



The Health Project is a tax-exempt, not-for-profit corporation, formed to bring about critical attitudinal and behavioral changes in addressing the health and well-being of Americans.

Leading With Vision, Trust, and Heart

As Mary Elizabeth Beadle reflects on the legacy of her late husband, Carson Beadle, what stands out most are the deeply held values that shaped his life—and became the foundation for his extraordinary ability to lead with vision.

In 1992, Mr. Beadle, together with Daniel W. Wright, embarked on a mission to identify health-related programs that could scientifically demonstrate improved participant health and lower healthcare costs. From that vision, they established The Health Project and the C. Everett Koop National Health Awards.

The goal was groundbreaking: to bring awareness to the idea that healthcare costs could be reduced through programs and policies that support employee well-being—at a time when workplace health promotion was still an emerging concept. *“He was recognized as a visionary,”* Ms. Beadle explains, *“but he knew how to bring*

people together to lead and make a difference and to get the organization started.”

That gift for uniting people around a meaningful purpose became one of Carson Beadle’s most defining leadership traits. It was recently honored when Ms. Beadle accepted The Health Project’s Visionary Award on his behalf at the HERO Forum.

During her acceptance, she shared the eight guiding principles of trust her husband lived by—values she believes are essential to turning vision into reality.

“In order to take your vision to reality there must be trust present,” she said.

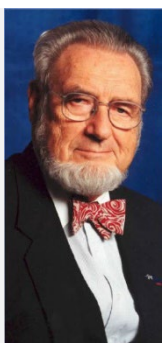
Using the acronym FARTHEST, she outlined the principles: Fairness, accountability, respect, truthfulness, honesty, ethics, safety and transparency.

“You can take your relationship the FARTHEST, you could take your company the FARTHEST, you can take your project—your vision—the FARTHEST.”

Reflecting on her husband’s life and message, she shares one final thought that may be resonating more than ever in today’s corporate world: *“What corporations are learning—that if we are trustworthy, we have better employees, we get better results. We get more productivity with kindness, with our soul.”*



Mary Elizabeth Beadle (left) with THP Past Chair, Rebecca Kelly (right) at the 2024 Koop Awards ceremony



Our mission is to define, promote, and increase the adoption of employer-based health and well-being programs that translate into measurable operational impact.



Updated May 2025