BENCHMARKS:
CORPORATE MINDFULNESS PROGRAMS

AETNA
2012 – Pilot of mind-body stress reduction course
Today
› Mindfulness at Work Course
› Yoga Stress Reduction Course
› More than 3,500 employee graduates
Reported Results
› From Evals: 36% improvement in perceived stress
› Significant improvements in heart-rate measures
› Lower employee healthcare costs

APPLE
Steve Jobs often spoke of his meditation practice
Today
› Employees given 30 minutes/day to meditate at work
› On-site meditation and yoga classes
› Dedicated meditation room for practice

BLACKROCK
2013 – BlackRock Meditation Program founded
Today
› 30-min conference call sessions w/ discussion and 15-20 min meditation practice
› 1,400 employees in 17 countries have participated
Reported Results (Survey Results)
› 91% of respondents say program adds to culture
› 88% of respondents would recommend to a colleague
› 66% of respondents are better able to manage stress

TARGET
2010 – “Meditating Merchants” group founded
Today
› Open to all employees at multiple locations
› More than 500 participants

GENERAL MILLS
2006 – 13 execs attended five-day mindfulness retreat
Today
› In-house mindfulness course offered to employees
› More than 500 employee graduates (approx. 90 senior leaders)
Reported Results
› 80% of senior leaders say they make better decisions
› 89% of senior leaders say they are better listeners

GOOGLE
2007 – “Search Inside Yourself” mindfulness course
Today
› Course regularly has a multi-month waitlist
› Stand-alone non-profit organization has helped offer the course in more than 100 cities worldwide
Reported Results (300 participant survey)
› 91% of respondents report enhanced clarity of mind
› 89% of respondents report ability to reduce stress
› 85% of respondents report greater connection w/others

INTEL
2010 – informal mindfulness group for coworkers
Today
› Formal nine-week program called “Awake@Intel”
› More than 1,500 employee graduates
Reported Results (using a 10 point scale)
› Two point decrease in stress and overwhelm
› Three point increase in wellbeing
› Two point increase in focus and engagement