




California State University,  
Northridge

Getting Started with *Calm*

# Welcome.

Your session will begin momentarily.

## Sign up for Calm while we wait:

1. Redeem via mobile app:
  - Download and open the Calm app.
  - Create an account with a personal email address and go to **Profile > Settings**  **> Link Organization Subscription > Enter: CSUN**
  - Click on *Redeem via SSO*.
  - When asked to enter your organization name, please enter **CSUN**
2. Redeem via [web browser](#) or by scanning the QR code to the right.



# Introduction

Zach Alpert

*Customer Success Manager*



Located in Evanston, IL



Favorite part of the Calm App is the Music



My Calm Story:  
Practices Mindful Breathing every night with my kids for the past two years. Calm has provided consistent relief for their Generalized Anxiety.



# Agenda

01 Building a mindfulness habit

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02 Calm Content

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03 Calm for Leaders

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04 Mental Well-Being in the Workplace

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05 Q&A





# Mental Health Impacts Us All

Anxiety & Depression

78%

report mental health has been impacted by the pandemic<sup>1</sup>

Stress

83%

of workers suffer from work-related stress<sup>2</sup>

Sleep

43%

of workers are sleep deprived<sup>3</sup>

# Calm users experienced improvements across key mental health symptoms

“

*Having Calm as a benefit means my employer cares about my mental health. It also means I have a special tool to use when managing my stress. Having Calm has been such a wonderful gift from CSUN. It especially helped during the busiest and most stressful times this past year. It truly is a mental wellness game changer!*

EMPLOYEE TESTIMONIAL

In a cross-sectional survey of 12,000  
Calm subscribers:

84% reported improvements in  
overall mental health

80% reported improvements in  
depressive symptoms

90% reported improvements in  
anxiety symptoms

# Calm users observed decreased stress levels with increased app usage

“

*It means I can sleep and perform better at work. Those of us who suffer with insomnia are loving all of the sleep stories and music. Love the middle of the day check in too! And love the variety of a quick meditation in the afternoon . Thank you!*

**EMPLOYEE TESTIMONIAL**

In a cross-sectional survey of 12,000  
Calm subscribers:

68%

reported improvements in  
stress levels using Calm  
1-2x a week<sup>1</sup>

81%

reported improvements in  
stress levels using Calm 5+  
times a week<sup>1</sup>

# Employees who use Calm may experience higher levels of psychological safety in the workplace

“

*Having the Calm app has made a positive difference in my stress level and my ability to sleep. I use it every day. The mood and gratitude check-ins are especially helpful to put things in perspective, and this practice has positively affected my mental health.*

**EMPLOYEE TESTIMONIAL**

Employees self-reported:

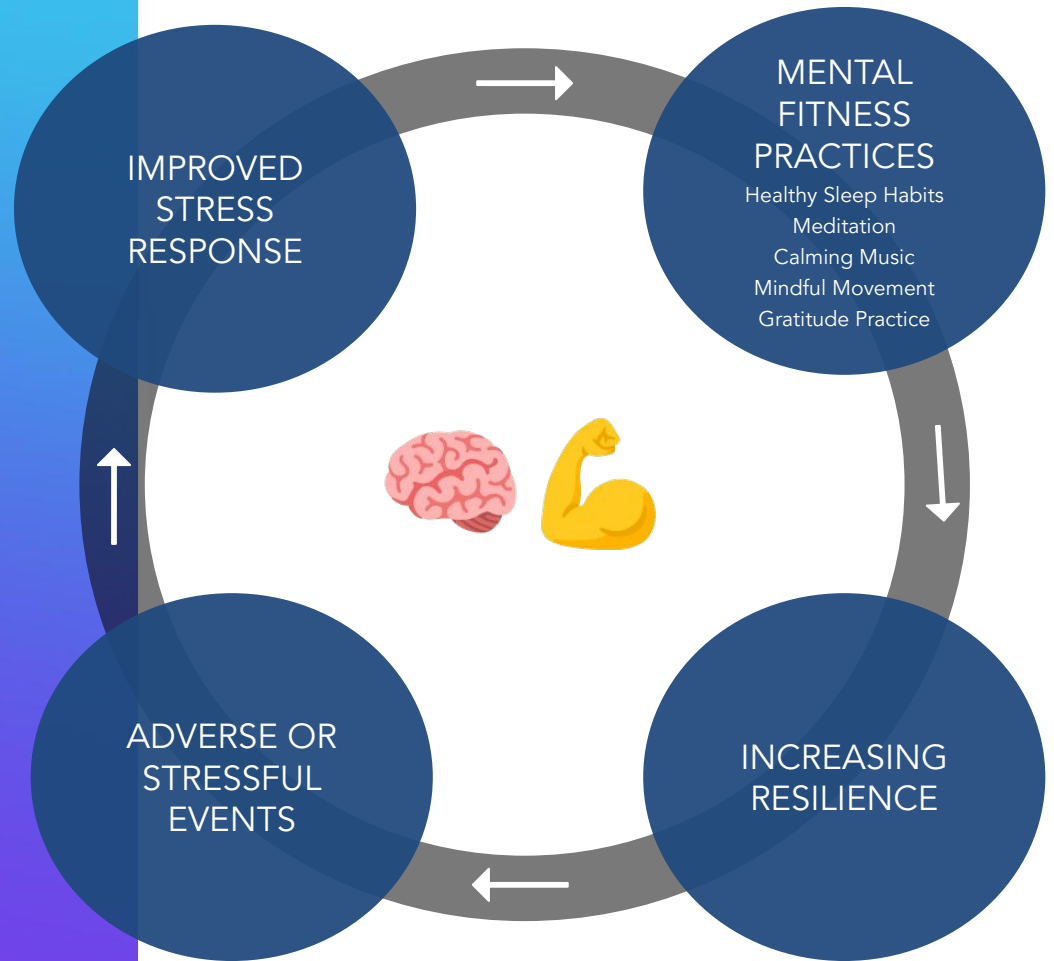
- 56% increase in **psychological safety measures** like asking coworkers for help<sup>1</sup>
  - 30% less likely to feel isolated at work<sup>1</sup>
- 
- 88% of employees who used Calm with members of their team stated **felt more valued by others for their unique skills and talents**<sup>1</sup>

1. Puzia et al. Using Calm in the workplace: How remote employees engage with Calm and the effects of using Calm on mindfulness and psychological safety. In progress.

2. [Mind Share Partners, Qualtrics, & ServiceNow](#). (2021). 2021 Mental Health at Work Report. Mind Share Partners.



Thinking of our  
minds  
like a muscle



# A variety of tools and formats – available anytime, anywhere

Available in 190+ countries • 7 languages • New content daily



Breathe • Meditations • Sleep Stories • Music • Work Life • Wisdom • Movement • Dailies

# Diverse mental health content at your fingertips

- 350+ diverse narrators of different ethnicities, genders, religion, sexual orientation,
- 7 native languages across 190+ countries
- Localized content to specific regions and cultures

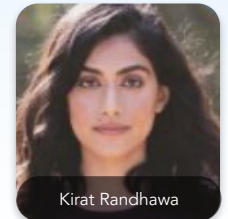
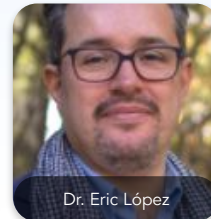
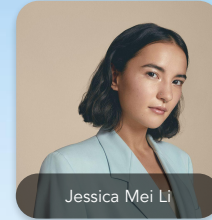
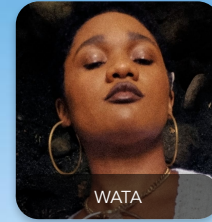
45%

BIPOC narrators on Calm

“We like [Calm’s focus on cultural relevance](#) when it comes to mental health. It’s platform [taps into instructors from local regions and ethnicities](#) to develop culturally relevant mental health resources. It’s not just a bot translation.”



*Global Benefits & Well-Being Program  
Manager*



# Professional Well-being Series

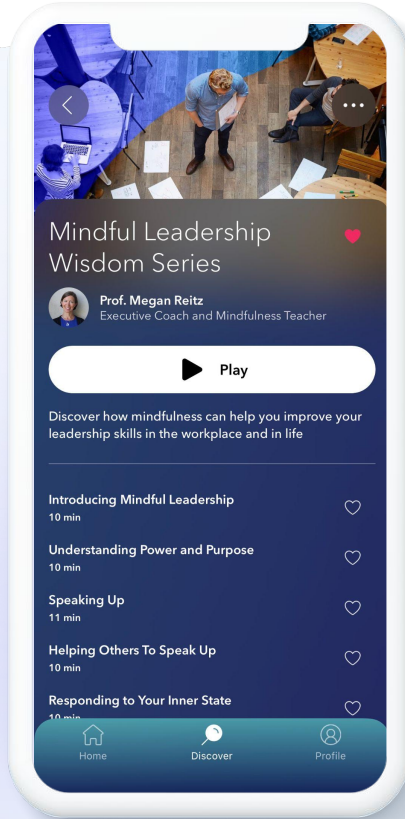
## Moments that Matter

- [Engagement Strategy Template](#)
- 5/15 Content Release:
  - Starting Something New
  - Building Rapport as a First-Time Manager
  - Delivering Difficult Feedback
  - Tapping Into Deeper Motivation
  - Harnessing your Productivity
  - Moving Through Team Changes
  - Working with Difficult Stakeholders
  - Recognizing and Addressing Stress in Others

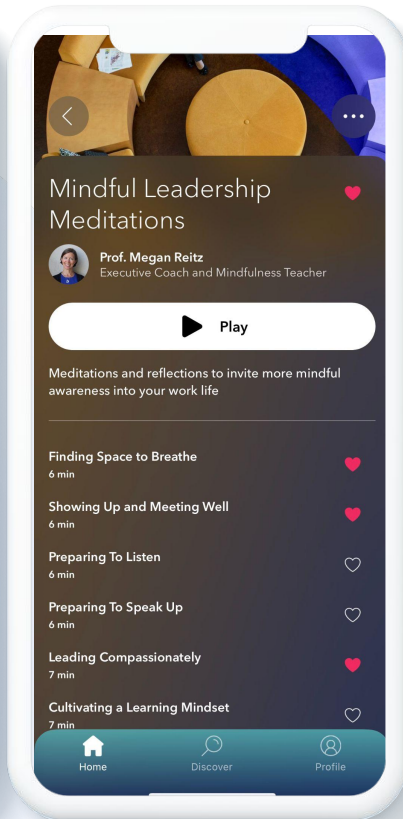


*Developed in consultation with Calm's  
Chief People Officer Scott Domann*





[Link to Series](#)



[Link to Series](#)



Calm for Leadership

## Mindful Leadership

Calm can be used to support your leadership practices throughout your day. Sessions included ways that you can show up for yourself, and for your team, with a greater sense of mindfulness.

Let's Think About:

How do you prepare for your day?

How do you feel before difficult conversations?

Do you cultivate a learning mindset?

Do you feel that you hold space to listen to your teams mental wellbeing needs?



Thought Leaders

## Including Calm at Work

Incorporate Calm into your at-work routines!

Virtually, or in-person, taking time to utilize Calm as a team bolsters culture and morale surrounding well-being.

Let's get started! Prioritize Calm with your teams.

- Schedule a meeting to discuss the new benefit and encourage sign ups
- Encourage placeholders for Calm time
- Create a Daily Calm invite session
- Open a meeting with a Calm session
- Use a session as a movement break during a meeting
- Talk about how associates can use Calm to prepare your team for a big day
- Recommend the use to employees going through a difficult time
- Create a Calm committee to host group discussions



For Individuals

## Work Life Content Library

Calm has curated a suite of content to help you bring your best self to the workday. From wisdom-filled masterclasses and focus-inducing music playlists, to soothing nature soundscapes and guided meditation sessions, build your mental fitness and resilience to meet workplace challenges.

For Work Content and formats include:

- Meditation: Reducing Work Anxiety with Chibs Okereke
- Music: All Day Workflow
- Meditation: Mindfulness at Work Series with John Armstrong
- Movement: Sessions with Mel Mah to energize your day
- Professional Growth: Train Your Mind with LeBron James

# Mental Well-Being in the Workplace

## Build the Container

- Reflect on the relationship you have with your team
- Consider the outcomes and set up conversation in a way that you'll feel comfortable
- Focus on what would help your employees feel supported and understood at work

## Know your Resources

- Understand your company's commitment to employee mental well-being, and what resources are available
- Get confident with the ins and outs of your benefits to suggest their usage ([Calm Resources](#))
- Align with your HR team about if/when they should be looped into a conversation about an employee's mental health for optimal support

## Get Curious

- Actively listen
- Ask Questions - the goal is to understand what your employees need to be their happiest, healthiest selves at work (and at home!)
  - *"What practices do you have in place to prioritize your well-being?"*
  - *"What more could we do as a team to prioritize your well-being?"*
  - *"How can I help?"*
- Check in with employees



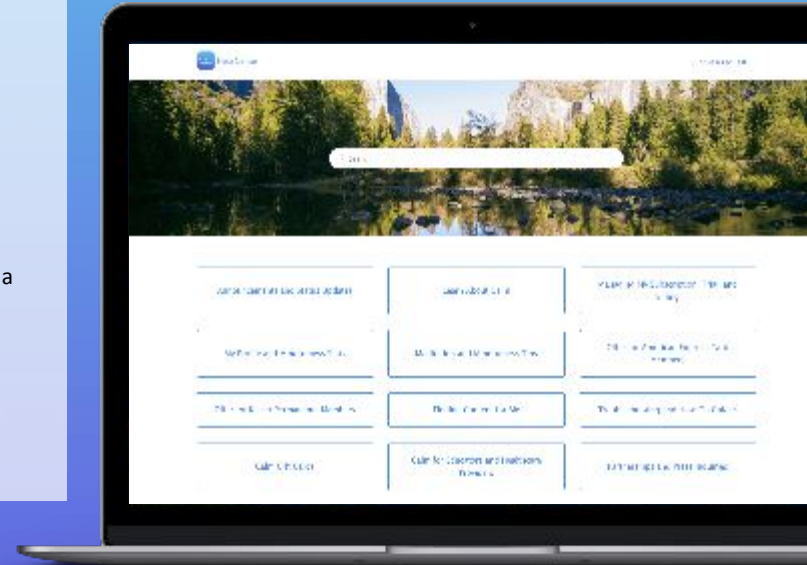


## Calm Support Team

The Calm Support Team can help with all technical questions you or your team may encounter.

To connect with a team member, simply navigate to the Calm Help Center: [calm.com/support](https://calm.com/support)

Note: requests should be submitted directly by the user and contain the user's unique ID, company name and a description of the issue.





Questions?