



mindapples

**HEALTHY MINDS,
HEALTHY BUSINESS**

Creating the conditions for minds to thrive

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THE MINDAPPLES STORY

Mindapples helps people make the most of their minds

We do this by equipping people with the knowledge and awareness to take care of their own minds, and by helping organisations build systems and cultures to promote mental health and wellbeing.

Just like keeping fit, brushing our teeth or getting our five-a-day, we help people do the simple daily activities that help keep them healthy and productive.

A social mission

We began as a **grassroots campaign**, at music festivals and online, to promote good public mental health, and have grown into one of the leading organisations in public mental health and workplace wellbeing.

Since 2008, our non-profit organisation – now a charity – has worked with major partners in education, healthcare and community development to promote public mental health.

Commercial credibility

Our commercial work has grown at a surprising rate, as we found a market for our unique training and e-learning services amongst global employers in **investment banking, retail, media, law, construction, luxury brands and technology**. One third of all our commercial profits goes to fund our charitable work.

Read more about our clients and services at www.mindapples.org/business.



EXECUTIVE SUMMARY

Mindapples makes looking after our minds as natural as brushing our teeth

We do this by equipping people with the **knowledge, awareness and confidence** to take care of their minds, and by helping businesses build cultures that promote smart, healthy and sustainable ways of working.

Since 2008, we have worked with **major employers around the world** to promote good mental health and high performance. Our commercial clients include top firms in investment banking, retail, media and construction. Our non-profit organization – now a charity – also works with partners in education and healthcare to promote public mental health and widen access to our work.

Involving everyone

Health programmes often involve patients in designing and delivering positive outcomes, but it is much less common for public health programmes to **involve the public**.

Our approach starts by **asking everyone what works for them**, building a dynamic conversation in which individuals are empowered and professionals are informed, so that everyone can participate. This is a **non-prescriptive, learner-led** approach that allows programme leaders to tailor the content to their participants.

Programmes that work

Our training programmes have been independently tested and found to promote wellbeing and resilience and increase understanding of psychology. We can train your staff and managers to work more creatively and collaboratively, help them cope better with pressure and **give your business the competitive edge**.

Available as **e-learning, bitesize workshops, management training and team offsites**, this is professional training to give people the expertise, and the confidence, to manage their minds and talk about their needs.

What's coming up

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Read on to find out how we help people work smarter and more sustainably.

THE CASE FOR WELLBEING

Wellbeing drives performance

The performance of any business depends on the minds of its staff. If people are not in good mental shape, they lose productivity, make mistakes, and struggle to collaborate. It's bad for them, and bad for business.

The World Health Organisation defines wellbeing as a dynamic state in which individuals can realise their potential, cope with stress, work productively and innovatively, and contribute to their communities.

Staff are 12% more productive in a positive mental state,¹ improved health and engagement can boost sales by 20%,² and investments in staff engagement and wellness can show an ROI of 9:1 in year one alone.³

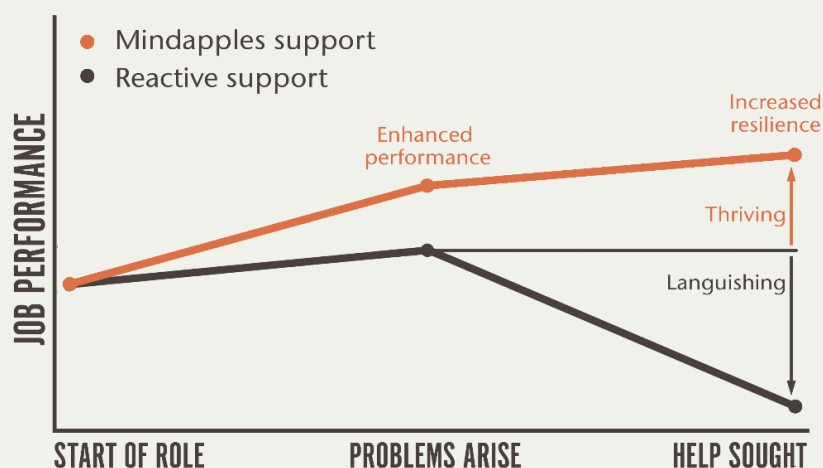
Promoting wellbeing at work isn't just an ethical imperative: it gives businesses the competitive edge.

A matter for everyone

Mental health is often seen as a matter for experts, something best left to occupational health or specialist care. Managers may feel uneasy talking about difficulties, and staff may be reluctant to come forward.

These reactive services are vital, but often come too late to help people stay well in the first place, leading to long periods of languishing and poor performance before they seek the help they need.

We urgently need to do more to encourage a culture of smart, sustainable working in our businesses. If we want people to talk about problems with their minds, first we need to get them talking about their minds.



Mindapples takes a proactive, inclusive approach, in which everyone can participate in a conversation about being at their best. By teaching people about their minds early, before problems arise, we promote a culture of personal responsibility and individual autonomy that builds healthy, high-performing teams.

¹ Oswald, Proto & Sgroi (2012)

² Barber, Hayday & Bevan (1999)

³ Mills et al (2007)

HOW IT WORKS

Mindapples uses psychological insights to encourage discussion and reflection

Mindapples unlocks the potential of people's minds by teaching them how to manage their minds effectively, and supporting leaders and managers to create the conditions for mentally healthy working.

We use peer-reviewed research from cognitive science and health psychology to prompt discussion of health and performance, and work with people to help them personalise these insights to their situations.

This non-prescriptive, person-centred approach means everyone can play a role in promoting good mental health. Our focus on scientific evidence and practical experience works across cultures and in a wide range of contexts, and our business experience means we can support both individual and organisational goals.

A bitesize approach

Our programmes can be delivered digitally via webinars, telepresence and e-learning, and face-to-face in bitesize workshops and half-day seminars. We also train people within the business to act as wellbeing champions, spreading the content further and helping the organisation capitalize on what it has learnt.

Employees learn in groups of up to 35, giving wide reach whilst maximising engagement and discussion.

Managers train in smaller groups of up to 15, fostering deeper conversation and confidential reflection.

This bitesize, group-based approach minimises productivity costs and creates space for reflection between learning points. Rather than trying to transform teams in just a few days, we can work with clients over months or even years to embed change, all within the normal cost profiles for traditional training.

Our model allows for more learning time with less contact time, meaning fewer lost hours and twice the ROI.

Product comparison	Costs	Return	ROI
Traditional resilience course: <ul style="list-style-type: none"> 50 staff & managers 2 x 2-day trainings Pre- & post- contact 	Trainer fees (2 courses) £6000 Additional expenses £200 2 days lost productivity ¹ £23,715 = £28,915	Period of support: 1 month Staff and managers get the same 5% uplift in productivity ² = £150,000	5.19
Mindapples programme: <ul style="list-style-type: none"> 50 staff and managers 60-min joint keynote 3 x 60-min for staff 2 x 90-min for managers 	Trainer fees £7170 Additional expenses £500 4 hrs lost productivity £6324 = £13,994	Period of support: 3 months Tailored for staff and managers 5% uplift in productivity = £150,000	10.7

¹ Example lost productivity calculated @ £60,000 annual earnings per participant; 253 work days/year; 7.5 hours/day.

² Example uplift in productivity calculated @ 5% of average annual earnings per participant.

Programme structure

Content is divided into bitesize slices covering key themes for modern business. Content can be delivered in any order, as **standalone sessions** or **in combinations** as half-day workshops. Clients are free to **tailor their programme** to suit their business goals, and we provide **strategic advice** to design programmes we know will work. New content is being developed all the time, but here is a selection of our most popular topics:

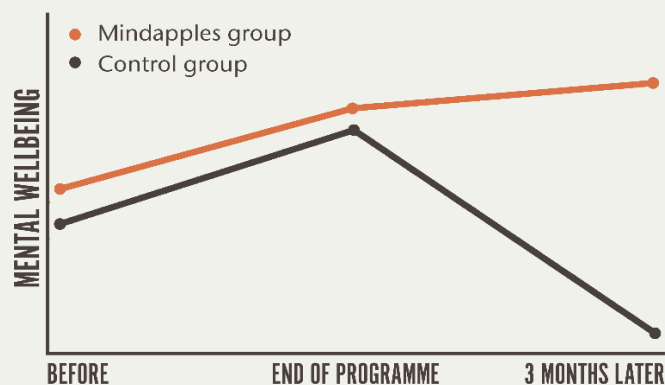
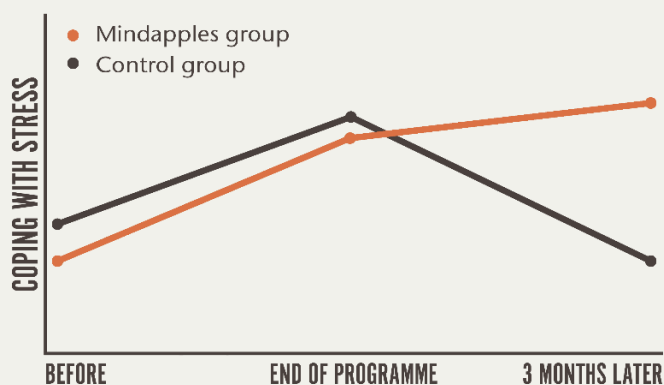
Wellbeing & resilience		Productivity & performance		Collaboration and support	
Feed your mind	Master your moods	Get motivated	Be productive	Know yourself	A mind for business
Handle pressure	Be resilient	Train your mind	Change your habits	Influence people	Understand mental health
Be happy	Keep calm	Make smarter decisions	Think creatively	Work collaboratively	Help people
Manage your mind	Manage pressure & stress	Motivate people	Lead creative teams	Work with personality	Manage mental health

E-learning modules are available for core health and wellness topics
Champions training is available for promoting wellbeing and resilience

Outcomes and impact

Our programmes deliver a wide range of outcomes, from **higher productivity** and greater staff engagement, to lower sickness absence, improved creativity and collaboration, and attracting and retaining talent.

We subjected our programmes to **rigorous independent scrutiny by the University of York**. In two separate studies, they found statistically significant increases in knowledge of the mind, ability to cope with stress, and mental wellbeing.¹ These effects continued after the programmes finished, indicating **sustained impact**.



¹ Webber, M., Murdock, A. & Scott, C. (2015). *Evaluation of Mental Effectiveness Training Pilot*. York, University of York.

CASE STUDY 1: INVESTMENT BANKING

Culture change to promote smart, sustainable working

During 2013-17, Mindapples worked with a **global technology division** in a major US investment bank to improve the wellbeing and performance of their staff.

Programme structure

We began with **exploratory workshops** with key teams to share basic concepts and gain understanding of their needs and issues, and then delivered larger **keynotes and webinars** to reach all staff with core messages.

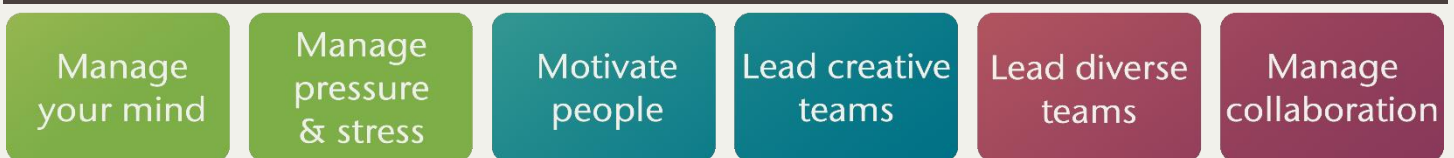
In parallel, we worked with the **senior leadership team**, and then with **line managers**, to help them take actions to **address staff needs** and build a culture of positive, productive working. We also delivered **regular insight reports** to senior leaders to help them implement changes to promote staff wellbeing.

We then **handed back control** to the division, providing **e-learning** to all staff to recap and refresh them on the concepts, and training **Mindapples Champions** in major centres to support their teams. We then continued to help these individuals support staff, train new starters and effect ongoing change in the division.

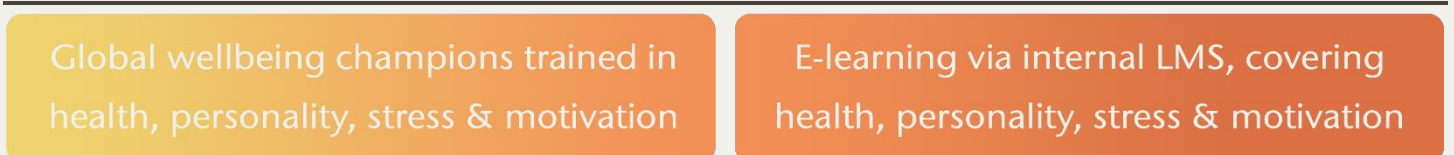
Phase 1: Staff workshops & keynotes



Phase 2: Leadership support & line manager training



Phase 3: E-learning & legacy



By working at all levels, we fostered a **personal commitment to wellbeing** from staff, effected **real changes in working practices**, and **equipped the division** with the knowledge it needed to continue to grow.

Impact

Impact was assessed through feedback from participants, discussion with line managers and division-wide surveys to measure wellbeing and team performance.

Internal evaluation

The division conducted post-programme internal evaluations of the impact on **knowledge, attitudes and behaviours** within the division. Questions focussed on gathering insights into practical application of training content, and perceived wellbeing, stress and motivation levels within the division.

Surveys of both staff and managers showed very positive assessments of the impact of the programme, particularly in the areas which had **previously been identified as problematic** in the division, as follows:

Statement	Level of agreement ¹
I know what to do when I feel stressed	72%
I understand what motivates me at work	80%
My manager supports me to balance work with my personal life	74%
I understand what motivates me at work	80%
My team can meet expectations in a healthy and sustainable way	72%
Work-life balance in my team is good	72%
My team works well together under pressure	86%

The programme also led to **multiple actions by management** to support the wellbeing of staff, including new processes for recognition and collaboration, increased focus on **proactive rather than reactive** working, and reductions in working hours combined with increased team productivity.

Participant feedback

Qualitative feedback from both staff and managers was also extremely positive. Here is a brief selection:

- *"It's been great, it's really helped me get clearer on how I'm approaching my work."*
- *"I've found the reflection sessions useful to actually think about what's happening."*
- *"I'm making more time one-to-one with people to talk through how they're feeling even people who are fine, just to make sure there aren't problems. I can see the value of that now. And I'm seeing a positive impact on my team as a result."*
- *"People are treating us differently... interacting differently with us because of the training"*
- *"I'm subconsciously doing more to manage myself, paying attention, being more aware of my state"*
- *"My motivation has definitely improved."*
- *"Mindapples has even sorted out my golf swing!"*

Feedback on the programme from senior leadership was that Mindapples had helped bring much-needed knowledge into the division to help them **support staff and promote collaboration**. Despite the challenges of applying new working practices in a high-pressure environment, the **bitesize nature and practical focus** of the programme enabled them to apply what they had learnt effectively to their working practices, and they went on to become one of the **top-performing divisions** of the business.

The programme was then rolled out to managers and teams in **other technology divisions globally**.

¹ Calculated as the average score out of 5 on a Likert scale of agreement between 0-5, expressed as a percentage.

CASE STUDY 2: HIGH STREET RETAIL

UK-wide e-learning to deliver wellbeing and resilience at scale

Since 2016, Mindapples has worked with a major UK supermarket chain to deliver e-learning programmes and wellness events to their **350,000 UK staff**.

Programme structure

Our initial engagements were for mental health awareness events and wellbeing days. We provided **keynote talks, workshops, installations and learning materials** for staff in their head office and selected locations around the UK. This generated interest in Mindapples and laid the groundwork for a **national intervention**.

Since scale was the main requirement for this client, our solution needed to be deliverable **across multiple sites**, including hundreds of retail stores without office facilities. We therefore selected a digital-first approach, installing e-learning across the business via their **existing e-learning and mobile technologies**. Modules were released at intervals, with accompanying internal communications campaigns, beginning with the introductory “Love your mind” module. Three modules were licenced initially, and two more (“Get motivated” and “Know yourself”) were then added in response to user demand.

Talks & events	E-learning				
Wellbeing workshops	Feed your mind	Master your moods	Get motivated	Handle pressure	Know yourself

All 350,000 staff now have ongoing access to Mindapples e-learning materials on wellbeing and resilience, all supported internally by the business as part of their digital offering to staff.

Impact

Uptake of the e-learning was assessed using internal tracking and a 5 star-rating system for all users. Feedback was exceptionally positive, with the Mindapples e-learning modules scoring **4.9 out of 5 stars**, with over **1000 ratings** from **16,000 users** - the highest rating for any of their e-learning programmes. Users tended to be particularly loyal, taking every module and often coming back to “top up” what they had learned.

The client who commissioned the programme said that they were “delighted” with the results, with consistently positive feedback and **no negative feedback on any of Mindapples’ activities** – which was unusual amongst their staff for topics as sensitive as mental health, happiness and resilience.

The programme continues to be offered as a **permanent core benefit** for all 350,000 UK staff, with three new modules launched every year.

CASE STUDY 3: LUXURY COSMETICS

Lunch and learns to get people talking about their minds

In 2012-15, Mindapples worked with a major global cosmetics firm to promote a **culture of wellbeing and collaboration** in their UK business. Their 2012 survey showed staff wanted training that was less vocational and **more person-centred**, particularly efficient working, collaboration, leadership skills and empowerment.

Programme structure

We delivered a rolling programme of “lunch and learns” to staff in their London office, covering all the core topics of the Mindapples programme. **Anyone could attend**, and participants were encouraged to bring lunch with them from the staff canteen. Some sessions were aimed at managers, most at general staff. Sessions ran 12:30-1:30 on the last Friday of each month, with some time afterwards for informal questions.

Mental health & resilience		High performance		Relationships & collaboration	
Love your mind	Master your moods	Get motivated	Train your mind	Know yourself	
Handle pressure	Good mood food	Make good decisions	Think creatively	Influence people	Work together

Impact

This was a **new approach** for the business, and sessions were **extremely well-attended**, with many as 60 participants in some classes and **waiting lists** for later sessions. Attendees ranged from senior executives to administrative staff, with **middle management** particularly well-represented. Here is a selection of feedback:

- "It doesn't feel like you're learning, it's more like you come away feeling lifted and inspired"
- "They have a quick pace so you really don't get distracted"
- "It felt like a breath of fresh air, not too conservative"
- "It gave us confidence to play to our strengths around the year-end review."
- "I come out of the sessions with a different impression and a different way of looking at things"
- "Useful not only for work but home life"

Quantitative findings were also excellent, with sessions scoring **higher than 95% approval** from participants, and over 85% saying they would **recommend them to colleagues**. Most encouragingly, 77% of participants said they would **definitely change their behaviour** as a result of the Mindapples sessions.

Staff even **made their own video** about what they had learned, to get colleagues talking about their minds.

CASE STUDY 4: COMMERCIAL LAW

Promoting a culture in which minds can thrive

In 2015, Mindapples was engaged by a major commercial law firm, to help them **promote mental health** in their firm, and send a clear signal to staff that the business cared about their health and wellbeing. Backed by the Chair and Managing Partner, the firm was drawn to Mindapples’ business focus and positive approach.

Programme structure

We provided a rolling programme of **monthly masterclasses** in their London and Birmingham offices, delivered over lunchtime and open to all to attend. Sessions were extremely well-attended by **all levels of the business**, and many staff came to all the sessions in the programme and encouraged colleagues to attend.

This was then supported by **e-learning**, deployed to the whole business via their Learning Management System, to allow those who had missed sessions to catch up on content, and provide support for new joiners.

Wellbeing at work		Professional skills		Team performance	
Love your mind	Master your moods	Get motivated	Train your mind	Know yourself	A mind for business
Handle pressure		Make good decisions	Think creatively	Influence people	Work together

E-learning delivered via internal LMS to support and embed key concepts:
Love your mind, master your moods, handle pressure, get motivated

Impact

Session feedback was extremely positive, with more than **95% of attendees** rating the sessions as “good” or “very good”. Attendance also increased as the programme progressed, due to positive word of mouth.

Perhaps the most valuable impact of the programme was that it served to **destigmatize discussion of stress and mental illness**, with occupational health staff reporting that numerous staff members had sought help earlier with problems of stress or anxiety, and specifically citing the Mindapples sessions as the reason why they **felt comfortable coming forward** to seek the help they needed.

We continue to provide ongoing workshops and **support for individual teams** as needs arise.

CASE STUDY 5: CONSTRUCTION

Building a culture of sustained excellence in health and safety

Since 2016, Mindapples has been working with this global construction and project management firm to support all their UK staff with their mental health. **A leader in the field of health and safety**, they had previously trained mental health first aiders throughout the business, and engaged Mindapples to provide the **proactive and performance-related** side of their mental health support programme.

Programme structure

Initial engagements focussed on the mental health first aiders and **staff health champions** across the firm. Mindapples trained them in our core approach and proactive wellbeing materials, so that they could use these principles in their work to support colleagues. This then laid the groundwork for a full programme.

Rather than announcing an organisation-wide programme, the firm took a **soft-launch approach**, seeking out individual managers with an interest in these topics and providing **tailored workshops for their teams**. Mindapples discussed each team's needs with the manager and provided workshops to suit the team's goals and challenges, all based on core Mindapples content. Some teams were **office-based**, such as IT and project management teams, and others were on-site, including **construction workers and site managers**.

Team development workshops				Wellbeing champions and first-aiders	
Love your mind	Master your moods	Get motivated	Work together	Love your mind	Handle pressure
Handle pressure	Influence people	Make good decisions	Think creatively	Help people	Motivate people

Impact

Feedback from teams was extremely positive, particularly on the **levels of interactivity** in the sessions and **practical application** of the content. Key benefits they identified were **flexibility and consistency**: flexibility because we could cover such a wide range of health and performance topics, and consistency because we could share the same content with every part of the business, creating a **common language** which everyone in the business could use to discuss issues together.

The programme commissioner also commented that Mindapples **complemented their existing activities** on mental health and addiction well, creating a **proactive, inclusive** way to talk about these important issues.

The programme continues to run in the UK, and discussions are in progress to expand it internationally.



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Want to know more?

We'd love to hear from you. Contact us now to discuss how we can work together.

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