

publicis sapient

Helping People Mind Their Minds Better

With an unprecedented and once in a lifetime situation, organizations and leaders need to deal with an entirely new spectrum of issues, much of it having to do with the mental health of our people. So here's how Publicis Sapient went about addressing it

RAPID ROUNDUP

- Uncertainty breeds anxiety, and we are living in uncertain times where we don't know what will come next. We need to use this opportunity to adjust to the new normal and do it well. One can emerge stronger.
- Exclusive sessions to sustain engagement, wellness.
- Help for different cohorts – parents with young children, eldercare.

Pandemic Response:

- Mindfulness meditation session (covering 200+ participants) to help our people slow down racing thoughts, let go of negativity and calm both your mind and body.
- Exclusive sessions with experts, Dr. Shyam Bhatt and Brahma Kumari Sister Shivani (covering 1000+ participants) to help our people harness the power of resilience, emotions & the importance of emotional wellbeing and personal happiness.
- Positive parenting, eldercare, and kids' engagement sessions (impacting the lives of 500+ participants) on managing anxiety, screen time for kids, and nurturing self & family.
- COVID expert series (in partnership with International SOS), online doctor consultation, 1to1help, with pre-recorded webinar access (casing 500+ participants) to bust some myths and help our people cope with anxiety and panic during COVID 19.
- COVID cover to our Medical and Travel insurance to help our people with urgent medical care and repatriation.

Driving Open Communication:

Recognizing the significant impact Covid-19 has on daily life, Publicis Sapient leaders are encouraging open, transparent conversations with their teams to help them break away from work in stressful times in order to recharge and feel well. As much as we might like to return to the way things were, we won't. This is an opportunity to create mentally healthy workplace cultures that should have existed all along.

