



2021 Wellbeing content and comms calendar

Headspace for Work



2021 Quarterly Well-being themes



JANUARY, FEBRUARY, MARCH

Personal Growth:

Crisis creates runway for personal and professional growth.

APRIL, MAY, JUNE

Mental Health Awareness:

the science behind mindfulness as a tool for mental well-being.

JULY, AUGUST, SEPTEMBER

Mindful Performance:

Training your mind as you would train your body.

OCTOBER, NOVEMBER, DECEMBER

Gratitude and Kindness:

How mindful leadership and gratitude can inspire teams.

JANUARY, FEBRUARY, MARCH

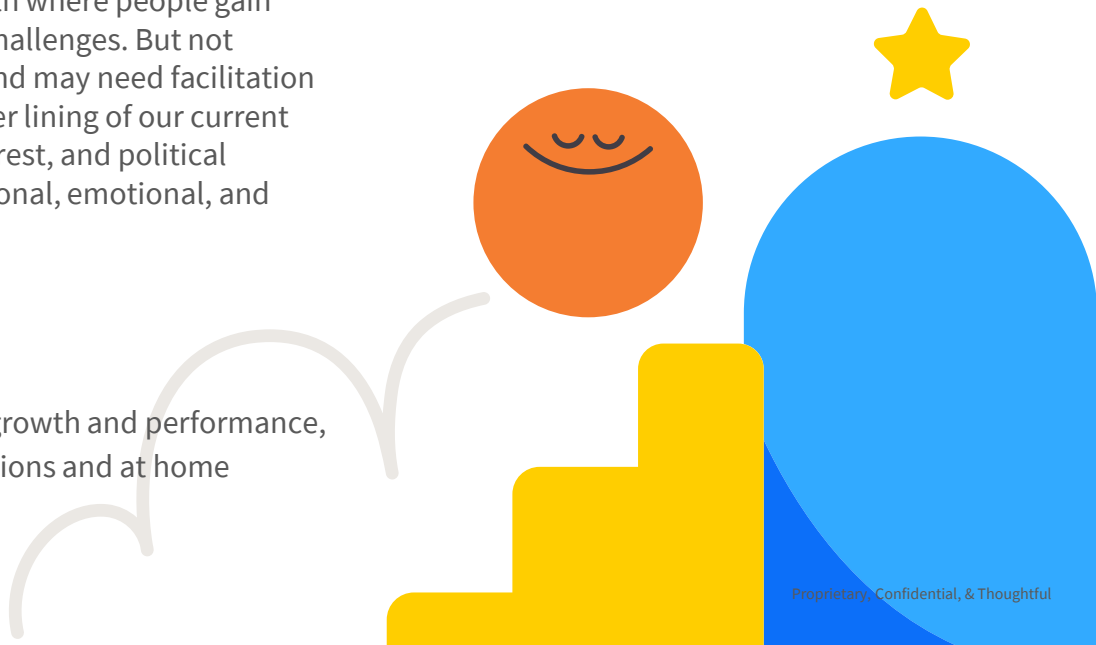
Personal Growth

Crisis creates runway for growth.

In the face of crisis, people either buckle or step into it and become resilient. Regardless of how people react in the moment, psychologists describe a process of building resiliency as post-traumatic growth where people gain wisdom about the world around them in the face of challenges. But not everyone is equipped to overcome sustained stress and may need facilitation in the form of emotional or stress regulation. The silver lining of our current crises — the pandemic, a strained economy, racial unrest, and political change — is that people are poised for growth — personal, emotional, and professional. Opportunity abounds.

What you can expect to read about...

Mindful habit creation, using mindfulness to power growth and performance, the power of collective mindfulness across organizations and at home



APRIL, MAY, JUNE

Mental Health Awareness

As we prepare for Mental Health Awareness Month (May) let's explore key trends impacting mental health in the workplace and what organizations and business leaders are doing to address these trends.

From sleep to physical health to stress management, employees need the tools and support to improve their overall health, remove anxieties, and clear their minds to focus. If 2020 has taught us anything, it is that our work selves are not our best when our whole selves are deficient. Mental health support is no longer a nice to have, it is immutable.

What you can expect to read about...

- 2021 Employee Mental Health Global Trends Report
- Virtual events bringing leaders and behavioral scientist together to discuss these trends and best practices to move forward
- Educational resources for HR leaders and employees



JULY, AUGUST, SEPTEMBER

Mindful Performance

Training your mind as you would train your body, to build resilience, reduce stress, and increase focus.

A lack of focus hinders productivity. A mindful, mentally healthy individual arrives unencumbered by stress, distractions, and possesses the required focus to be productive. Mindfulness is the foundation that leaders start with to achieve goals and is central to the habits they use as they inspire teams to be successful and productive. Productivity is unreachable or mediocre, at best, without mindfulness. End the productivity struggle, find your focus.

What you can expect to read about...

- Lessons from professional athletes who train their bodies and mind and leverage mindfulness to face every competitive challenge
- Educational resources for business leaders and HR teams on how to leverage mindfulness to fuel your team's performance



OCTOBER, NOVEMBER, DECEMBER

Gratitude & Mindful Leadership

Gratitude can inspire teams and organizations at scale.

Negativity can be death by one or a thousand cuts. But gratitude helps us set aside life's burdens, small or cumulative. Gratitude allows us to focus on what compels us to persevere and triumph. It is personally inspiring and motivating in the face of challenges. And it is infectious, spreading positivity that brings us closer together around a common goal or cause. The art of gratitude is cathartic, creating resilient tissue that is stronger than the bruises and scars caused by life's hardships. Vanquish stress, anxiety, and challenges with a healthy dose of gratitude.

What you can expect to read about...

- Mindful leadership principles for business and people leaders
- How to bring gratitude journaling and intention setting to your organization



Wellbeing communications for admins

Quarterly Product Updates Article

Learn about what new features and content are available on our app! From new meditations, to courses, podcasts, features, and more. You won't miss a beat!

Audience: Registered Admins and decision-makers

Languages: English, French, German

Monthly wellbeing newsletter

Monthly emails delivered to admins' inbox the first week of every calendar month, with tips, resources and best practices on how to support employee mental health and drive engagement.

Audience: Registered Admins

Languages: English (other languages coming soon!)

Special announcements

Special announcements and resources for seasonal campaigns. These announcements are not programmatic and can occur at different times of the year.

Audience: Registered Admins and decision-makers

Languages: TBD based on markets impacted by the announcements

Virtual Events

Virtual Events with expert panels and influencers, to explore trends impacting employee mental health, along with best practices to better support your team's wellbeing.

Audience: HR teams, Leadership teams

Languages: TBD based on markets impacted by the announcements

Wellbeing communications for members

Monthly wellbeing newsletter

Monthly emails delivered to members' inbox the first week of every calendar month, with tips, resources and best practices on how to support employee mental health.

Audience: Enrolled members

Languages: Member preferred language on the app

In-app engagement

Special push notification and modals, based on seasonal campaigns and user behavior, promoting mindful healthy habits and activities.

Audience: Members

Languages: TBD based on markets impacted by the announcements

Special announcements

Special announcements and resources for seasonal campaigns. These announcements are not programmatic and can occur at different times of the year.

Audience: Members

Languages: TBD based on markets impacted by the announcements

Member engagement resources & events

Mindfulness education guides & videos



Examples

Quarterly strategic themes posters



Examples

Monthly live meditation experiences



Off-platform resources for members



Podcasts



Want to partner with us
on strategic themes and
thought leadership
activities?

Reach out to your
Partner Success
Manager

