



Year In Review

— 2020 —



Who We Are

Mind Share Partners is a nonprofit that is changing the culture of workplace mental health so that both employees and organizations can thrive.

Our three program areas are:

I. Movement Building

- Thought leadership in:
 - [Harvard Business Review](#)
 - Our [Forbes column](#)
 - Our [Thrive Global channel](#)
- Keynotes, panels, and other speaking engagements
- Annual conference
- Free toolkits

II. Professional Communities

- Virtual community for mental health employee resource groups (ERGs)

III. Workplace Training & Strategic Advising

- Fee-for-service clients—corporate and nonprofit
- Institute (online certification program)
- Ticketed training
- Free webinars



Introduction

Dear Friends,

Unprecedented. New normal. Pandemic. Civil unrest. Climate crises. Election. Loss. Grief.

We've heard and experienced these words and challenging events repeatedly throughout 2020, all of which have impacted our mental health as the lines between the personal and professional have blurred.

Workplace mental health has steadily gained momentum in the last few years since Mind Share Partners launched publicly in 2017, but the many difficult events of 2020 have massively accelerated its importance and urgency. I'm so proud of how our small but mighty (and very experienced) team has pivoted to meet this moment and am grateful that we were poised to be of service.

We quickly transitioned all our training to a virtual format, launched new offerings, and met increased demand. We also shared timely advice, including developing our free toolkit on leading through the pandemic, hosting panels on DEI and parenting, and publishing articles in *Harvard Business Review*, *Forbes*, and more.

The world is changing incredibly fast, and mental health at work clearly matters more than ever.

One silver lining of 2020 is that more and more people are being vulnerable at work. While I wish this wasn't the case, I'd be hard-pressed to find someone who could honestly say that their mental health hasn't been negatively impacted in some way this year.

Let's continue to leverage this opportunity to reduce the stigma so that others won't feel the deep sense of shame that I did for so long about my own generalized anxiety disorder and depression.

Looking ahead to 2021, we plan to:

- Scale our reach to meet the increased needs around mental health in workplaces—the lasting effects of 2020 will remain with us for years to come.
- Expand our start-up team around our community and movement building efforts in particular, including creating free resources like our toolkits and an update to our *Mental Health at Work 2019 Report* to illuminate the effects of the pandemic.

- Continue to foster authentic peer discussions and support for mental health in the workplace through ERGs and other grassroots programs.
- Emphasize equity by providing pro bono or extremely low-cost services to employees and organizations (e.g., select nonprofits) who are unable to pay, thereby reaching the most vulnerable populations in their workplaces.

Thank you for supporting us on this journey to normalize mental health challenges at work. Let's change the culture—now is our time.



Kelly Greenwood
Founder & CEO
Mind Share Partners





I. Movement Building

Mind Share Partners' work to help build the social movement and public awareness around workplace mental health continues to gain momentum.

Through our multifaceted thought leadership efforts, we have been able to call attention to this increasingly urgent issue and educate a wide audience, both nationally and internationally.

"All of your team members, regardless of preexisting mental health conditions, will face a certain amount of anxiety in this climate. It's more important than ever to lead with mental health in mind as we face an unprecedented crisis with the novel coronavirus."

Kelly Greenwood, "How To Lead With Mental Health In Mind During The Coronavirus Pandemic," *Forbes*



I. Movement Building

Supporting employee mental health amidst the pandemic and other events of 2020.

2020 posed challenge upon challenge to the mental health of employees across the globe, including the coronavirus pandemic, the reckoning around systemic racism, devastating wildfires and hurricanes, and the U.S. presidential election.

In response, Mind Share Partners has continued to creatively support organizations, teams, and individuals. We authored two articles in *Harvard Business Review*, wrote seven on our [Forbes column](#), and published five on our *Thrive Global* [“Mental Health at Work”](#) channel.

We also created free resources and toolkits, co-developed a study, and participated in numerous panels, speaking engagements, and podcasts.

Mind Share Partners received double the website traffic this year as compared to 2019, demonstrating the increased need for workplace mental health support.

General Resources

[Publication by Mind Share Partners](#)

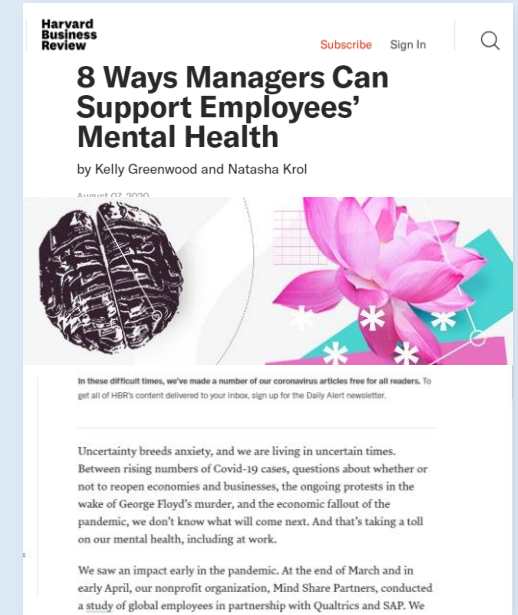
“8 Ways Managers Can Support Employees’ Mental Health,”
Harvard Business Review

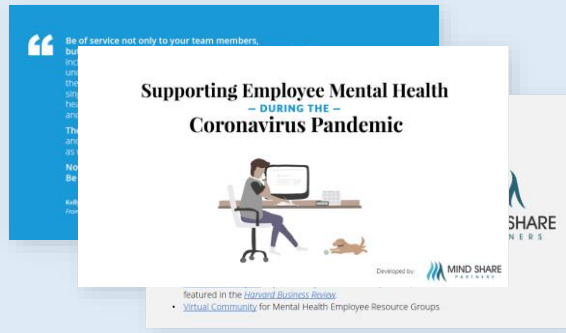
[Publication by Mind Share Partners](#)

“How To Form A Mental Health Employee Resource Group,”
Harvard Business Review

[Co-hosted virtual panel](#)

“Mental Health At Work Now: Voices From Leading Companies,” *The Commonwealth Club*





Pandemic-Related Resources

[Global study with SAP and Qualtrics](#)

"The Other COVID-19 Crisis: Mental Health" on Qualtrics blog

[Forbes article](#)

"The Other COVID-19 Crisis: Declining Mental Health" by Qualtrics, SAP, and Mind Share Partners

[Forbes article](#)

"How To Lead With Mental Health In Mind During The Coronavirus Pandemic" by Kelly Greenwood

[Mind Share Partners free toolkit](#)

"Supporting Employee Mental Health During The Coronavirus Pandemic"

Mind Share Partners free webinar

"Checking In With Your Teams During COVID-19"

Diversity, Equity & Inclusion

[Co-hosted virtual panel](#)

"Mental Health & DEI: Considerations For Inclusive Workplaces" with Culture Amp

[Resource list by Mind Share Partners](#)

"Coronavirus, Black Employees, And The LGBTQ+ community" by Mind Share Partners

For Parents & Caregivers

[Co-hosted virtual panel](#)

"The Toll On Our Mental Health: How Can People Leaders Support Caregivers During the Pandemic" with Culture Amp

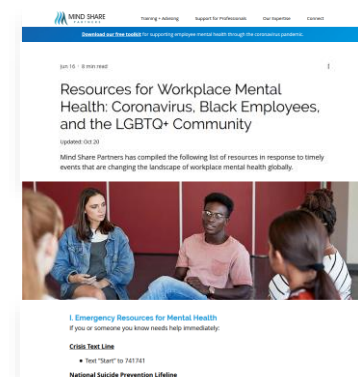
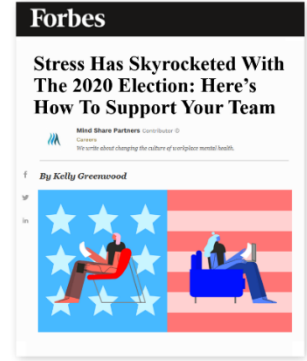
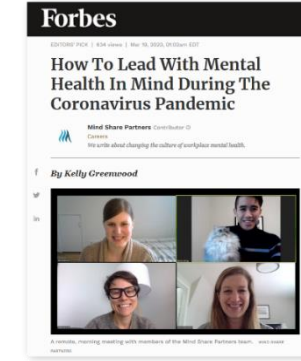
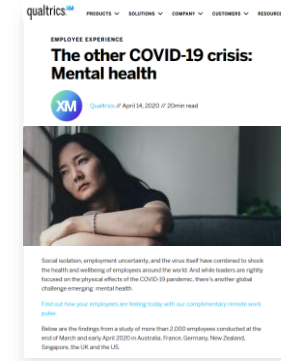
[Resource list by Mind Share Partners](#)

"Parents And Caregivers Amidst The Pandemic" by Mind Share Partners

Election-Related Resources

[Forbes article](#)

"Stress Has Skyrocketed With The 2020 Election: Here's How To Support Your Team" by Kelly Greenwood



I. Movement Building

Press

Mind Share Partners continues to be featured in the press, including these select pieces:

[Article feature](#)

"Is It OK to Reveal Your Anxiety or Depression to Your Boss?"

The Wall Street Journal

[Article feature](#)

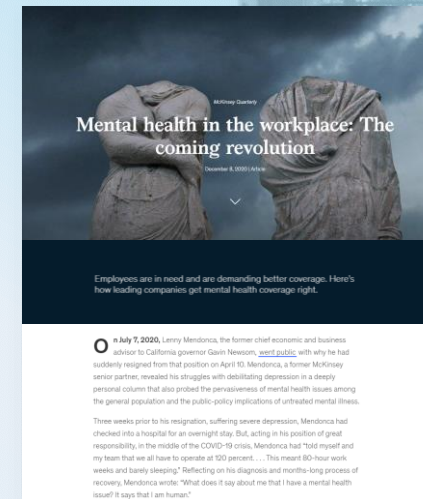
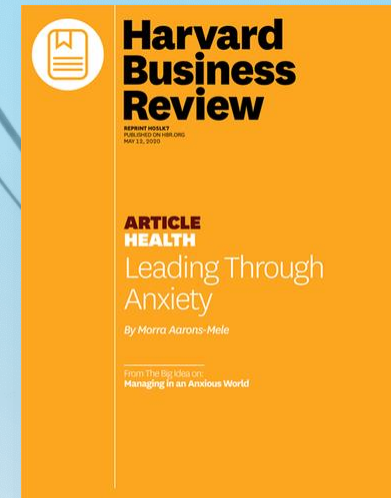
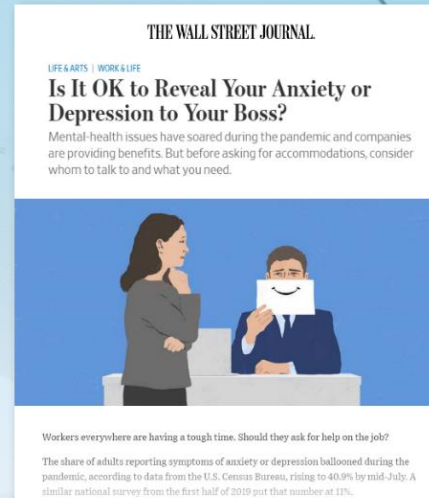
"Millennial Employees Are Getting Companies to Radically Rethink Workers' Mental Health,"
TIME

[Article feature](#)

"Leading Through Anxiety,"
Harvard Business Review

[Article feature](#)

"Mental Health in the Workplace:
The Coming Revolution," *McKinsey Quarterly*



I. Movement Building

Make A Difference Summit US in association with Mind Share Partners

www.makeadifferenceus.com/agenda

We co-produced this virtual conference on October 15th with the creators of the MAD World Summit, the leading UK workplace wellbeing conference. Select panels:

- "Direct From the C-Suite: How to Lead an Organization During a Time of Uncertainty"
- "Employee-Led Initiatives: From ERGs to Peer Listening"
- "The Intersection of Mental Health and DEI in Today's Workplace"
- "Responding to the Impact of COVID-19"
- "How Millennial & Gen Z Leaders Are Disrupting & Evolving How Mental Health & DEI Are Addressed in Workplaces"



In association with



Pictured (clockwise, from top-left): Kelly Greenwood, Founder & CEO of Mind Share Partners; Mike Malloy, Chief Amazement Officer at Rocket Mortgage; Guru Gowrappan, CEO of Verizon Media; Dr. Nick Taylor, Co-Founder & CEO of Unmind.



The conference featured speakers from ~50 companies across industries, including:



Featured speakers:



Patrick J. Kennedy
Former U.S. Representative
Founder



Jessica DiVento, Psy.D.
YouTube Chief Mental
Health Advisor



Kathy Klemons
Global Head of Leadership
& Manager Development



Ollie Malone, Ph.D.
VP Human Resources



2020





II. Professional Communities

Mind Share Partners' virtual professional community is a peer-driven platform for the leaders of mental health, neurodiversity, and ability-based employee resource groups (ERGs, or affinity groups) across companies.

Many of these leaders have mental health challenges themselves and manage ERGs on top of their regular jobs with very little to no budget.

Our goal for this community is to have responsive content and connect people working on similar issues. This free offering fills a market need that no one else is addressing, resulting in an outsized impact.

"ERGs are created to build community among people with shared identities or experiences at work. When done thoughtfully, those that focus on mental health promote diversity and inclusion and provide support for employees managing symptoms of mental health conditions."

Jen Porter, Bernie Wong, & Kelly Greenwood

"How to Form a Mental Health Employee Resource Group," *Harvard Business Review*

Virtual Community for Mental Health ERGs

www.mindsharepartners.org/ergcommunity

Mind Share Partners provides a variety of resources for the virtual community of mental health ERG leaders, including:

- **Quarterly calls** that focus on top-of-mind issues, such as privacy and legal considerations for ERGs, forming peer support programs, measuring impact, and supporting employees through the pandemic.
- **Slack channel** for community members to connect and find support.
- **Private web portal**, with a member directory and live resources log.

We continued to grow this year, reaching **180 members** across **150 companies** since launching the community in September 2019.

Roughly half represent recently formed ERGs (operating <1 year), 18% are established ERGs operating for 1+ years, and the remainder are thinking about or in the process of creating a mental health ERG. This reflects the fact that mental health ERGs are an emerging trend, the oldest ones having been in existence for only a couple years.

Looking forward, we hope to continue to grow our community and explore new offerings to empower these changemakers with their internal movement building in this new category of diversity, equity, and inclusion (DEI).



"I personally would like to thank Mind Share Partners for all of your support of this ERG and community from the very beginning when we were unsure, driven, and quite a bit scared on launching something that would make us so vulnerable. You provided resources and insight that gave us direction, hope, and reminded us that what we were creating would matter to our peers... I'm thankful for Mind Share Partners, what you stand for and all that you're creating in this new area of diversity, inclusion, and belonging." – Handshake

Featured Community Members





III. Workplace Training & Strategic Advising

Mind Share Partners takes a proactive, management approach to workplace training and strategic advising. Rather than focusing on crisis situations, we work upstream to prevent challenges.

We build awareness and emphasize skills-based learning on how to be both compassionate humans and compliant professionals.

We seek to eliminate stigma so that employees feel comfortable taking advantage of their mental health benefits—culture change is at the heart of everything that we do.

"Even in the most uncertain of times, the role of a manager remains the same: to support your team members. That includes supporting their mental health."

Kelly Greenwood and Natasha Krol, "8 Ways Managers Can Support Employees' Mental Health," *Harvard Business Review*

Workplace Training & Strategic Advising

www.mindsharepartners.org/mentalhealthtraining

Mind Share Partners provides tailored training and advising solutions at every level of impact. With greater demand and urgency for supporting employee mental health in light of the coronavirus pandemic, we pivoted our offerings to a virtual format and created more accessible offerings, such as free and ticketed general strategy webinars for supporting employees through the pandemic.

This year, our most popular offerings included:

- **Culture Change Partnership** to help organizations assess their culture today, begin to develop a mental health strategy for the future, and implement mental health training and other programs.
- **Leadership Strategy Session** for executives or HR leadership teams to define what a mentally healthy workplace looks like and the unique role of leaders in creating a supportive culture throughout their organization.
- **Manager Training Series** to learn how to proactively create a supportive culture for mental health, understand common myths and the impact of stigma, and apply tools to recognize and support struggling team members.

Other training and strategic advising services include:

- **Diagnostic surveys and interviews**
- **Communications and internal campaigns**
- **Employee resource group (ERG) advising**
- **Mental health champion training**
- **Strategy and initiative design**
- **Leadership coaching**
- **Policy review**
- **Company-wide training**

**We had a global reach in 2020,
training employees on 5 continents.**

— B Y T H E N U M B E R S —

	In 2020	Compared to 2019
Training sessions held	82	x11.5
Client organizations served	24	x3.5

After our trainings

* Among training post-survey respondents; note that some other respondents already felt equipped/comfortable prior to the trainings

- 84%** **had a better understanding of mental health** and stigma, and how they show up at work.
- 80%** **felt better-equipped to support a colleague** with their mental health if they need support.
- 74%** **felt more comfortable talking** about mental health at work.

Clients include:

MORRISON
FOERSTER

verizon
media

Roche

Genentech
A Member of the Roche Group

houzz

New Relic

CohnReznick
ADVISORY • ASSURANCE • TAX

Others:
BlackRock
PGIM

Explore a case study

**MORRISON
FOERSTER**

**verizon
media**

Comprehensive culture change

- Discovery survey & interviews
- Executive leadership session
- Global introductory session
- Global manager training

Executive session & advising

- Executive team session
- Extended leadership team session
- Discovery interviews
- Leader ally coaching

Learn more >

Learn more >



Testimonials

"By engaging MoFo employees across seniority, region, and function, our partnership with Mind Share Partners sparked Firm-wide conversation and a shift in leaders' perspectives on supporting the mental health of our employees.

We believe that our work with Mind Share Partners prepared our leaders, managers, and employees to thoughtfully navigate the challenges of 2020 from the pandemic, to racial injustice, to the devastating fires in California.

This is incredibly important work. Although it can be difficult to start conversations around mental health in your firm, Mind Share Partners teaches your employees how to do this well." *–Morrison & Foerster, LLP (MoFo)*



Guru Gowrappan CEO, Verizon Media Group

Over a month ago we hosted @MindShareOrg at @verizonmedia for an executive session on #mentalhealth. It was an incredible workshop about how to cultivate and facilitate a culture of openness, honesty and transparency to destigmatize mental health.



Guru Gowrappan @gurugk · Mar 24

In hindsight, the training came at a crucial moment—before life as we know it was transformed by #COVID19. Supporting yourself, your teams, your friends, and your family is essential for all of us to get through this together. Only together do we move #ForwardTogether



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"A team member shared with me that, 'this was the best hour they spent since the pandemic began' and I think that captures the impact well... Mind Share Partners created a safe space to talk about the 'elephant in the room,' and shared practical skills like how to check-in and create a supportive environment." *–Cohn Reznick*

2020



III. Workplace Training & Strategic Advising

Mind Share Partners Institute

www.mindsharepartners.org/mentalhealthtraining

In June 2020, we **launched the first cohort** with 21 participants of the Mind Share Partners Institute, our online certification program, to equip individuals with the key knowledge and skills to develop a strategy to create a culture of mental health at their company.



Among Summer 2020 cohort post-survey respondents:

- 100% had a better understanding of mental health and stigma, and how they show up at work.
- 100% would feel comfortable supporting a colleague with their mental health.
- 92% were more likely to take action on programs, initiatives, or other activities related to creating a healthy workplace culture for mental health.
- 92% had the knowledge, skills, and strategies to create a culture of support for mental health at their organization.

We will **launch our next cohort** of the Institute in January 2021. [Register here >](#)

Testimonial

"I really valued the Mind Share Partners Institute. I felt like the seminar was engaging and I learned so much from the presenters as well as my peers. We were also provided with excellent resource materials which will be great to reference in the future.

I strongly recommend this institute to anyone interested in learning on how to improve your company's culture and programming around mental health."

- *Mind Share Partners Institute Participant*

Participating companies include:

- Aetna
- DAT
- Garland Independent School District
- San Francisco Stress & Anxiety Center
- Utah Department of Health
- Verizon Media



IV. Team

Our work at Mind Share Partners is led by a talented, interdisciplinary, and mission-driven team with experience across industries and sectors:



Kelly Greenwood (she/her), **Founder & CEO**

- Internationally recognized advocate, writer, and speaker for workplace mental health
- Former Chief Growth & Strategy Officer, Techbridge Girls
- Former Principal, Skoll Foundation
- Former management consultant at Accenture, A.T. Kearney, and the Bridgespan Group, nonprofit spin-off of Bain & Co.
- M.B.A., Northwestern's Kellogg School of Management
- B.A., Psychology and Spanish, summa cum laude and Phi Beta Kappa, Duke University



Jen Porter (she/her), **COO & Principal**

- Co-founder and former COO of The Reset Foundation
- Former Project Manager at New Profit Inc.
- Former Forbes 30 under 30 Social Entrepreneur and Draper Richards Kaplan Fellow
- M.B.A., Harvard University
- B.A., Organizational Behavior, magna cum laude, Brigham Young University



Natasha Krol (she/her), **Head of Client Services & Principal**

- Former Founding Executive Director, College Transition Collaborative (CTC) at Stanford University
- Former management consultant at McKinsey & Company
- M. Architecture, with high distinction, University of Michigan
- B.A., Behavioral Neuroscience, magna cum laude, University of Pennsylvania



Nina Tomaro (she/her), **Marketing & Communications**

- Former Marketing Director and Leadership Team member, eLearning Mind
- Former Head of Communications, First Friday Las Vegas
- 7 years in marketing consulting
- B.A., Marketing Communications and Management & Labor Relations, magna cum laude, Cleveland State University



Shannon Lee (she/her), **Principal**

- Former Senior Manager, International Expansion, Girls Who Code
- Former Assistant Director, Center for Global Business Programs, Pace University
- M.A., International Education Development, summa cum laude, Columbia University, Teachers College
- B.A., Media Communications and English Literature, UC Berkeley



Bernie Wong (he/him), **Senior Associate**

- Former Associate, HopeLab
- Advisor, Prism Foundation
- M.H.S., Mental Health, Johns Hopkins Bloomberg School of Public Health
- B.A., Psychology and Sociology, UC Berkeley

V. Growth & Business Model

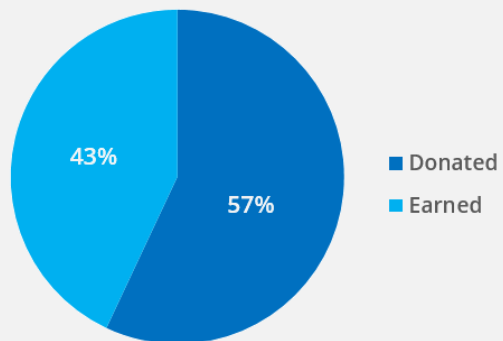
Our standard workplace training and strategic advising services are funded by our fee-for-service client work, while our movement building and professional communities are funded philanthropically.

Our revenue grew by 25% compared to last fiscal year, and we expect it to grow by 35% or more this fiscal year. Our overhead expenses are low, with 86% of all revenue directly funding programs.

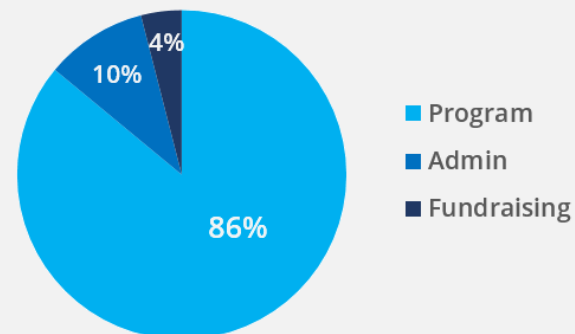
Fiscal Year 2020

(July 1, 2019 – June 30, 2020)

Revenue



Expenses







Mind Share Partners is a nonprofit that is changing the culture of workplace mental health so that both employees and organizations can thrive.

www.mindsharepartners.org

✉ connect@mindsharepartners.org

 / mindsharepartners

 / mindsharepartners

 @mindshareorg

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