

Mind Share Partners: Year In Review

JANUARY 2019 – DECEMBER 2019

2019 had several watershed moments for Mind Share Partners and workplace mental health broadly, which is quickly becoming a top workplace priority.

Major social issues, including the workplace mental health movement, require sustained efforts over time to eliminate stigma and create true culture change. To shift the cultural dynamic around mental health, the workplace needs to be a leader.

Mind Share Partners publicly launched in May 2017 and remains one of the only nonprofits in the U.S. focused exclusively on changing the culture of workplace mental health. Here's a snapshot of our 2019 highlights.

I. Movement Building

This remains a critical program area since helping to build the social movement around workplace mental health is a core part of our mission. We raise awareness of this emerging civil rights issue through thought leadership, events, free toolkits, speaking engagements, and more.

We launched our first study: *Mind Share Partners' Mental Health at Work 2019 Report* in partnership with SAP and Qualtrics.

We surveyed 1,500 U.S. employees about workplace mental health and stigma to broaden the current understanding of the mental health experience and its impact. We also ensured significant sampling from underrepresented groups and identities. Major findings include:

- 34% of all respondents had left past roles for mental health reasons. This number jumped to 50% of Millennials and 75% of Gen Z workers. This provides further evidence of workplace mental health as a critical recruitment, retention, and diversity and inclusion imperative as generational culture clashes grow in this realm.
- Senior leaders, including CEOs, were just as likely to struggle with mental health symptoms as individual contributors.
- Nearly 60% of respondents experienced a symptom(s) of a mental health condition in the last year.
- 60% of all respondents had never talked to someone at work about their own mental health.

[Download the full *Mind Share Partners' Mental Health at Work 2019 Report* >](#)



Harvard Business Review

We co-authored a piece in *Harvard Business Review* on our report findings.

Mind Share Partners' Founder & CEO, Kelly Greenwood, co-authored this article with executives from SAP and Qualtrics. It does a deep dive into the findings from our 2019 study and explains the business case for how and why companies should prioritize mental health as a C-level culture change issue as well as the next frontier of diversity and inclusion. [Read the article >](#)

Our report findings went viral across the globe.

Mind Share Partners' *Mental Health at Work 2019 Report* was covered by 100+ national and international media outlets in October and November. This was a huge win in creating

awareness for mental health in the workplace, breaking stigma, and catalyzing urgency for businesses to make a change worldwide.

Media outlets from this coverage include [CNBC](#), [Fast Company](#), [Business Insider](#), [Vice](#), [Telemundo](#), [Quartz](#), and many more. Separately, Mind Share Partners has also been featured in [Nasdaq](#), [The New York Times](#), [Reuters](#), [HR Dive](#), and [SHRM](#). [Check out our press coverage >](#)



BUSINESS
INSIDER

CBS



FAST COMPANY

Harvard
Business
Review

Inc.

QUARTZ

WORLD
ECONOMIC
FORUM

We launched a Mind Share Partners *Forbes* contributor section and continued our *Mental Health at Work* channel on Thrive Global.

We expanded our Founder & CEO's [Forbes contributor](#) section to include more voices from our team, publishing 11 articles this year. From writing on men's mental health to *The Futility of Mental Health Days*, we cover the latest findings, resources, and best practices on workplace mental health.

We also continued publishing on our [Mental Health at Work channel](#) on Thrive Global, featuring voices from companies like Adobe, Dell, Etsy, Intel, OpenTable, and Square. Jen Porter Anderson, our COO, explained our point of view in [Why Mental Health in the Workplace is Culture Change: Not Just a Benefits Program](#).

Forbes

8:19 AM | Oct 10, 2019, 9:00am

The Futility Of Mental Health Days

Mind Share Partners Contributor Q
Careers
We write about changing the culture of workplace mental health.



We have emphasized speaking engagements more this year in an effort to widen our reach in service of building the workplace mental health movement. These included:

- SHRM's Inclusion Conference 2019
- Gap, Inc.'s World Mental Health Day panel
- Pinterest and sf.citi's How to Survive (And Thrive) in Today's Always-On Culture panel
- Forte Foundation's Mental Health at Work Facebook Live
- World Forum Disrupt's Human Innovation: The Future of the Workplace conference

We held our second annual *Mental Health at Work Conference* in May, Mental Health Awareness Month.

This year's conference in San Francisco focused on the necessity of culture change to support mental health at work. We highlighted topics such as leaders' roles in combating workplace stigma, mental health as the next frontier of diversity, equity, and inclusion, and understanding wins and challenges from companies.

We featured executives from high-profile companies such as Coinbase, Felicis Ventures, Google, Johnson & Johnson, Morrison & Foerster LLP, Qualtrics, RetailMeNot, SAP, ThirdLove, Trulia, and Verizon Media.

[Watch our conference highlights >](#)



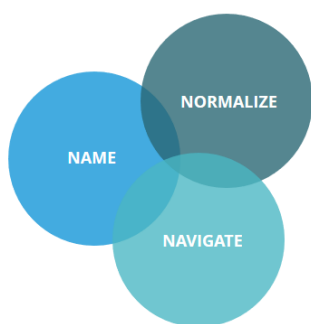


II. Workplace Training & Strategic Advising

Our programs are designed to increase awareness, start a dialogue about mental health, reduce stigma, and equip executive teams, managers, and staff with actionable tools. We approach our trainings with a management lens and help organizations create lasting behavior change.

Organizations that support employee mental health increase productivity and engagement, improve recruiting and retention, and enhance diversity and inclusion, in turn becoming more desirable places to work.

We equip organizations to name, normalize, and navigate mental health at work:



- **Name:** Only naming “stress” and “wellness” can actually further increase stigma—we use “mental health” language openly and address commonly held misbeliefs.
- **Normalize:** We debunk myths and leverage stories and the latest research to spark open dialogue, create a shared understanding of the prevalence and impact of mental health at work, and provide concrete skills and ongoing discussion tools.
- **Navigate:** We discuss how to be both a compassionate human and a compliant professional, including navigating the ADA. We practice tools for having productive conversations about mental health and creating a safe and inclusive team culture.

[Read more about our approach](#)

We engaged employees, managers, and HR leaders across 50+ companies.

After Mind Share Partners workshops:

- 87% of respondents feel more comfortable talking about mental health at work.
- 78% would be more willing to hire someone with a mental health condition.
- Participants report learning new skills for supporting colleagues and employees.

We’ve come a long way since we held our very first workshop in March 2018.

This year, we launched a mental health culture transformation project with a global law firm as well as new services and delivery models to both broaden and deepen our impact. Our manager training series has become especially popular.

Select 2019 clients include: New Relic, Pandora, RetailMeNot, and the National Human Resources Association (NHRA). [Read our case studies >](#)

“What I got was a partnership with an organization that was really focused on trying to address mental health in the workplace from many different angles. All of those things together showed us as an employer concrete things we can do to break down the barriers of stigma.”

Checkr

We expanded our workplace training & strategic advising offerings.

To both increase our impact and remain cognizant of product-market fit in this emerging area, we expanded our offerings. While there is increasingly more demand for our services, we find that we are often educating the market while selling to it.

We added different types of trainings for new target audiences and a variety of strategic advising services including discovery and diagnostics, leader ally coaching, employee resource group (ERG) advising, communications, policy review, and more. [Read about our offerings >](#)

We added a new certification program: Mind Share Partners Institute.

Similar to our trainings, our off-site certification program leverages expertise from mental health, management, and legal fields to equip individuals with the knowledge and skills to create a culture of support for mental health at their organizations. It will kick off in 2020 and is a great option for smaller companies or those with limited budgets. [Learn more and register >](#)

III. Professional Communities

We continue to iterate on our model for peer support and best practice sharing among working professionals managing mental health challenges at work or championing the cause internally.

Despite positive program outcomes, recruiting for our in-person and virtual peer groups proved challenging given our target audience of busy professionals as well as the barrier to entry given the stigma. Given that, we pivoted our approach in 2019, experimenting with two models.



We turned our original professional community program into a volunteer host model.

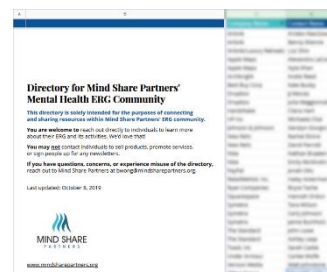
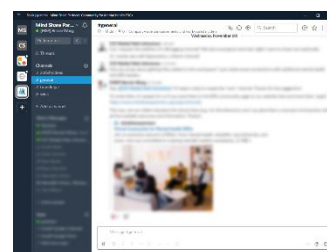
We transformed the facilitation guide used by Mind Share Partners team members into an externally-facing Host Toolkit for those who want to recruit members themselves. Now, anyone can apply to become a Professional Community Host and receive a short onboarding webinar as well as a comprehensive Host Toolkit that includes readings, question prompts, a facilitation guide, and instructions on emergency situations.

We launched the first virtual community for leaders of mental health employee resource groups (ERGs).

In the past year, we've seen rapid growth in companies with ERGs focused on mental health. To foster this groundswell and support the leaders, we created a virtual community, which includes offerings such as quarterly video meetings, a Slack channel, online directory, and resource log. [Learn more about the ERG community.](#)

This is a unique platform for champions to learn from and help each other as they lead culture change within their companies, especially since ERGs and this issue area are often under-resourced. As our ERG community grows, we hope to reach a critical mass from which to recruit for our original model, which emphasizes more personal sharing.

Current members of our ERG community include:



IV. Team



We're fortunate to be joined by more top talent, with a few key hires in 2019:

Natasha Krol, *Principal*

Natasha leads Mind Share Partners' workplace training and strategic advising. She has spent her career in the private, public, and social sectors to improve organizational health and effectiveness, with a focus on increasing equity. She has formerly worked as:

- Founder & Exec. Director of the College Transition Collaborative at Stanford University
- Engagement Manager at McKinsey & Company

Natasha was a Chicago Council on Global Affairs Emerging Leader and Chicago Mayoral Fellow. She has an M. Architecture, with high distinction, from the University of Michigan and a B.A. in Behavioral Neuroscience, magna cum laude, from UPenn.



Judy Huang, *Facilitator*

Judy works with Mind Share Partners' clients to facilitate workshops and provide strategic advising. She is also involved in curriculum development. Her career includes deep advisory experience supporting leaders in strategic planning, organizational change, and leadership development. She has formerly worked as:

- Director of Capacity Building & Strategic Partnerships at Tipping Point Community
- Principal at The Bridgespan Group, the nonprofit spin-off of Bain & Company
- Consultant at Alliance Consulting Group

Judy has an M.B.A. from Northwestern's Kellogg School of Management and a B.A. from Dartmouth College.



Mercedes Peters, *Sales Coordinator*

Mercedes manages lead generation, research, and backend pipeline management for Mind Share Partners' training and strategic advising. She has a depth of experience in Technical Project Management from a career in consulting, nonprofit, and education. She has formerly worked as:

- Senior Technology Project Manager at the KIPP Foundation
- Manager at Accenture

Mercedes has a Master of Public Policy and Management from Carnegie Mellon's Heinz College of Information Systems and Public Policy and a B.S. in Electrical Engineering, magna cum laude, from Morgan State University.

V. Looking Forward

As we look ahead to 2020 and beyond, we are incredibly energized by the increased momentum around workplace mental health and grateful to all our supporters and client partners.

Mind Share Partners is still in start-up mode, and we're excited to continue to grow as an organization as well as a movement. As we scale, we plan to both broaden and deepen each of our three core program areas, growing our national reach with high impact.

We believe that workplaces and business leaders are imperative to achieve culture change around mental health. Thank you for joining us.