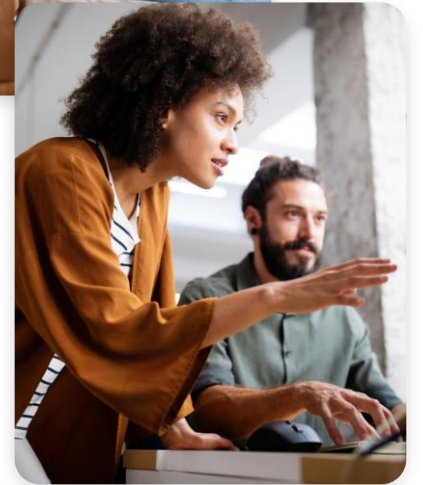


How Mindful Managers Can Drive Your Future of Work Strategy

HCI

October 19, 2022



Speakers

Yvonne Chen



Vice President, Marketing

Calm Business

Sarah Tobin



**Senior Manager of Talent
Development**

Calm

Agenda

01 Why the future of work starts with mindful managers

02 The connection between mindful managers and mental health

03 Strategies for creating mindful managers that support mental health

04 How Ogilvy implemented a mindful manager program



**Let's start with a moment of
mindfulness**



Be at the forefront of employee mental health with Calm Business

Calm opens mental health access to all with a preventive approach that is trusted and loved as the **#1 App for Sleep, Meditation, and Relaxation™**

Trusted, engaging, and approachable

80%

Engagement rate among sign-ups

Drives real results and outcomes

25%

Reduction in depressive symptoms

An enterprise-ready partner

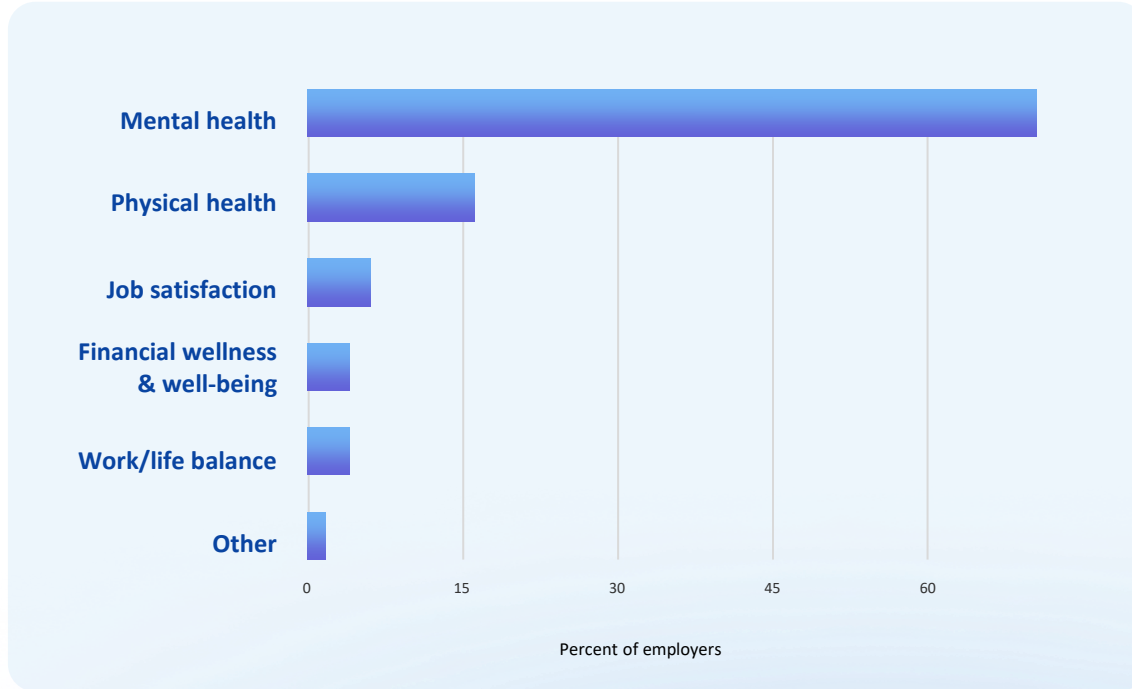
3,000+

Companies trust Calm Business



The future of work starts
with mindful managers

Organizations are shifting their future of work priorities to put employee mental health at the top of the list



73%
of employers say mental health
is their primary focus¹

84%
of employers plan to continue investing
in mental health support²

Not prioritizing mental health negatively affects business performance and culture



Mental health challenges are here to stay — 96% of top employers are increasing their investment in solutions⁴



Increased employee attrition

81% of Gen Z and 68% of millennials have left roles for mental health reasons¹



Increased costs due to frequent turnover

It costs \$4,000 on average to recruit and hire a new employee²



Negative cultural impact

8 in 10 employees cite stress and burnout as their biggest workplace challenges³

Why we need mindful managers

Retention

1 in 5

employees quit due to workplace stress¹

Burnout

58%

say their manager is the biggest contributor to their burnout¹

Engagement

70%

of employee engagement at work is driven by their manager²

The connection between mindful managers and mental health

Mindfulness & leadership

Research consistently shows that mindfulness interventions for leaders result in:

- Reduced stress
- Increase in leadership skills
- Improved self awareness
- Stronger communication & relationship-building skills
- Positive work environment for their team (reduced stress for their team)



What is a mindful manager?

What is Mindfulness?

Mindfulness is the awareness that comes from:



Paying attention



On purpose



In the present moment



Non-judgmentally

with an attitude of care and compassion

Mindful managers are self-aware and can regulate emotions

- Aware of how we and our team are, our habits, patterns and assumptions
- Able to choose a response rather than react in automatic ways or revert to habits that don't serve us





Mindful managers:

- Stay focused in a team meeting or 1:1 to respond with purpose
- Pause and respond thoughtfully in a difficult conversation
- Have greater awareness of stress triggers and responses
- Have greater awareness of when to take a break
- Role model the importance of wellbeing for their team
- Know when to reach out for additional support

Creating mindful managers that
support mental health

STEP 1

Be diligent around hiring the right managers

- Culture starts at the top
- Hire managers who reflect company values and have high EQ
- Train managers to hire the employees who reflect your company values



Interview questions to assess emotional intelligence of managers



How do you create an inclusive environment during team meetings?



Tell me about a time where you had to deescalate a stressful situation in the workplace.



Describe a time when you had to have a tough conversation with either a direct report or peer.



What steps do you take as a leader to learn your new team and work environment?



When you discover that you have made a mistake, how do you handle it?



STEP 2

Ensure managers keep a pulse on employee sentiments

- Track employee sentiment
 - Utilize company-wide surveys
 - Track new hires during first 6 months
- “How are you REALLY doing?”
 - Ensure managers have “mental health check-ins” in 1:1 meetings
 - Set up regular “people check ins” between managers and leadership
- Hold your managers accountable to doing this

Questions to ask during a well-being check-in

- How do you feel about your workload?
- Are there any competing priorities you'd like to discuss to know where to prioritize your time?
- What do you build into your week or your day that helps your mental health or wellbeing?
- If you were to need support for your mental health and wellbeing, what steps would you take?
- Do you know what internal and external resources we have available, and how to access them?
- When was your last PTO? When is your next PTO? Are there any barriers to you taking this time?

STEP 3

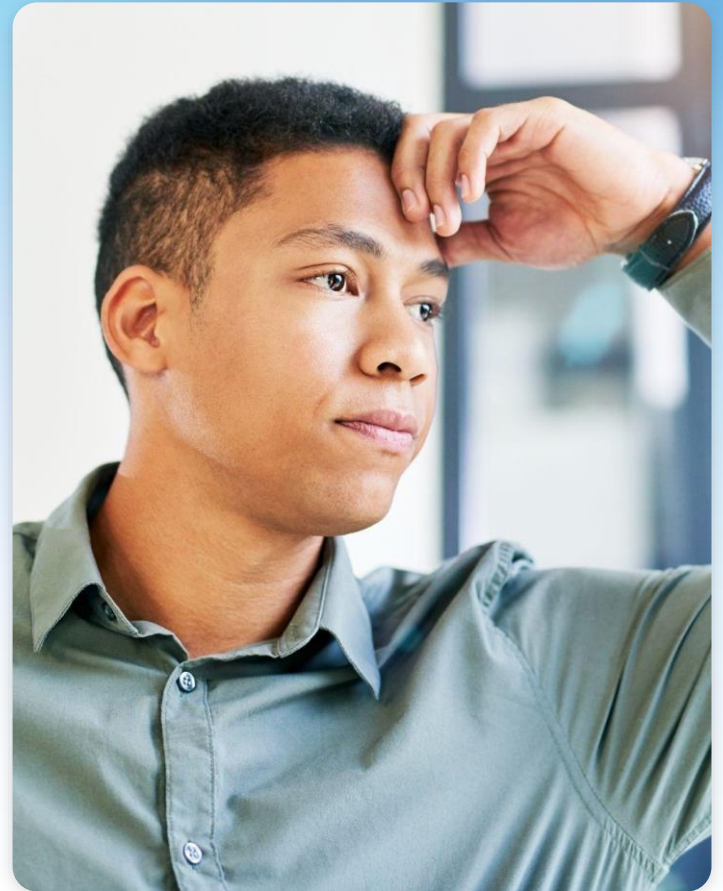
Train managers to have well-being conversations

- Encourage employees to talk openly about physical and mental wellbeing
- Spend time in meetings on mindfulness activities that influence wellbeing like walking, breathwork, meditation, and journaling
- Use a whole person approach beyond just performance
- Have managers act as mental health role models



Early warning signs for managers

- Camera always off
- Employees not visible online or in office
- Quiet in meetings
- Haven't volunteered for new projects
- Workload has dipped
- Quality of work has suffered
- Not meeting deadlines
- Absent at meetings





STEP 4

Establish manager support groups

- Create groups based on company size
- Meet weekly or monthly for discussion
- Encourage sharing of resources
- Set up a Slack channel for easy communication
- Offer support through office hours or 1:1 meetings



How Calm integrates mental wellness into daily life

- Remote-first work environment
- Unlimited PTO
- Company-wide morning daily live meditations
- Scheduled “mental health days”
- Zoom-free Fridays
- Monthly wellness reimbursement
- Biannual Culture Surveys
- Mindful Manager Training

Mindful Manager Program



Kickoff

A kickoff call to introduce the program



A Weekly Focus

Weekly emails outlining daily meditations and prompts for peer discussion



Daily Mindfulness

Short daily mindfulness practices either through live sessions with your team or Calm content on your own



Weekly Conversation

Self-organized peer groups to discuss and debrief your reflections each week

Mindful Manager Weekly Themes

WEEK 1

Understanding Power
and Purpose

WEEK 3

Developing
Resilience



WEEK 2

Helping Others
to Speak Up

WEEK 4

Leading Mindful
Teams

How Ogilvy implemented a mindful manager program



INDUSTRY: Marketing & Advertising SIZE: Enterprise

KEY CHALLENGE:

Implemented Calm Business Mindful Manager Program which drove real improvements in manager stress and workplace culture

Reduced Stress

60%

Better regulate emotions

54%



“We felt Calm Business and our collaboration on the Mindful Manager program was an incredible step toward a mental health intervention that helped our leaders reduce their own stress and create a more connected, supportive work environment for their teams.”



Erika Sheridan

Associate Director of People
Experience at Ogilvy



Calm Workshops are designed to help organizations transform how they talk about mental health

15-90 minute interactive sessions led by Calm's Health and Wellness Advisors on key topics including:

- How to Create Work-Life Balance
- Minimizing Stress and Burnout
- Sleep Is Your Superpower
- And more!

“

Fantastic introduction to the practice and great supporting materials to guide and encourage broader use within the organization.

BlackRock.



All workshops include:

Education aligned with
Calm in-app content

Resource guides and
workbooks

Audience participation
and interaction

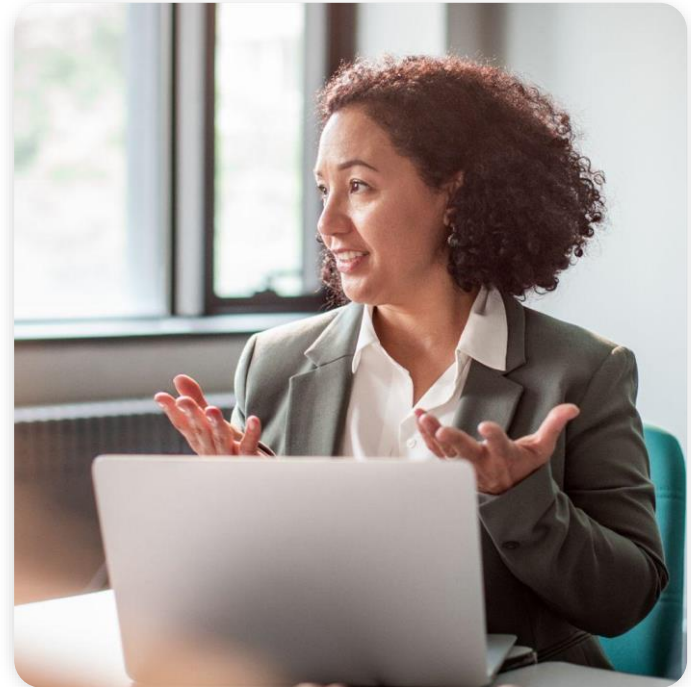
Applied learning and
reflection activities

Calm Workshops' mindful leadership sessions empower leaders with insights and tools to support employees mental health

- Building Mental Health Literacy in Your Organization
- Communicating Care Through a Mindful Employee Experience Strategy
- Building a Strengths-Based Culture
- Designing a Team Alliance
- Minimizing Stress and Burnout for Leaders
- Arriving into Your Meetings
- Bringing Well-Being to Life at Your Workplace through DEIB
(Available for scheduling October 2022)



Sessions range from 60 - 90 minutes with the exception of Arriving Into Your Meetings which is 15 - 60 minutes.





Next steps

Chat with a Calm Business Specialist:

sales@calm.com

Thank you!