



## Making Teams Healthier & Happier

### HEADSPACE CASE STUDY

# Looker

Looker is a data analytics platform designed to inspire curiosity and empower those at every technical level to leverage data in their day-to-day workflow. Looker is also focused on inspiring and empowering their own employees. They chose Headspace to empower employees with a tool to look after their minds.

### CHALLENGE

Looker is growing rapidly, but even with a global staff of 500, the group is tight-knit. Their corporate culture promotes connection and support beyond employees' day-to-day work. They set a high standard for self-care. Looker's People and Places Team, which oversees employee benefits and wellness, believes that the business is better off when people proactively gain skills they need to thrive in challenging situations.

Looker supports the many clubs that employees create and run on topics they feel passionate about. Danielle Wilcox,

Places Program Coordinator, noticed that out of all clubs, the Mindfulness Minutes club was gaining particular traction.

With existing wellness benefits like yoga and gym memberships, Looker was excited to offer something for the mind too. Although Looker's mindfulness club suggested Headspace, questions still remained: Will non-club members have an appetite for meditation? How do we effectively communicate and launch this service to all employees?

## CHOOSING HEADSPACE

Looker launched Headspace for Work as a tool to help employees thrive both in and out of the workplace. Most Looker employees were not actively asking for a mindfulness solution, but the team knew that didn't mean they weren't in need. Instead of investing in resources for people to use as "damage control" when met with extreme stress or challenge, Looker chose Headspace to help employees proactively build long-term mental resilience skills.

A global business, Looker implemented Headspace across all offices to ensure those outside headquarters would feel equally supported and involved. Headspace provided email templates and other digital communication content to help Wilcox easily and effectively spread the word about the new program. The Headspace team also guided Looker to leverage their Mindfulness Minutes club to create Headspace advocates out of experienced meditators as they launched the program.

According to Wilcox, "There's information on Headspace circulating in the office every day." The Headspace team recommended using pre-existing resources, such as daily meditation sessions and a Slack channel focused on mindfulness practice, to support employees in forming a lasting habit.

Looker also has special "office hours" each week where employees present on subject matters they care about. Post-launch, they had one employee discuss what mindfulness has meant to him personally and how it helps him both in and out of the workplace. The group then did a Headspace session together. This event helped take the mystery away and gave employees a sense of permission to meditate and discuss the topic at work.

"You really see the benefit of someone you know introducing you to something ... Headspace has really made it easy to empower people to do that on their own."

## RESULTS

**Wilcox said she noticed the impact almost immediately. When she initially reached out for feedback, responses came quickly from individuals eager to talk about what was working for them and why.**

Most people reported that they felt calm immediately after their sessions. More importantly, Looker employees expressed the benefit they felt from incorporating mindfulness in all day-to-day activities, like sitting through a long meeting or lying in bed and struggling to sleep. “The obvious first benefit is just being relaxed and refreshed right away,” says Wilcox, but that the real impact comes from employees using mindfulness techniques even when they are not meditating.

50% of all subscriptions were redeemed within the first two days, far surpassing Wilcox’s assumptions on how the staff would respond. Employees appreciate the ability to choose their own session and do it on their own time according to their specific needs each day.

“Beyond the people who I knew would be interested, I was getting emails from people across the globe who were very excited about it.”

#### EMPLOYEE QUOTES

“Like the body, the mind requires routine maintenance to operate at an optimal level. Who wouldn’t want a company staffed by fully optimized employees?”

“Like most people, I’m terrified of public speaking, but I employ the methods I’ve learned using Headspace (visualizations, focused breathing, body scans) before every speech; it helps me channel the anxiety and fear into a positive and focused flow state.”

#### IMPRESSIVE STATS:

- Over 7,000 minutes meditated
- Over 700 sessions completed
- Top Meditations: Managing Anxiety and Basics