

# Product Impact Award

## Winner Unmind

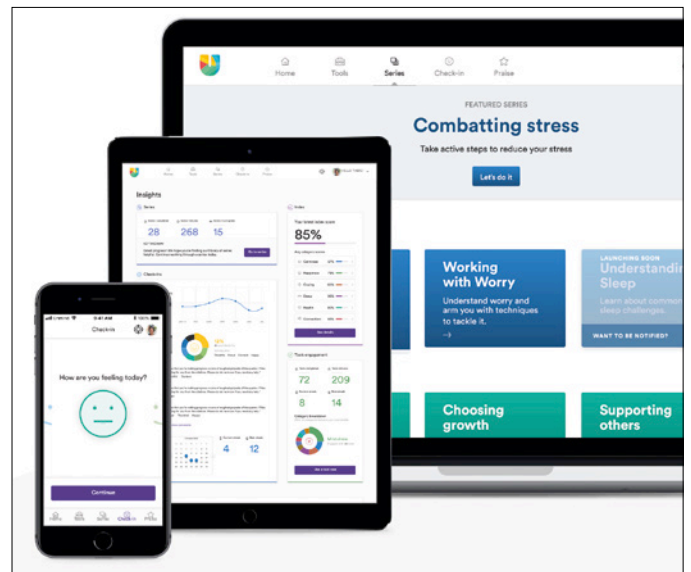
This category recognises a product that allows businesses to facilitate better mental health in the workplace, by introducing a system of tools and skills that enable staff to measure mental wellbeing

Unmind is a workplace mental health platform that empowers employees to measure and manage their mental wellbeing through scientifically backed tools and training. The digital platform offers aggregated, anonymous data, enabling organisations to make informed decisions on their mental health strategies.

Interactive courses tackle such issues as improving sleep, nurturing relationships, reducing stress and managing anxiety. Clinically backed in-the-moment exercises help boost everyday wellbeing, from mindfulness meditations to cognitive behavioural therapy metaphors, and from sleep melodies to storytelling. There are also yoga sessions, healthy recipes and tools to help users live more mindfully.

It was important to create an accessible tool that could be used in the office, on-site or at home, from any device. Feedback indicates 76% of employees who use it feel in a better position to support the mental health and wellbeing of those around them. The platform allows users to assess their mental wellbeing via a variety of methods, from standardised questionnaires to everyday mood diaries. This helps reduce stigma and ambiguity, while also providing actionable insights and personalised tips.

The platform works with top clinicians,



Unmind's mental health platform

academics and authors, combining the latest research from positive psychology, cognitive behavioural therapy, neuroscience and mindfulness. Iconic brands aligned with the scheme include ASOS, Centrica, British Airways, Gymshark, JustEat, Landsec, the John Lewis Partnership and William Hill.

## Achievements

Employees who use Unmind report being empowered to track, assess and understand their wellbeing and how it changes over time. Leaders are able to

# Highly Commended

- StayingSafe.net  
**4 Mental Health**
- Mixed Mental Arts  
**Tough Cookie**

## Shortlisted

- i-act for positive mental health and wellbeing  
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- Intelligent Mental Wellbeing  
**People Matter**
- Mental Health First Aid England  
**Mental Health First Aid (MHFA) England**

## Judges' comments

make more informed decisions, with 88% experiencing an improvement in mental wellbeing, work or relationships, and 92% reporting higher confidence, awareness and understanding of mental health.

One case study cites Gymshark, a fitness apparel company that began working with Unmind to proactively improve employees' mental wellbeing. Workloads fluctuate in the fashion industry, and Gymshark wanted to build resilience around managing changeable schedules, teaching employees how to effectively manage stress.

Unmind's flexible platform perfectly suited this requirement. Gymshark needed to find a credible way of measuring stress and Unmind fitted the profile, being scientifically backed with evidence-based content from the latest research in cognitive behavioural therapy, positive psychology, neuroscience, mindfulness and more. In the first nine months, Unmind saw a 60% sign-up rate, with 87% of users rating the series as 'good' or 'excellent'.

Another company, real estate organisation Landsec, began working with Unmind in 2018, looking for a proactive approach to mental health to complement its existing wellbeing programme. Unmind's flexible app and online formats were the perfect solution, making wellness tracking available across the country at any time. The platform provided Landsec with the data needed to identify focus areas across three aspects of wellness – financial, physical and emotional – as well as being a catalyst for open talks about the topic. ■

● The Gymshark case study is really impressive – a simple model, well resourced with leading experts, impressive take-up rates and feedback. Very comprehensive overall. The Landsec case study is a tricky sector; great process was shown here, clearly needed. The impact you have had is impressive, hitting the spot with a catalyst for openly talking.

● Really good evidence of another impactful excursion for Unmind. It obviously had an impact on complementing the existing process at Landsec. There is a great video blog on Gymshark and the success of Unmind in this business: a 60% take-up is good.