

Ready. Set. Headspace.

A guide to launching your workplace program

We're excited for you and your team to experience the benefits of meditation and mindfulness, starting with the workplace.

As a leader, you're an essential part of encouraging people to keep healthy, happy routines. Here's where you can start.



How do I explain what Headspace is?

Headspace is more than a meditation app.

It's your personal guide to mindfulness, sleep, focus, movement, and more. A global leader in mental well-being, our community has over 66 million users worldwide.

From waking up to exercising, eating to sleeping, Headspace has 1,000+ hours of exercises to help you live your whole day mindfully – not just when you're sitting to meditate. Our exercises are rooted in 2,000 years of authentic expertise, and backed by [proven research](#) from our in-house Science Team and leading research institutions.

Have your team start with the Basics. It's our 10-day beginner's course and a perfect intro to meditation and mindfulness, even for those who already have some experience.

MINDFULNESS. MEDITATION. WHAT'S THE DIFFERENCE?

Mindfulness

The ability to be present in our lives, fully engaged with the moment, with an open and curious mind.

Meditation

The formal practice for building the skill of mindfulness that we apply to our everyday lives.

How do I bring Headspace to work?



1

SPREAD THE WORD

Let your team know Headspace is here. Use your usual channels to share the Headspace enrollment page, resources in your Admin Toolkit, and this [animated introduction](#) to Headspace.

2

START SMALL

Big cultural changes start with small steps. Start a meeting with a mini-meditation, either in-person or through video chat. Once your team feels comfortable, try meditating together more often and for longer.

3

LEAD BY EXAMPLE

Inspire your teammates to care for their minds by doing so yourself. Reserve time on your calendar for 10-minute meditations and invite people to join you. You can even send mindful reminders through Slack, email, or calendar invites.

MORE RESOURCES

[Intro to the Headspace app](#)

Use these slides for presentations about Headspace

[The history of Headspace](#)

Learn about our approach and where it comes from

[Headspace for Work help center](#)

Get answers to common questions

What to expect for launch



Ready to get started?

Here are some important steps to make sure Headspace is ready for enrollment, and that your team gets the mindful memo.

For you

Test and upload your eligibility file

Whitelist Headspace IP and email addresses

Find your executive sponsor and Champions

For your CSM

Create a unique enrollment link and QR code for easy sign-up

Create bespoke digital and physical promo materials

Build and send customized onboarding emails

Together

Choose your launch date and map out a timeline, channels, and strategy

Plan a launch webinar for your team, and a training webinar for leaders and Champions

Create a plan for ongoing admin and member engagement