**DRAFT TALKING POINTS**

*MindWell is a mental well being and training platform developed for organizations to help ensure employees show up mindful and fit for duty in whatever role we are taking on. MindWell delivers evidence-based mental health tools and training shown to increase resilience, psychological health and safety, decrease stress and enhance performance. MindWell transforms how people, teams and organizations experience their everyday, and how to elevate in today's rapidly changing world.*

MindWell has three main components that may all be accessed once a user has created a profile on the MindWell platform:

1. **The MindWell Challenge** - an online training that teaches mindfulness-in-action so participants can learn to integrate mindfulness into their daily lives
2. **Studio Be** - an online mindfulness studio that produces both live monthly webinars and daily drop-in mindfulness classes hosted by MindWell facilitators and expert guests
3. **The Well** - an on-demand library of mindfulness, mental health and wellness resources including videos, infographics and more!

**MindWell Challenge**

* In MONTH, COMPANY NAME is launching the evidence-based MindWell Challenge.
  + This online training is just five minutes a day, anytime, anywhere and on any device, yet it’s proven by UBC’s Sauder School of Business to lower stress, increase resilience, improve teamwork, and strengthen leadership skills.
  + The Challenge teaches ‘mindfulness-in-action’ so people don’t need to stop what they are doing to become calmer, present and more focused, all of which lead to a happier, healthier work environment.
  + Over 60,000 people across North America have done the MindWell Challenge!

**Registration for employees will begin on DATE:**

* + Everyone will receive an email with a custom registration link to sign up using their preferred email address.
  + Employees may also choose to provide their mobile number to receive a daily text as an additional way to help build support them as they build this new healthy habit
  + Every participant may also invite a ‘buddy’ of their choice from outside the organization to join them on the Challenge
  + If you have any questions or need any help registering, email **register@mindwellu.com** and the Challenge tech team will support you
* Thank you for joining us in the MindWell Challenge and we look forward to going through the training together!