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PARTNER POSTS

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Humanizing Business Goals: How The New Solutions Network Transforms Brands via Behavioral Science-Infused Strategies

Imagine a business world where the driving force isn't just about profit but also about enriching human lives. Picture a community where companies stand as pillars of well-being, influencing healthcare, education, and sustainable food systems. This isn't just a dream—it's a living reality, shaped in large part by [Dr. Natanya Wachtel](#), a trailblazing behavioral science-powered digital marketer turned entrepreneur.



During the COVID lockdown, outside of her standard customer marketing projects, she began to support and connect non-profit organizations with for-profit, successful companies whose aims appeared to be aligned. Because of her experience there, she began to see a new angle from which she could run her own organization as well.

Research from a recent Deloitte study echoes this sentiment: Companies anchored in a purpose beyond profit see increases in both revenue and employee satisfaction. [The New Solutions Network](#), spearheaded by Dr. Natanya, embodies this paradigm, serving as a lighthouse that illuminates individual and community well-being through diverse initiatives tied to traditional commercialization practices.

Think back to the transformative moments in your life—those pivotal instances that switched on the 'aha' light in your mind. Dr. Natanya, drawing from her vast experience in psychology and betterment, recalls feeling

exhilarated every time her clients touched upon such moments of realization and change. This rich tapestry of human experience led her to recognize a new, compelling angle to steer her business—she realized the real gold was in human capital.



Rather than fixating on mere financial metrics, the human-centric model centralizes its energies on elevating the quality of life for brand and customer alike. For New Solutions Network, this layer of focus serves as the compass point for their clients' outreach initiatives and marketing playbooks. By providing results focused on science-informed understanding of a brand's target population's needs the New Solutions Network has been able to give back to the community while also helping brands realize commercial success. It is a win-win, by all accounts.

But the impact doesn't stop there. New Solutions Network also collaborates with thought leaders and scientists to amplify the quality of life for our aging populace, and spearheads projects to leverage low-cost or no-cost treatments for things like chronic pain and diabetes. Furthermore, it stands as an advocate for gender equity within the STEM fields.

It's not just about doing business; it's about doing business that matters. It's about giving back to society and fostering transformations that echo across lifetimes. Dr. Natanya Wachtel and New Solutions Network aim to leave an indelible mark on the global canvas, and you're invited to be part of this transformative journey.

Ready to discover more? Dive deeper into how New Solutions Network is shaping the new normal for business goals, [here](#).