



mindapples

MINDAPPLES BITESIZE

Fresh, engaging e-learning for
wellbeing, resilience & performance

Michele Worden, Head of Business Development
business@mindapples.org
+44 20 3774 3279

Andy Gibson, Director
andy@mindapples.org
+44 7980 550315

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.



BITESIZE E-LEARNING

Innovative e-learning programmes for wellness and performance

Mindapples has developed a suite of enterprise e-learning modules to allow corporate subscribers to distribute our training content internally to staff and managers. We want to support the learning needs of our customers better and widen access to our content for individuals and communities, in the UK and beyond.

Delivery is via clients' internal Learning Management Systems, hosted platform or subscription mobile app. All courses are SCORM-compliant, accessible and ready for instant use in most LMSs.

The content is based on our popular face-to-face training sessions, and our two books *A Mind for Business* (Pearson/FT, 2015) and *The Mind Manual* (Hamlyn, 2018). The courses use animated videos and bitesize audio content to share insights from cognitive science that can help people work smarter and feel better, accompanied by reflection questions to help them apply these theories to their life and work.

Practical, accessible support for healthy minds

The modules can be used as a standalone digital training intervention, or as added-value services alongside our face-to-face masterclasses, to give those unable to attend sessions the opportunity to access the programme in their own time and remind themselves of key concepts.

Content is divided into bitesize slices covering key themes for modern business. Modules can be accessed in any order, **as standalone modules or in combinations**. Six modules are now available in the Mindapples Bitesize e-learning programme, covering all the core concepts of wellbeing and performance.

- **Staff** receive safe, useful, accurate tips on wellbeing, stress, mental health and work performance.
- **Managers** gain insights into on how to apply these principles to create smart, sustainable teams.
- **All users** can reflect on how to manage their minds to improve their health, work and relationships.

Current content includes over 60 audio segments, 5 animations and reflection questions and supporting materials, and new content is being developed all the time.

Corporate licences

Licenses for this e-learning programme are available on a per-user basis, with block discounts and per-site licenses available for large user groups. Per-site licenses are priced according to number of territories, users and modules to be included. External use and reselling are not permitted.

Enterprise subscribers can gain the following benefits:

- An unrestricted license for all staff to access the programme.
- Discounts on license renewals and other Mindapples services.
- Input into the future roadmap for content development.

A FRESH APPROACH TO WELLBEING

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.

Proactive, not reactive

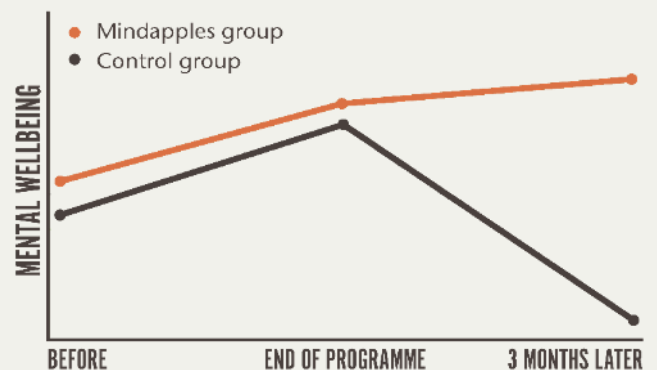
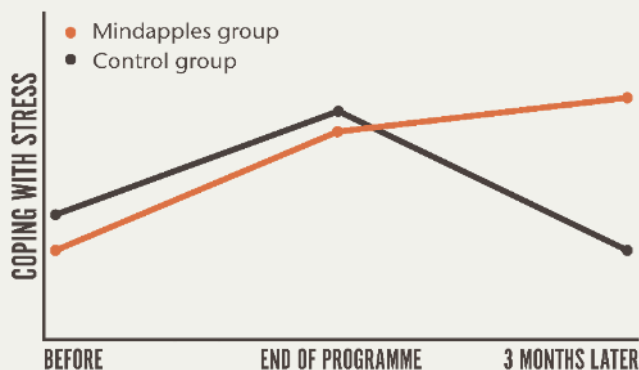
Reactive services are vital, but often come too late to help people stay well in the first place, leading to long periods of languishing and poor performance before they seek the help they need.

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.

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.

WHAT WE COVER

FEED YOUR MIND

Learn what affects your mind and build your resilience to stay sharp, calm and capable in life and work.



Looking after your mind: what do you do to maintain your mental health?
What affects your mind? How do events and environment affect your mental state?
Mindfulness, resilience and the benefits of managing your mental energy.
5-a-day for your mind and using your routine to maintain your mind.

MASTER YOUR MOODS

How your emotions affect your decisions, and how to manage your moods for health and performance.



Talking about our feelings: why mood and emotions matter.
Measuring moods: tracking tension and energy to monitor your mind.
Emotional self-regulation: how to manage your moods proactively.
Emotional intelligence and being a positive influence on people's moods.

HANDLE PRESSURE

How pressure affects our minds, ways to reduce stress, and tools to stay calm and effective under pressure.



Pressure and performance: finding the right level of challenge for you.
What is stress? The effects of stress on mind and body.
Identifying the sources of stress, and spotting signs and symptoms.
Managing stress: use your skills to reduce stress and handle pressure.

GET MOTIVATED

Find out why some tasks feel easier than others and discover the three ingredients that inspire us to succeed.



The limits of willpower: why motivation is the key to success.
Three ingredients of motivation: incentives, drive and ability.
Boosting motivation by identifying the missing ingredients.
Internalising goals and getting motivated in life and work.

KNOW YOURSELF

Explore your personality and find out how to play to your strengths and manage your weaknesses.



Understanding personality traits and the science of identity.
The Big Five traits: five dimensions that describe who you are.
Changing your mind, developing strengths & managing flaws.
Working with your personality to be healthy and successful.

BE PRODUCTIVE

Make work count by managing your mind and applying it more effectively to your chosen goals.



How we process information, and what productivity means for the mind.
Five tips for sustained productivity, from organisation to concentration.
Prioritising tasks and managing your attention to achieve more with less effort.
Focussing on what matters, including resting your mind and enjoying your success.

A RANGE OF OPTIONS

We work with **large and small businesses** to support all their staff, and our services reflect that diversity.

Your employees can access Mindapples Bitesize in **three easy ways**, depending on your preference:

1. Hosted on your organisation's network

We can supply SCORM-compliant, accessible e-learning files for **installation on your LMS**, behind your firewall. The firm can deploy, support and monitor the programmes without needing to work via Mindapples, giving you full control of their e-learning experience. E-learning licences renew annually and vary in price according to the number of staff, territories and modules you want to cover. We can support you to install and test the modules, and all we will need from you is a licence agreement.



2. Hosted externally by us

If you don't have your own LMS, you can use ours. We host our e-learning programmes on [our own public e-learning platform](#). We can provide you with discount codes or free access tokens to share with your staff, so they can sign up for Mindapples Bitesize personally. We can also set up a group for your organisation, so you can invite your employees via email to sign up to the service and access the modules that you choose to purchase. Licencing and hosting are all handled by us, for your convenience.



3. The Mindapples smartphone app

We are also developing a **smartphone app for iPhone and Android**, which shares the same audio and video content as our e-learning, and includes a chance to browse what other users have said in response to the reflection questions. This social platform helps people get inspiration from others and brings peer learning into your organisation. We can supply vouchers or discount codes to you to share with your staff, so you can include Mindapples in your employee benefits package, just like a gym membership.



Contact us to discuss which option suits your organisation best – or even try a combination of options.

CASE STUDY: RETAIL

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

Since 2016, Mindapples has worked with a major UK retailer 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.

TERMS & CONDITIONS

Tailored packages for large and small businesses

Content packages, pricing and licensing terms can be agreed at contracting stage. General terms are included here for illustrative purposes and are subject to contract, and do not represent a binding agreement at this stage. Sample licences can be provided upon request.

Pricing is calculated on either a per-user or a per-territory basis, depending on installation size, delivery method and support requirements. There is an initial set-up fee for new clients and installations, after which subscriptions run for 1, 2 or 3-year periods.

All fees are exclusive of VAT except where otherwise indicated. There may be additional charges if the client requires work to be carried out through an intermediary supplier or via proprietary or firewalled technology systems. Unless otherwise agreed, full licence payment is due prior to receipt of the content and is non-refundable from that point.

Licence terms

All training materials in this programme are confidential to licensed subscribers and must not be shared with third parties, including subsidiaries, except for the specific purposes of creating or distributing content under the terms of the license.

All e-learning materials produced as part of any license or co-production agreement will remain the property of Mindapples and Mindapples Trading Ltd, including any SCORM or other e-learning files produced in collaboration with the client or their suppliers. By acceptance of this proposal the client agrees that all original concepts and content used and created in the provision of these services constitute 'Outside Materials' and remain the property of Mindapples and Mindapples Trading Ltd.

In this document, 'Mindapples' refers to Mindapples Trading Ltd and its charity partner, Mindapples. All services outlined above will be supplied by Mindapples Trading Ltd.

Interested?

To become a licensee, please contact us now on business@mindapples.org, or call +44 20 3774 3279.



The logo for Mindapples, featuring the word "mindapples" in a bold, lowercase, sans-serif font. The letter "o" is replaced by a solid black apple silhouette. The background is a light cream color with a large, abstract orange shape in the upper right corner.

mindapples

Love your mind

Want to know more?

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

Michele Worden, Head of Business Development

business@mindapples.org

+44 20 3774 3279

Andy Gibson, Head Gardener

andy@mindapples.org

+44 7980 550315

www.mindapples.org/business