

Headspace for Work

# Your toolkit for building a team of mental health champions

A guide to identifying, preparing, and mobilizing key employees to create a more mindful workplace culture.



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# A more mindful culture brings rewards

Congratulations on helping your organization take another step toward greater wellbeing at the workplace. Supporting mental health helps employees feel healthier and happier at work and at home.

This guide provides tips and advice for building a team of employees to serve as advocates for mental health and mindfulness. From identifying individuals who would be a good fit for the role to how you can serve as a champion yourself, integrating these practices can cultivate greater awareness of the importance of mental health, encourage employees to use Headspace for Work, and transform your culture.

For more tips on getting employees engaged in Headspace for Work and to kick-start your workplace wellbeing campaign, check out our themed Headspace Engagement Kits and Distribution Guide!



# What is a Headspace champion?

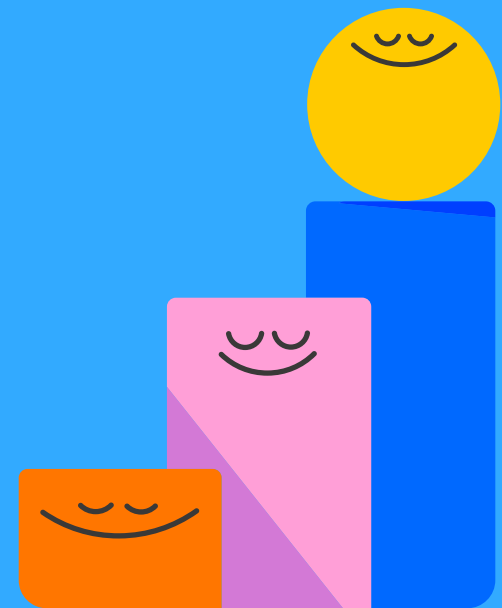
Headspace champions inspire others to care for their mental wellbeing. Using their networks in the workplace, they get the word out about the importance of mental health and how Headspace for Work can help.

By serving as an approachable resource for coworkers to learn about mindfulness and meditation, champions help normalize discussions of mental health topics and encourage employees to use Headspace for Work as a way to cultivate greater health and happiness.



## Headspace champions engage coworkers with both formal activities and informal interaction. These can include:

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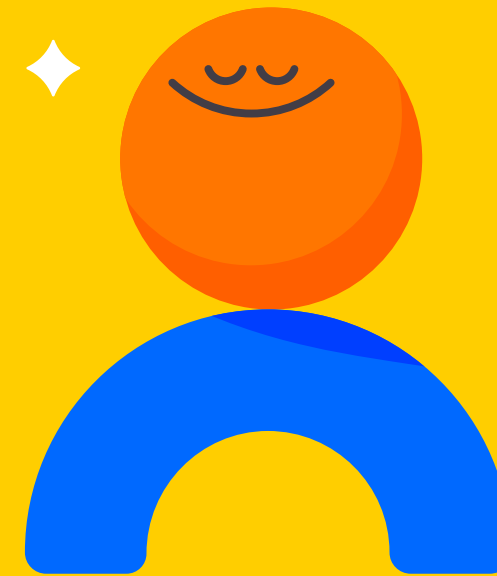
Leading informational sessions

2



Planning lunchtime meditations or mindfulness workshops

3



Sharing ideas and strategies over email to reduce stress

4



Helping coworkers identify the best exercises and resources for their needs

5



Answering questions one-on-one over coffee or IM

# Why are champions important?

Champions perform important functions that encourage employees across the organization to adopt Headspace for Work to address stress, anxiety, and depression.

## ○ Role modeling

Champions demonstrate the value and benefits of Headspace for Work and other healthy routines and habits.

## ○ Excitement

Champions generate buzz by conveying a sense of enthusiasm and exploration around Headspace for Work and highlighting its benefits and features.

## ○ Connection

Champions bring together people from across the organization with a shared interest in mental health. This can be especially valuable at large organizations, those with multiple locations, or for a remote workforce. They also demonstrate that employers value their employees' wellbeing and mental health.



**Champions help employees feel that their health and wellbeing are valued at work.**

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## Communication

Information can go both ways. Champions pass feedback back up the chain – the successes and concerns or barriers. This can help administrators adapt to the unique needs of the workforce—and even potentially improve Headspace for Work itself.

## Trust

Perhaps most importantly, champions are peers with whom employees feel safe sharing their experiences and feelings. Many people fear being stigmatized for experiencing mental health challenges. By fostering a sense of security, champions create an environment of acceptance.



# How to identify potential champions

Certain behaviors and characteristics can help you find individuals who will excel at being a Headspace champion.

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## Personal qualities

- Interested in mental health and wellbeing
- Enthusiastic about trying new things
- Approachable, well-liked, and respected at work
- A Headspace member or curious about the app

## Professional skills

- Good organization and communication abilities
- Team player
- Highly engaged in workplace social activities and networks
- Committed to improving organizational culture

**Note:** Champions should be a mix of employees at every level to reach a variety of social and professional networks.



# Prepare employees to be Headspace champions

Champions perform important functions that encourage employees across the organization to adopt Headspace for Work to address stress, anxiety, and depression.

- **Outline goals.**  
Explain why the organization wants to support meditation and mindfulness.
- **Create a detailed description of the role.**  
Document the responsibilities and expectations of champions as well as the skills and time commitment it requires.
- **Provide access to Headspace for Work or a demo.**  
Champions should be familiar with the app's features and resources, as well as how to navigate the sign-up process.



## Supply training and related materials.

Training sessions and documentation (such as our Admin Distribution Guide or various Member Engagement Kits) that outline talking points and possible scenarios provide a helpful framework.

## Be clear about what the role requires—and what it doesn't.

It's important that champions understand the limits of their responsibilities and know how and when to ask for assistance.

# Activating your champions

Empowering your champions to actively embrace their role helps keep them motivated as they educate coworkers about the benefits of meditation and mindfulness with Headspace for Work.

## ○ Include them in the process.

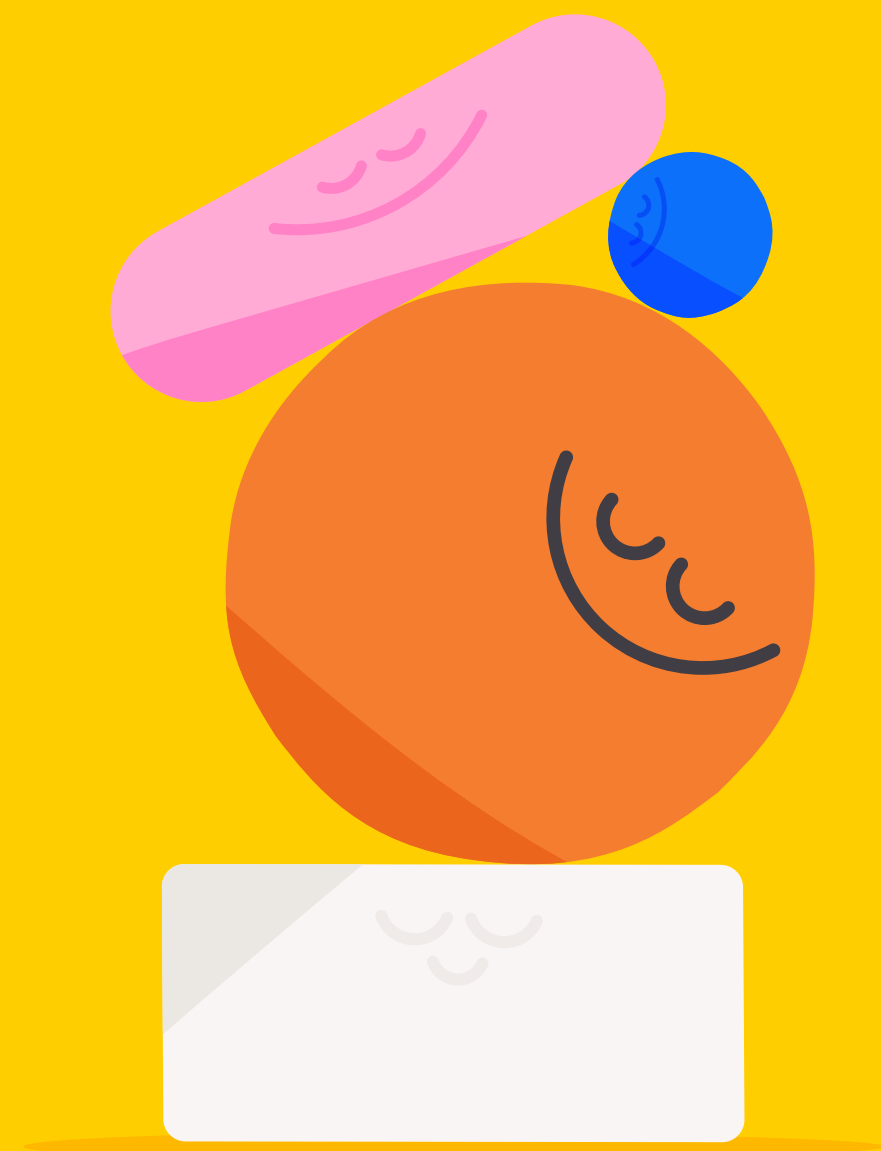
Ask them for tactics to get employees involved, and creative suggestions for events.

## ○ Share updates.

Let champions know about new Headspace for Work content and exercises as well as updated statistics, findings, and research.

## ○ Create a calendar of events.

Planning for fun things like contests, pizza parties, or quiz games helps maintain excitement.



**Champions who are actively engaged are most effective at inspiring others.**

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## **Establish online spaces for communication.**

A LinkedIn group or Slack channel can reinforce a sense of purpose and connection.

## **Help them identify themselves as a champion.**





Champions can add their role to their internal email signature or their profile on professional platforms, post a sign in their workspace, or wear a button.

## **Hold regular get-togethers.**

Champions can support each other, provide valuable feedback, and share experiences, impressions, and success stories.

# Supporting your champions

Champions need support too, and you can serve as a mental health champion to them.

-  **Provide ongoing assistance.**  
Set up regular one-on-one meetings with champions for feedback and encouragement.
-  **Review progress.**  
Listen to champions about what's working and what's not, and make a good faith effort to address the feedback.
-  **Recognize their efforts.**  
Take time to celebrate wins and reward champions for their work.
-  **Share results and stories in the workplace.**  
Communicating the benefits of mindfulness in your workplace can lead more employees to seek out champions.

# Start building your team of champions

A successful mental health champion program begins with an understanding of best practices.

- Understand the role of champions and what they do.
- Recognize the behaviors and qualities of employees who would make effective champions.
- Develop the tools and resources to train champions.
- Motivate champions by asking for their input, creating spaces for community building, and providing ideas for highlighting their role in the workplace.
- Support your champions with one-on-one meetings, rewards for their efforts, and sharing their successes with the entire organization.

Following these guidelines can set up your champions to inspire other employees to care for their mental health so they can be their best selves at work—and beyond.

**Reach out to Headspace for Work for more ideas on creating a team of mental health champions.**

