



## **The Business case for Mindfulness part 1: Companies who have adopted mindfulness practices**

This is part 1 of a series of documents aimed at helping make the business case for mindfulness in the workplace.

When making a business case for mindfulness, it is useful to be able to quote other organisations who have taken a similar path.

This document contains a list of major employers who have integrated mindfulness in some shape or form into the workplace, and a few examples of how mindfulness is being used. The names of the organisations have been drawn from a variety of sources.

Please note: due to the changing nature of organisations, Mindfulnet cannot verify the extent to which mindfulness is currently practiced within the organisations listed. We recommend that you check for further information prior to quoting them as examples in any documents you publish or share with others.

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## **Major employers who have integrated mindfulness into the workplace**

- Abbott Laboratories
- Aetna International
- American Red Cross
- Ameriprise Financial
- AOL Time Warner Inc
- Apple Computers
- AstraZeneca Pharmaceuticals
- BASF Bioresearch
- Cargill Inc.
- Cleary, Gottlieb, Steen & Hamilton
- Comcast
- Deutsche Bank
- Douwe Egberts
- eBay
- Fortis Bank
- General Mills, Inc.
- General Motors
- Google
- Green Mountain Coffee Roasters (GMCR)
- Hale and Dorr
- Hughes Aircraft
- IBM.
- Keane Canada Inc.
- Lucent International
- McKinsey
- Medtronic
- Nortel Networks
- Pacific Investment Management Co
- Prentice-Hall
- Procter and Gamble
- Promega Corporation
- Puritan Bennett
- Raytheon
- Reebok
- Starbucks.
- Sumitomo
- Texas Instruments
- Toronto City Hall
- Toyota
- Unilever
- United HealthCare
- Volvo
- Xerox
- Yahoo!



## Case Studies

### **AOL Time Warner**

In 2006, **AOL Time Warner Inc.**, reduced their sales and marketing group from 850 to 500 people. Mindfulness classes were incorporated to help employees deal with the new working arrangements. As well as helping employees function better at work, the classes were regarded by many as a gesture of thanks for a job well done.

### **Ebay**

Online auction site **eBay** encourage mindfulness amongst employees by providing two meditation rooms at its San Jose campus. Here, employees can sit in silence – in minimalist rooms decorated in earth tones, accented with cushy pillows, floor mats and fragrant flower buds – to catch a few critical moments of solitude and to decompress from the myriad stresses of a workday.

### **Reebok**

At its Massachusetts head office, **Reebok**, as befits a large sports manufacturer, has a huge gym. But Ron Bartkiewicz, a health promotion manager, says the group does not just take care of employees' bodies – it looks after their mental well-being, too. "One of the things we offer is meditation," he explains. "It helps strengthen the mind, reduce stress and focus."

### **Medtronic**

Over at **Medtronic** a medical device maker, they host quarterly meditation sessions. Jon Jagielski, supplier quality manager, says these typically last 90 minutes. "The practitioner puts on relaxing music and shows you a variety of techniques," he explains. "You need to focus on something. It can be anything you want. I focused on visualising my breathing and the idea that I was filling up with air. The challenge is to maintain that focus; you acknowledge the outside distractions but you let them pass."

### **United online**

Dave Jakubowski is vice-president of business development for Internet service provider **United Online**. "I'm in business," he says, "and I need results." So he recently turned to a mat and 60 minutes of silence. "It's amazing," he says of his new mindfulness meditation practice. "I'm able to sort through work challenges in this state of calm much faster than trying to fight through it. And I make fewer mistakes."

### **AstraZeneca Pharmaceuticals**



**AstraZeneca Pharmaceuticals** in the US offers mindfulness meditation courses aimed at energizing its 5,000 employees during and after marathon meetings. AstraZeneca now fund research and support mindfulness programmes

In comparison to the cost of employee sickness, mindfulness programs are relatively inexpensive, and can aid employee motivation and retention, as employees often regard mindfulness programmes as a "job perk".

## **Green Mountain Coffee Roasters**

Green Mountain Coffee Roasters (GMCR) offers a Mindfulness Center at their facilities where employees can take year round retreats and workshops. GMCR returned roughly 3,400% in the stock market in the last decade, making it one of the best performing stocks during that period.

## **Sources of data**

Hyperlinks are provided below. To open the links, double click on the link, or right click on the link and select "open hyperlinks". Alternatively, you can copy the link, and paste it into your web browser.

- Zen and the Art of Corporate Productivity  
[http://www.businessweek.com/magazine/content/03\\_30/b3843076.htm](http://www.businessweek.com/magazine/content/03_30/b3843076.htm)
- Mindfulness in the workplace by Jenny Lee  
<http://www.cult-branding.com/article/mindfulness-at-work.html>
- How Mindless Leaders can create workplace problems  
<http://www.psychologytoday.com/blog/wired-success/201104/how-mindless-leaders-can-create-workplace-problems?page=2>
- The value of deep thinking by Rhymer Rigby  
[http://www.ft.com/cms/s/565f1290-7d27-11de-b8ee-00144feabdc0,Authorised=false.html?\\_i\\_location=http%3A%2F%2Fwww.ft.com%2Fcms%2Fs%2F0%2F565f1290-7d27-11de-b8ee-00144feabdc0.html&\\_i\\_referer=#axzz1MR4LrMWg](http://www.ft.com/cms/s/565f1290-7d27-11de-b8ee-00144feabdc0,Authorised=false.html?_i_location=http%3A%2F%2Fwww.ft.com%2Fcms%2Fs%2F0%2F565f1290-7d27-11de-b8ee-00144feabdc0.html&_i_referer=#axzz1MR4LrMWg)
- Linked in forum: Mindfulness in the Workplace and Mindful Leadership  
[http://www.linkedin.com/groupItem?view=&gid=2042793&type=member&item=49654862&qid=843297b8-53f0-4431-b908-3133a42a24fb&goback=.gmp\\_2042793](http://www.linkedin.com/groupItem?view=&gid=2042793&type=member&item=49654862&qid=843297b8-53f0-4431-b908-3133a42a24fb&goback=.gmp_2042793)
- Centre for Mindfulness corporate clients  
<http://www.umassmed.edu/Content.aspx?id=44426>



## Resources & Links from Mindfulnet

- For more information on Mindfulness in the workplace, <http://www.mindfulnet.org/page9.htm>
- For information about what mindfulness is and how it is practiced, <http://www.mindfulnet.org/page2.htm>
- For information on how to select a mindfulness teacher, <http://www.mindfulnet.org/page16.htm>
- For books about mindfulness, <http://www.mindfulnet.org/page18.htm>

### **About Mindfulnet**

Mindfulnet.org is an independent website dedicated to promoting Mindfulness by providing site users with the information they need to make informed decisions. When you are new to any subject its often difficult to know where to start and the right questions to ask. Although the internet is full of information on mindfulness, some of it is inaccessible or difficult to grasp for newcomers. Mindfulnet aims to provide accessible information for newcomers, practitioners, teachers and researchers alike.

### **Vision**

Mindfulnet's founding vision is to provide site users with everything they need to know about mindfulness on one website. Mindfulnet.org aims to become an international hub of information on mindfulness, encouraging its use, informing decisions and disseminating information. We think it may already contain the largest collection of publically accessible Mindfulness data and links on the web. We intend to continue to add data and resources to this website on a regular basis to ensure Mindfulnet delivers its founding vision.

### **Feedback from users**

14th January 2011 "*We think you have the best website about mindfulness out there and we've been doing this for over 20 years now*" Ketrina B. Scott, Mindful Living, USA

9th January 2011: "*My congratulations on your site, which is the best site I have ever come across on mindfulness - so easy to navigate, so information rich and so coherent!*" David Michie, Mindfulness author, Australia

29th October 2010: "*I'm using your site as the main point of reference for mindfulness work whilst I'm pitching to journalists, organisations and anywhere appropriate*" Cheryl Rezek, Mindfulness author & therapist

5th June 2010: "*Thankyou very much for this resource! What a great initiative*" Susannah Crump, Mindfulness teacher, UK

Unlike some mindfulness websites, Mindfulnet.org is secular and independent. It receives no funding and is run on a not for profit basis.