



## Year in Review

July 2018 – June 2019

It's been just over a year since we publicly launched Mind Share Partners in May 2017.  
Here's a snapshot of our accomplishments and lessons learned:

### PEER GROUPS

50

participants in [peer group communities](#).

We launched our peer groups (confidential professional communities for those managing mental health conditions) and have held two in-person cohorts, two online cohorts, and five drop-in sessions.

**The hard stuff:** How can we create a scalable model that has high impact? While our in-person groups are hardest to recruit for, they also have most deeply connected community and (at least by early data) stronger impact results. We're exploring a "blended learning" model, with a mix of online on-ramps and in-person community building.

**Looking forward:** We're moving from staff-led sessions to a volunteer-hosted model, starting with alumni from past cohorts. We're piloting this fall to see what resources and training volunteer hosts need to create a high-impact experience at scale.



### COMPANY WORKSHOPS

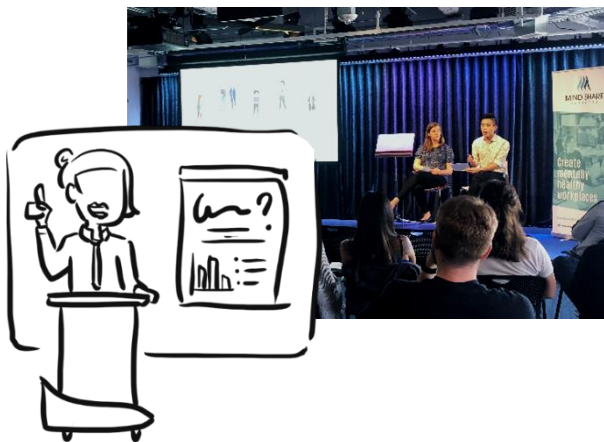
280

participants in [Mind Share workshops](#).

Working with four national companies, we delivered six workshops, including a mental health 101 for all audiences and a manager training focused on balancing compliance and compassion, receiving an overall net promoter score of 66.

**The hard stuff:** This type of training is new for most companies, so we're learning-by-doing how to communicate what we are and aren't and how to create on-ramps for companies to try it out.

**Looking forward:** Before the end of the year, our workshops are projected to reach break-even. We are exploring additional session offerings or packages, low-barrier ways to measure impact, and smart business development strategies.



## MOVEMENT BUILDING

75

**in attendance at our first Mental Health at Work mini-conference.**

On May 4th, we hosted an event in San Francisco for Mental Health Awareness Month, featuring high-profile speakers (including Arianna Huffington) and sponsors (including NerdWallet, RetailMeNot, and Johnson & Johnson). We also launched a special blog section on Thrive Global, "[Mental Health at Work](#)."

**The hard stuff:** The workplace mental health field is under-resourced and untapped. While this provides an incredible opportunity to help shape a movement, it also necessitates a sharp focus in order to maximize our voice and use our resources wisely.

**Looking forward:** We're continuing to spark dialogue through our Thrive Global blog ([contributors welcome!](#)), salon-style events, and social media channels.



## INTERNAL OPERATIONS

16

**Staff & advisors joined our community.**

With our advisory council, board, staff, and consultants, we have experts in every aspect of our work, from mental health care to HR and executive coaching to scaling startups. We're striving to create a workplace culture that mirrors what we hope to see as the standard in workplaces across America—we are frank about mental health, [vulnerable in our leadership](#), and deliberate in creating space for self-care.



**The hard stuff:** Finding the balance between specialist skillsets and generalist mindsets is challenging. Given our early start-up stage, we need team members who can contribute in multiple areas of need and specialists who bring expertise in our most critical program areas.

**Looking forward:** In order to grow our peer groups and company partnerships, we anticipate adding two new programmatic positions this coming year.

"Mind Share Partners has been such a valuable thought partner in bringing mental health awareness to our Nerds. We received so many positive comments from attendees about how much they learned from the sessions, and most importantly, that they aren't alone in their struggles with mental health."

Lincy Suen | HR Business Partner, NerdWallet