

MINDS IN THE WILD



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MINDS IN THE WILD

Minds in the Wild is a series of life changing challenges for business leaders and their employees, delivered in iconic global locations by an award-winning team with incredible outcomes.

The focus is on enhancing your individual physical and mental wellbeing whilst undertaking a challenging trek, and addressing the importance of improving mental wellbeing at work in a bid to create healthier and more productive work places.



INTRODUCTION

Through a series of informal workshops delivered during the challenge, specialist mental health and mental wellbeing professionals will motivate and inspire participants and provide a safe environment in which to discuss the stigma of mental ill health, and to create advocates for change.



OUTCOMES

- Motivate and inspire senior leadership teams
- Enhance the health and energy of your employees
- Address the stigma of mental health
- Improve individual, team and company performance
- Create healthier and more productive workplaces
- Raise funds and awareness for worthwhile causes.

THE COST OF POOR MENTAL HEALTH

Mental health is the leading cause of workplace absence in the UK.

The total cost of staff mental health problems to UK employers is estimated to be around £26 billion each year.



COSTS INCLUDE:

- **ABSENTEEISM:** £8.4 billion a year in sickness absence
- **PRESENTEEISM:** £15.1 billion a year due to reduced productivity at work
- **TURNOVER:** £2.4 billion a year due to replacing staff who leave their jobs because of mental ill health



STARTING THE CONVERSATION

Addressing employee mental health is the single most effective tool to reduce absenteeism, presenteeism, staff replacement and loss of productivity.



“

COMPANIES HAVE A DUTY OF CARE TO SUPPORT AND LOOK AFTER THE MENTAL WELLBEING OF THEIR EMPLOYEES.

NOT ONLY BECAUSE THE COMMERCIAL BENEFITS OF A HEALTHIER WORKPLACE ARE CLEAR, IT'S ABSOLUTELY THE RIGHT THING TO DO!”

BRIAN HEYWORTH, GLOBAL HEAD OF CLIENT STRATEGY, HSBC

A group of approximately 20 people, mostly young adults, are posing for a group photo on a grassy slope overlooking the ancient stone ruins of Machu Picchu. They are wearing matching purple t-shirts with white text and logos. The background features the iconic jagged mountain peaks of the site under a clear sky.

“EVERY SINGLE ONE OF US HAS THE OPPORTUNITY TO CREATE WORKPLACES WHERE ‘HUMAN FLOURISHING’ IS THE NORM.”

“WE HAVE TO BRING DISCUSSION AND AWARENESS OF MENTAL HEALTH OUT OF THE SHADOWS AND CREATE WORKPLACES WHERE PEOPLE FEEL ABLE TO TALK OPENLY ABOUT THEIR FEELINGS, WHERE SUPPORT SEEKING BEHAVIOUR IS SEEN AS A SIGN OF STRENGTH, NOT WEAKNESS.”

POPPY JAMAN, OBE, CITY MENTAL HEALTH ALLIANCE

MENTAL HEALTH & WELLBEING

Research₂ has proven the massive benefits to physical and mental wellbeing that are derived from:

- EXERCISE
- CONNECTING WITH NATURE
- CONNECTING WITH ONESELF (MEANING)
- CONNECTING WITH OTHER PEOPLE
- SETTING & ACHIEVING GOALS
- GIVING
- HELPING OTHERS
- CONNECTING WITH MEANINGFUL VALUES



A LIFE CHANGING EXPERIENCE

Minds in the Wild challenges combine all of the above elements, leading to substantially improved wellbeing. Not only will this positively impact the participant's individual physical and mental health, but also their leadership outlook and the relationship with their teams.

It can be a game changer for the business, from both a human and commercial perspective, with impact way beyond the life of the trip.



FEELING BETTER
ENERGISED OUTLOOK
SENSE OF MEANING AND PURPOSE ON LIFE
PRIDE IN HELPING OTHERS
BETTER SELF-WORTH
RELATIONSHIPS WITH COLLEAGUES
SENSE OF BELONGING
INCREASED SELF-ESTEEM
EXERCISE IMPROVED LIFESTYLE
ACHIEVING GOALS
HAPPY
REDUCED STRESS LEVELS
LOSS OF WEIGHT
IMPROVED DIET

AGENTS OF CHANGE

The Minds in the Wild challenges are the ultimate senior leaders retreat with time and space for creative and strategic thinking. It's not time away from the business, but time away from distraction.

Bespoke mental health and leadership workshops each evening will inspire and equip employees to become agents of change for mental and emotional wellbeing in the workplace.



“INCREASINGLY LEADERS IN BUSINESS AND THEIR TEAMS ARE RECOGNISING THE IMPORTANCE OF CREATING MENTALLY HEALTHY WORKPLACES.

WHAT IS OFTEN DIFFICULT IS CREATING THE TIME, SPACE AND CREATIVE ENVIRONMENT TO ENABLE A FOCUS ON HOW TO MAKE THIS HAPPEN.

ENABLING PEOPLE TO GET TOGETHER OFF SITE TO FOCUS ON THIS IMPORTANT TOPIC IN AN INSPIRATIONAL ENVIRONMENT IS WORTHY OF SOME CREATIVE THINKING WHICH WILL PAY GREAT DIVIDENDS.”

JOHN BINNS, MBE

VICE CHAIR OF MIND UK AND WELLBEING ADVISOR TO DELOITTE



“HEALTH AND ENERGY ARE THE MOST IMPORTANT DRIVERS OF PERFORMANCE.

“YOU CAN HAVE ALL THE RIGHT SKILLS, KNOWLEDGE AND BEHAVIOURS, BUT WITHOUT YOUR HEALTH AND ENERGY YOU CANNOT AND WILL NOT PERFORM AT YOUR BEST.”

**GEOFF MCDONALD, FORMER GLOBAL VP HR UNILEVER
GLOBAL ADVOCATE & CONSULTANT FOR HEALTH IN WORKPLACES**

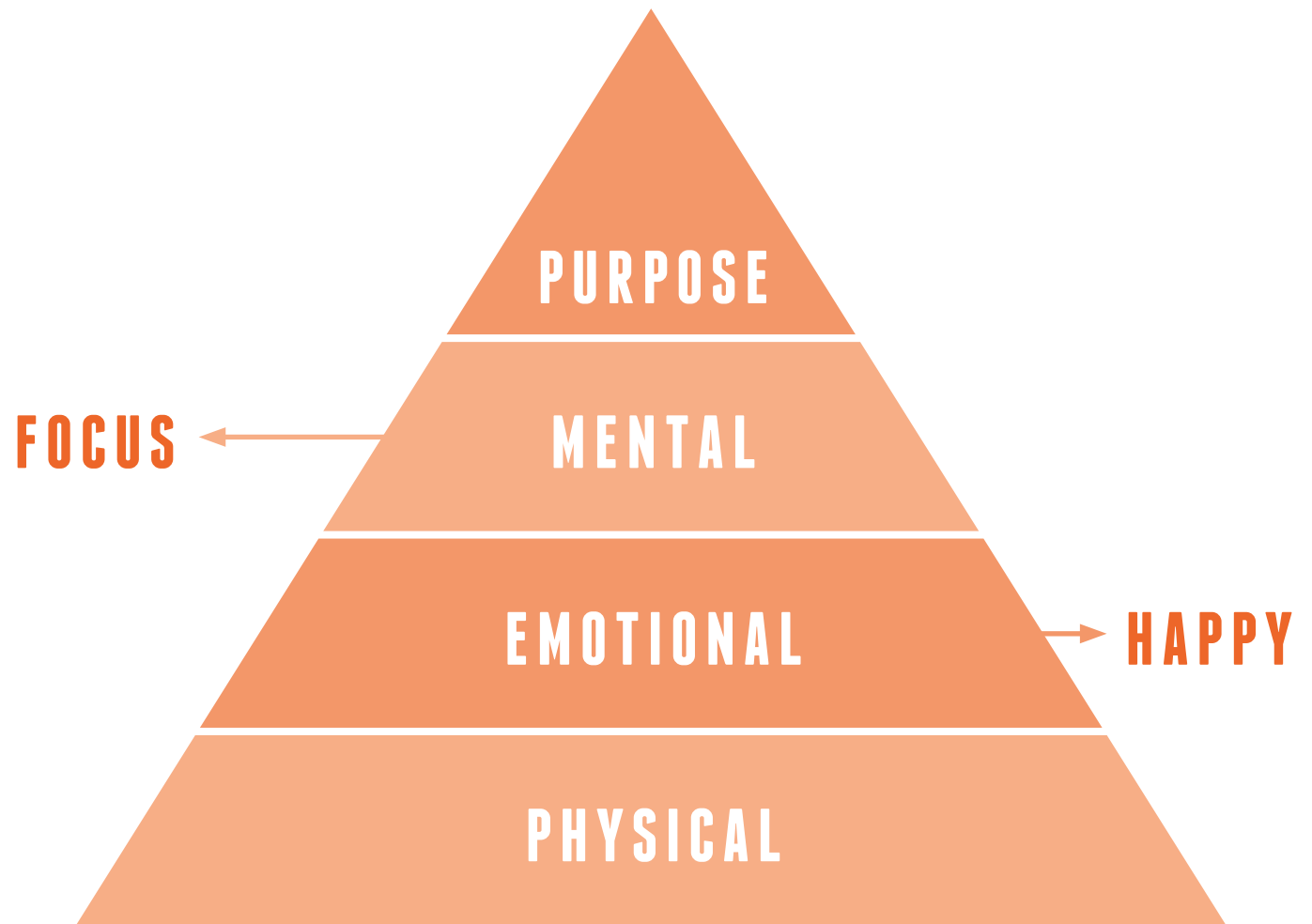
ENERGY & WELLBEING: A PERFORMANCE DRIVER

One of the most limiting resources in organisations today is the energy of their people.

Energy is a critical driver of individual, team and organisational performance. More and more, organisations are recognising the importance of the energy of their people as a performance enabler.

Our energy is derived from ones wellbeing and attending to this at four levels, namely our PHYSICAL, EMOTIONAL, MENTAL and SPIRITUAL needs.

WARWICK - EDINBURGH WELLBEING INDEX



Source: Energy Project

GUEST SPEAKERS

Through a series of informal workshops, specialist mental health and mental wellbeing speakers will provide a safe environment in which to introduce and discuss the importance of recognising and addressing the stigma of mental ill health.

Where traditional workshops may be delivered in a training room at the office, sandwiched in between meetings and other distractions, these sessions allow participants to fully immerse themselves in the subject, with time to engage around the camp fire or dining table afterwards, and throughout the following day. It all starts with a conversation, and the challenges provide focussed time to do exactly that.



**GEOFF
MCDONALD**

After 25 years with Unilever, Geoff left his role as Global VP of HR to devote his energy to ending the stigma of depression and anxiety in the workplace. As a speaker and a business transformation consultant, he inspires leaders to embrace mental health and empower organisations to put purpose at their core and play their positive role in the world.



**POPPY
JAMAN, OBE**

Poppy Jaman OBE is a global voice of authority on workplace mental health. She is the CEO of the City Mental Health Alliance and the former founding CEO of Mental Health First Aid (MHFA) England. In 2018 Poppy was awarded an OBE in recognition of her 20 years of services to people with mental health issues. She is on a mission to create equality for mental health through country and city leaders.



**ROB
STEPHENSON**

Rob is a mental health influencer, campaigner and public speaker on creating mentally healthier workplaces. Rob is the founder of Inside-Out.org, a social enterprise with a mission of smashing the stigma of mental ill-health in the workplace by showcasing senior leader role models with lived experiences of mental ill-health.



**RICHARD
MARTIN**

Richard spent 20 years as an employment lawyer in the city with various firms, and in 2011 experienced a serious mental breakdown, which resulted in time in hospital and a lengthy recovery process. That led him to promote positive mental health and to help people avoid the experiences that he had.



**MICHELLE
MORGAN**

Michelle is Co-Founder of the purpose led business Livity. She is a winner of the Queens Award for Enterprise and EY Entrepreneur of the Year. Most recently she was featured in the Evening Standard Progress Makers as one of London's top ten Changemakers and in 2018 she was invited to join the Society of Leadership Fellows. She is also an Ambassador for Mental Health First Aid England.



**GREGOR
HENDERSON**

Gregor leads mental health for Public Health England and has worked in mental health for over 30 years. Developing and managing care and treatment services, leading and implementing national policy programmes, advising on global mental health matters and designing innovative and creative solutions for government, voluntary, business and new tech sectors. Gregor is driven by a purpose to make mental health matter to everyone, everyday, wherever they live or work.

ALL FOR A GOOD CAUSE

One of the objectives of any Minds in the Wild challenge is to help raise awareness and funds for good causes. Participants will have the chance to nominate a cause close to their own hearts, or the cause can be decided by the company.

We work closely with the UK National charity for mental health, Mind, registered charity number 219830, who are championing great work in enhancing mental wellbeing at work, and Minds@Work who are inspiring and equipping individuals to break the stigma of mental ill health in their workplaces.



Whichever charity you choose to support, we will work closely with your organisation and the charity partner to ensure that we collectively maximise the opportunity to do good.



CHALLENGE DESTINATIONS

We create totally bespoke itineraries to meet the goals and objectives of the organisation.

Our challenges have supported tens of thousands of participants over more than 20 years, across 42 countries on six continents.

These have included treks, bike rides, mountain climbs, community builds (houses, schools and community centres), rafting, kayaking and dog sledding.



FLEXIBILITY

You can create the most impactful challenge for your organisation by tailoring the event from a mix of global destinations, challenge activities, levels of difficulty, durations, group sizes, accommodation comfort levels, and mental wellbeing topics and speakers.

We can also provide additional support and services including professional videographers and photographers to document the experience, and branded clothing and equipment.



EVENT MANAGEMENT

All of our challenges are led and supported by experienced and qualified first aid trained Mountain Leaders, doctors and wider support teams.

Challenge Safe, our safety management system oversees all safety documentation including risk and threat assessments, emergency management planning, public liability, and client travel insurance.



CHARITY CHALLENGE

Minds in the wild challenges are organised by the globally recognised, multi award winning challenge event company – Charity Challenge.

- More than 20 years' experience operating worldwide
- Tens of thousands of participants supported
- Over £55,000,000 raised
- More than 1800 global charities supported
- Working with corporates, charities, celebrities, and media teams
- Fully licenced and insured tour operator



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REACH YOUR ORGANISATION'S POTENTIAL

For a tailored discussion about how Minds in the Wild
can work for your organisation, please contact:

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