



Making Teams Healthier & Happier

HEADSPACE CASE STUDY

Adobe

Adobe is changing the world through digital experiences, helping their customers create, deliver and optimize content and applications. With over 18,000 employees, Adobe is always looking to give back to their employees what they give to the world, and when it comes to taking care of the mind, Adobe chose Headspace.

CHALLENGE

When Adobe assessed their wellbeing offerings, they were looking to add more “mental health awareness tools.” Overall medical claim costs for behavioral health services were increasing. Adobe already had wellness centers featuring 24/7 meditation centers. What could they do in addition to really make a difference for their employees?

Sara Torres, Adobe’s Global Wellbeing Strategist, knew their employees needed something that would better fill the gap. Despite providing quiet rooms where employees could meditate, Torres

noted, “For someone who has never done meditation before, it’s going to be challenging to leave their desk, find a room they’ve never been to before, sit down with a group of people they’ve never met, and to start a practice that they’ve never done. That’s really intimidating!”

Torres wanted to find something that acted as a stepping stone, that was on-demand, approachable, and could be done at someone’s own pace and time, to meet employees where they are on their own journey of wellbeing and meditation.

CHOOSING HEADSPACE

Adobe, holistically, wanted to build more emotional wellbeing into their employee offerings by focusing on resilience, mindfulness, and balance. Torres worked with a top HR consulting firm to identify potential solutions, and after evaluating the options, Adobe chose Headspace. Torres already used Headspace herself and knew personally the impact it could have.

Torres teamed up with Adobe's Global Wellbeing Manager to pitch programs in San Jose, CA and India. The hope was to have Headspace be a global tool – and input from different regions would be key.

The programs were held in both locations, with surveys being taken throughout. When participants were asked for their

feedback on Headspace, the majority of employees in the program agreed that Headspace helped them to feel less stressed, less anxious, and less reactive.

Employees shared that they found that Headspace also improved their self-esteem, increased their mental strength and focus, and improved their physical health and energy. 100% of survey respondents said they'd recommend Headspace.

Based on the strong employee feedback, Adobe began to roll out Headspace to their US employees, with plans for a global rollout.

RESULTS

Torres knew Headspace was a success when she saw the adoption rates, noting it's a favorite among their programs. Headspace has also outperformed many of their other wellness initiatives. "Many people already knew what Headspace was," she said, "and they were excited to download it ... It's been our shiny penny."

In terms of what employees value the most, Torres credits convenience: “[Employees] can do it when they commute, in the morning, at night, whenever works for them.” Many employees also expressed gratitude for the meditations tailored to kids. “To be able to share it with their children has been really impactful,” she said. Torres also found the Headspace team to be a valuable partner. The Headspace

team shared best practices for rollout and adoption, provided templates and assets to support the launch, and even came on site to encourage excitement and engagement.

Torres looks forward to incorporating Headspace into new employee onboarding, continuing to drive adoption of Headspace so all employees can take advantage of the benefits.

QUOTES

“I have a 42-day streak going. This is easily one of the best Adobe benefits, and there are many!” - Employee

“After reading the employee feedback on Headspace, we knew it was the right choice for us. With Headspace, we’re able to provide an on-demand, approachable solution to support our employees’ wellbeing in a way that works for them.” - Torres

IMPRESSIVE STATS:

- Over 175,000 minutes meditated
- Over 20,000 sessions completed
- Top Meditations: 30-day Sleep Pack & Unwind Mini

IN COLLABORATION WITH:

