

BBC Worldwide case study

100% of attendees felt other BBC employees would benefit from the content



BBC Worldwide held a wellbeing week, through which they were looking to give employees the tools to overcome unhealthy stress and thrive in an always-on, high-performing culture.

They hadn't previously brought mindfulness into the workplace and were keen to explore how this could add value, both to this event and going forwards.



“The masterclass series gave me a great insight into mindfulness, along with some excellent explanations for where to use during hectic real-life situations.

Steve is a great presenter, likable, informative, knowledgeable and passionate about the subjects discussed”

Russell, Global Head of Service Management



Following a detailed consultation with BBC Worldwide's Employee Engagement Programme Manager, a one-hour introduction to mindfulness session was tailored for the wellbeing week. At the end of this session employees were given the opportunity to sign-up for a series of three 90-minute mindfulness masterclasses:

- **Mindfulness in a busy world:** The first masterclass focused on everyday scenarios, including a challenging commute and a busy working day, giving employees a step-by-step understanding of how mindfulness could be applied to reduce stress and achieve optimal performance.
- **Mindfulness and stress:** The second masterclass focused on how mindfulness opens the way to handling high-pressure situations through how we engage our mind, the mechanics of stress, and complementary tools for working efficiently under pressure.
- **Mindfulness and lasting change:** The final session focused on the deeper principles of mindfulness, explaining how the present moment is where all creativity and solutions to everyday challenges can be found, and how to access it.



The introduction to mindfulness session sold-out within just 48 hours and required us to take over the BBC Worldwide reception area to meet demand. Half of those joining this session then signed up for the follow-on masterclass series, which were held over a series of three consecutive weeks.



"This is a great introduction into mindfulness and will give you tools to help keep your mind healthy. Steve is extremely knowledgeable about mental health and mindfulness. He is relatable and delivers his sessions in a non-judgmental way"

Vicky, Corporate Lawyer

Further testimonials are included below...

“The course gives you the tools to apply mindfulness on a daily basis. Steve can adjust the classes to the pace and will of the attendees, going from very basic concepts to more deep and theoretical thoughts, never losing touch with the people around him.

The classes were simple and easy to follow, yet enlightening. They will definitely have an impact on my daily life. Thank you!”

Desiree, Lawyer

100% of attendees felt the content was relevant to their busy lives

“It is a great introduction to mindfulness and is particularly relevant to how we're living in a non-stop world”

Gemma, Media Management

“The concept is so simple, but so effective; it will absolutely help you, even if you are skeptical”

Arabella, Digital Sales Manager

“This course gave very realistic examples and logical ideas of when you would be able to use mindfulness”

Hannah, Project Executive
