



Learn to Feel Your Best:
Performance Management from the Inside Out



WELCOME TO MINDWELL



WELCOME TO MINDWELL!


MindWell is a cohesive organizational learning experience that shifts leadership, culture and performance. Individuals, teams and organizations develop a common understanding and skill set of mindfulness-in-action that translates into less stress, greater focus and better relationships.

MindWell's return on investment is seen via reductions in absenteeism, presenteeism, physical & psychological health and safety incidents, as well as enhanced mental health & resilience of employees.


EVIDENCE: MindWell

Five scientific studies conducted by researchers at Business Schools from the University of British Columbia, Ryerson University, University of Saskatchewan and Memorial University, and by the Canadian Federation of Nurses Union (CFNU) show that MindWell training:

Significantly Increases:

- 
- Workplace Engagement**
 - Emotional Intelligence**
 - Psychological Capital
 - Optimism
 - Resilience**
 - Hope
 - Self-Efficacy
 - Well being**
 - Self-Compassion**
 - Collaboration**
 - Organizational Citizenship
 - Humility
 - Authenticity**

Significantly Decreases:

- 
- Stress**
 - Job Burnout**
 - Hurtfulness
 - Rudeness
 - Presenteeism**
 - Conflict
 - Turnover Intentions

Results from over 100,000 participants of MindWell's training:



92%

Engaging better
at work



96%

Stress
Reduction



96%

Improved
Mental Health



95%

Better
Focus



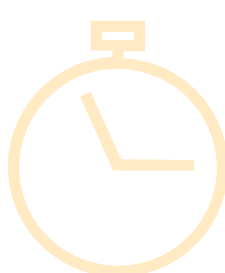
85%

Collaborating
better with others



89%

Improved
Communication



80%

Time
Management



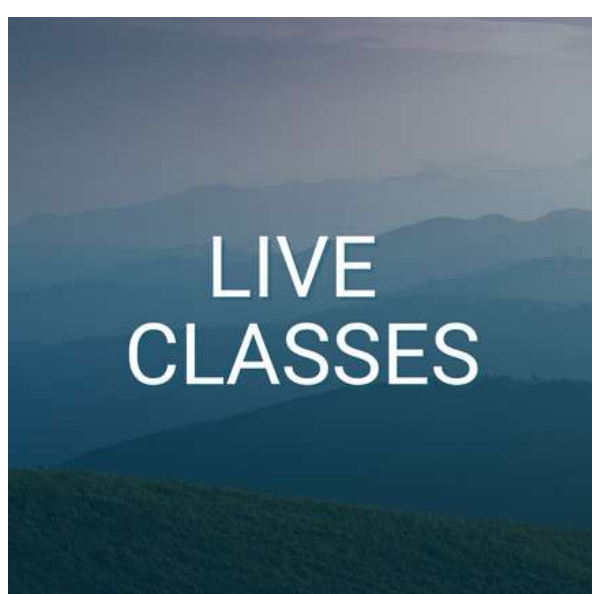
84%

Enhanced
Leadership

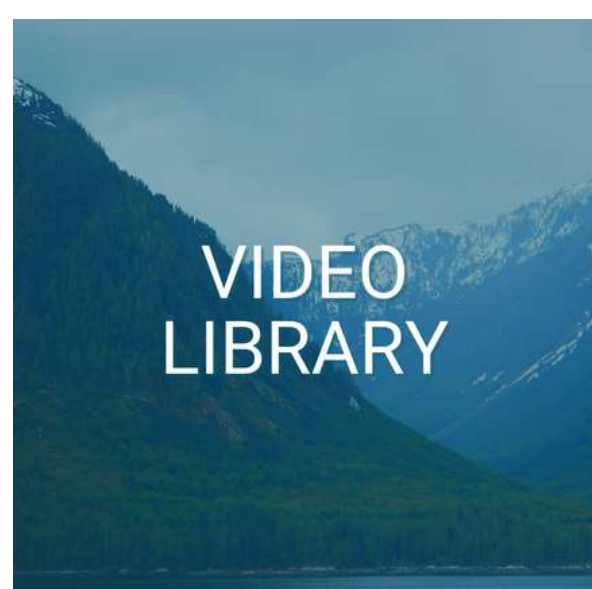
THE MINDWELL PLATFORM



Evidence-based training that enhances your daily life by reducing stress, improving resilience and much more. Earn a Certificate of Training you can add to your resume.



Join a live class or 4-week program with leading experts on a variety of topics from exercise to meditation and even cooking classes. New classes and themes every month!



Take a class on your own schedule or learn how to tackle almost any life situation in these clips from leading experts inside MindWell's on-demand library.





Learn to Feel Your Best:
Performance Management from the Inside Out



MARKETING MINDWELL



Marketing MindWell: Overview

MindWell has powerful learning opportunities that of course work best when your people engage with the platform. To help increase engagement and thus benefits of MindWell's programs, here are some ways you can promote MindWell to your organization:

1. Visit MindWell's Client Hub to familiarize yourself with promotional assets that can be used including videos, posters, emails etc.

<https://www.mindwellu.com/hr-clienthub>

2. Launch Take 5 Daily as an organizational learning initiative

- Invite widespread engagement across the organization.
- Engage leaders and managers to promote within their teams.
- Provide incentives & recognition for engagement and for participants who provide their certificate of completion.
- Create two main launches per year around key dates.

2. Promote live classes and programs

- Each month MindWell offers brand new live classes and programs to boost engagement.
- You will receive a monthly email from MindWell's client success team (clientsuccess@mindwellu.com) with promotional assets you can use to spread the word to your organization and encourage people to sign up and take part.
- Identify channels for communicating new offerings on a monthly basis. Engage departments across the organization including: Leadership, Learning, Health & Safety and Benefits.

Marketing MindWell: Overview

3. Identify and leverage MindWell ambassadors

- Encourage managers to seek out any employees who are actively engaged in MindWell and approach them to be ambassadors of the program - encouraging colleagues to sign up & participate.

4. Share resources from MindWell's video library

- MindWell has over 350 expert-led videos and recorded classes in our library.
- You can choose a video that pertains to a theme or situation you are working through with your team and encourage them to watch it on their own time. Or, better yet, watch it together during a meeting.
- For example, a great one to send to your leaders is "How to Get Your Team on Board with These Practices"
<http://app.mindwellu.com/video/580>

5. Engage your managers and leaders

- Empower leaders and champions in your organization with MindWell. Use communications that are provided by MindWell in your Client Hub specific to Leaders.
- Provide brief intro sessions to leaders about MindWell, and a demo of how to use the platform as a team-building experience.

Reaching Your People

Every organization is different - deciding what works best for reaching your employees will help you best promote MindWell and engage the widest audience. Consider:

Company Intranet - Set up a MindWell intranet page where you can house all MindWell assets and continually direct employees to this page

In Person - For example, posters in elevators, bathrooms, digital promotions on screens, desk drops to employees etc.

Email - Consider who email communications should come from for the most impact and engagement. For some, that may mean leadership/President/CEO. For others, the best approach may be from direct managers.

Blog/Newsletter/Social Media - Include an article on mindfulness and access to MindWell in your company blog or newsletter and/or social media (you can also cross-post MindWell's social media posts). If relevant, continue to use these outlets to share relevant resources and drive employees to your registration page over the duration of your license.

Wellness ambassadors - Do you have a group or individual who promotes wellness within your organization? You can even consider more informal wellness champions who may be good ambassadors for MindWell.



Learn to Feel Your Best:
Performance Management from the Inside Out



YOUR MINDWELL ACCOUNT



Your MindWell Custom Registration Page

Your custom registration link is key to promoting MindWell over the duration of your license.

app.mindwellu.com/YOURCOMPANY

- You can send your employees direct to your custom registration page, and you can also send them to a specific page on the MindWell platform, such as a video or upcoming program.

For example: app.mindwellu.com/yourcompany/dropin

- Your organization will have a page where you can create a custom message that will be visible for everyone on your site. You can use this page to communicate a specific message to your organization about the importance of these trainings, incentives and rewards for getting a certificate of completion or who to contact if they want to be a MindWell Ambassador.



 ENGLISH

Perform & Feel Your Best

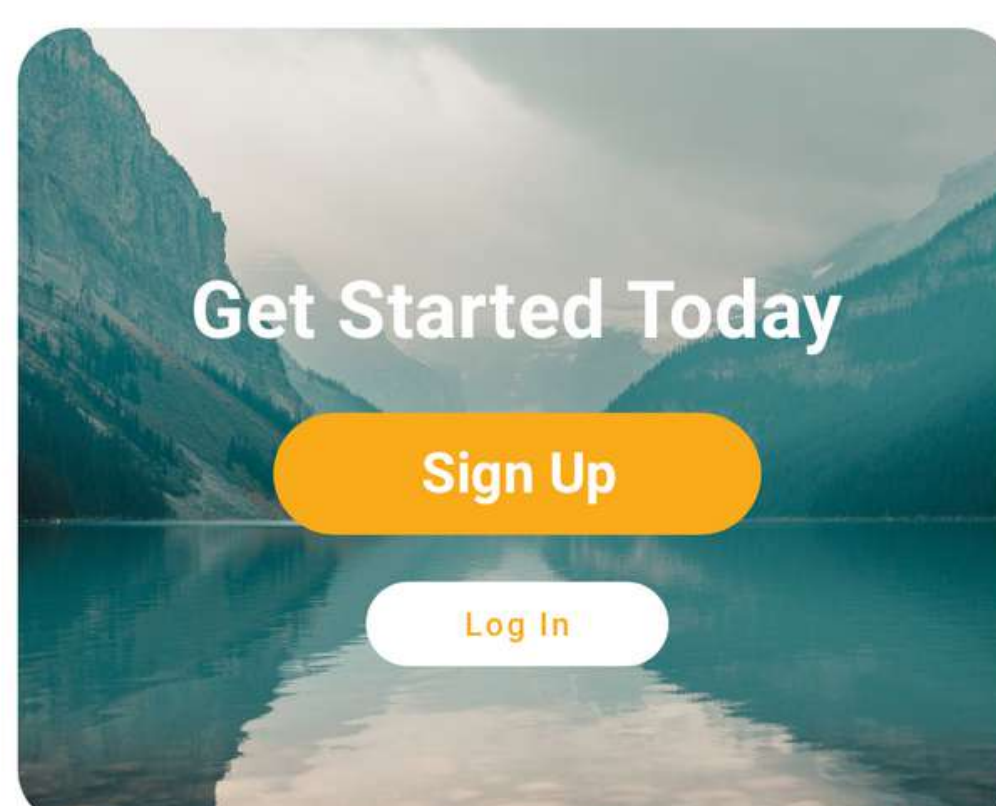
MindWell's platform offers simple and effective tools to:

- Decrease stress
- Minimize burnout
- Improve focus
- Perform and feel your best

No matter what is happening in the world around you.



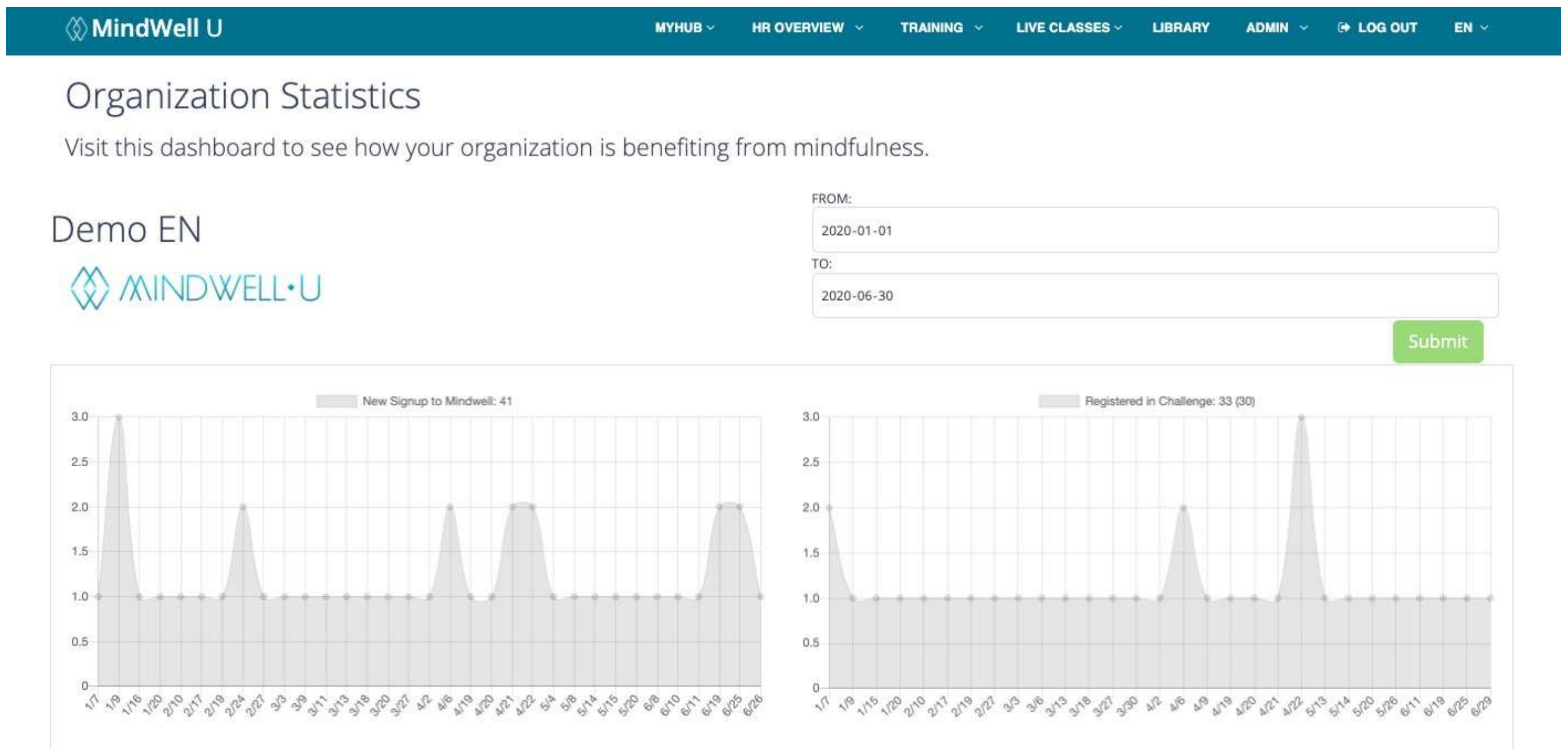
COMPANY
LOGO



YOUR HR DASHBOARD

MindWell will provide access to the HR Dashboard to you and your team once you've each created an account on the platform.

When you log into your account and view your HR Dashboard, you'll see live analytics on utilization and engagement across the MindWell platform.





Learn to Feel Your Best:
Performance Management from the Inside Out

QUESTIONS?

Email:
clientsuccess@mindwellu.com

