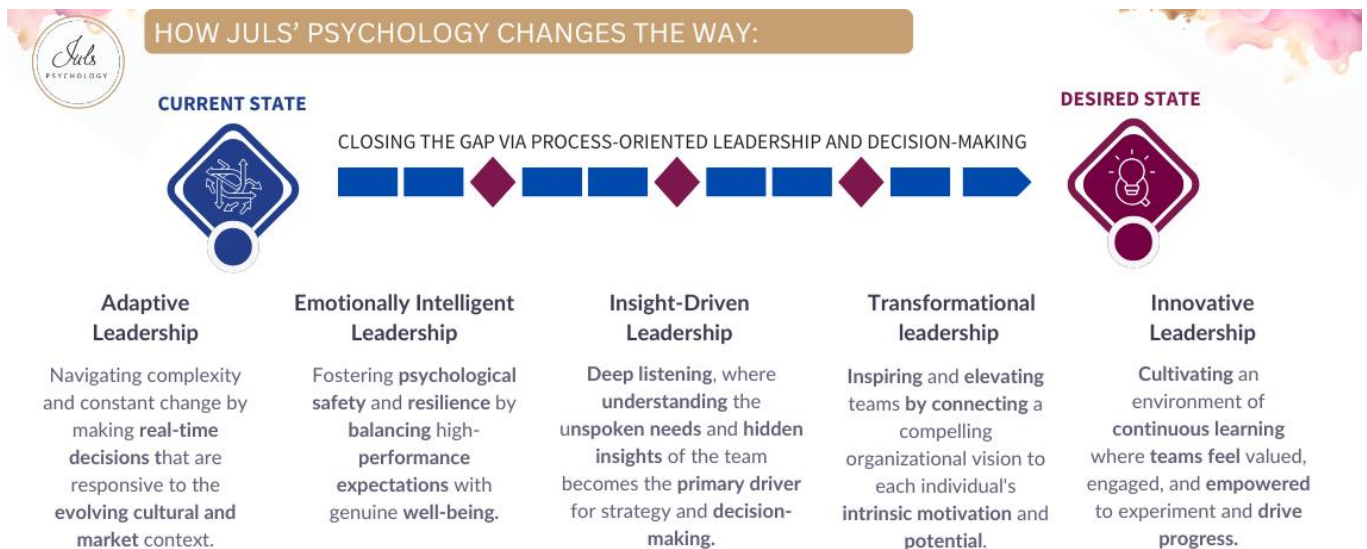
⚠ Why the general solutions are not the answer:

The data you've just collected is your signal to take immediate actions. We know that you care about your leaders and our efforts are focused on turning these signals into supportive, strategic action:

❌ What Leaders Usually Get	✅ What Leaders Actually Need
Leaders often receive inconsistent, fragmented training that doesn't translate into sustained peak performance, leading to gaps in their development.	Peak-performing leaders require an integrated, systematic approach rooted in business psychology, covering key areas from personal well-being to organizational dynamics, for comprehensive and lasting impact.

🌀 What's next?

Now, it's time for the solution. We replace fragmented training with an integrated system for peak performance. Here's the difference:



**We deliver insights, data, smart tools, strategies & implementation.
You grow with your pace, budget & fully customized strategy.**



Juls
PSYCHOLOGY

If you want to change your world, start by changing yourself:

Thought by thought
Habit by habit
Day by day

CEO of Juls' Psychology
Dr. Julika Novkova, Ph.D

The graphic features a circular portrait of Dr. Julika Novkova on the left. To the right, there is a quote in a large, bold, sans-serif font. Below the quote, the text "Thought by thought, Habit by habit, Day by day" is displayed in a smaller, bold, sans-serif font. The background of the graphic includes a watercolor-style splash of pink and orange colors at the top and bottom.

Dr. Julika Novkova, Ph.D., Business Psychologist, Certified Business Trainer, and Organizational Consultant

JulsPsy.com

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