



## Playful Mind Project

### **Tapping into your Employees' Potential Through Purposeful and Attuned Play**



### **Work and Play Really CAN Co-Exist—With Great Results!**

When the people you count on for profitability remove negative stress through Purposeful Play, they reengage in the organization and improve their productivity with greater energy and enthusiasm. What is that worth to you?

As you know, a more resilient workforce can cope with not only the day-to-day grind, but also those major unexpected challenges. When they are happier and more playful, they work better and collaborate more effectively.

However, with our “new normal,” companies are pivoting to help their employees stay connected in a new way. A tight knit corporate culture is more difficult to maintain now. Our unique online and in-person approaches facilitate connection and that feeling of camaraderie! Imagine a new level of playful and creative interaction amongst your employees, supported by managers who spread inspiration and not germs.



Soooo....what happens if you do nothing?! You'll be a part of these statistics, according to SHRM:

- \$2-300 Billion lost because of stress related conditions for employees.
- 70% of employees are working beyond scheduled times and on weekends and they cite “self-imposed pressure” as the reason.
- Stress (mostly work related) has been implicated as an underlying cause of 60-90% of all medical conditions.

How does this affect your bottom line? Statistically, the results of a commitment to employee wellbeing, especially a reduction in stress, are notable, including:

- Reduction in health care costs by 20-55%
- Decrease in short-term sick leave by as much as 32% (Ceridian Prop ROI Tool,2003)
- A savings of between \$3 and \$6 for every \$1 invested in wellbeing (U.S. CDC)
- Drop in work comp and disability by as much as 30%
- Enhanced recruitment and retention for all positions

Want to know how YOUR company can become more playful and productive?

# Introducing the Playful Mind Project!

Be your company's hero by boosting productivity, employee resilience and the bottom line, while improving employee loyalty and job satisfaction. Our unique, proven, and comprehensive approach energizes and streamlines communication, collaboration and creativity! Programs can include:

- ~~Work~~ Playshops
  - Keynotes
  - Applied Improv
- Meeting energizers (warmups to get everyone activated and ready)
  - Brainstorming techniques
  - Team building activities
- Mindset Coaching for Leadership, Management and Sales
  - Laughter Yoga and Meditation
  - Physical movement sessions
- Wonder Labs (45-minute lunchtime talks)
  - Breakout sessions
  - Full and half day events

**All done with a BIG sense of PLAY!!**

Play isn't just an activity, it's an attitude. Play is newness, a feeling of momentum, of being present to opportunities, while promoting a sense of discovery and fun! It shifts paradigms. Play sparks curiosity, curiosity sparks creativity and creativity connects work and play! Your employees will be happier and more engaged at every level.

Dr. Stuart Brown is a researcher and the founder of *The National Institute for Play*. "When employees have the opportunity to play, they actually increase their productivity, engagement and morale." It begs the question, why aren't all companies insisting on more playtime at work? Dr. Brown goes on to say, "Not only does having a playful atmosphere attract young talent, but experts say play at work can boost creativity and productivity in people of all ages. There is good evidence that if you allow employees to engage in something they want to do, (which) is playful, there are better outcomes in terms of productivity and motivation."

At the *Playful Mind Project*, we specialize in countering the sedentary, soul-depleting nature of office (and office-at-home) work and teach both leadership and employees how to overcome:

- Stress
- Exhaustion
- Overwhelm
- Burnout

And embrace their inner brilliance through play.



Reminding a team how much fun it is to laugh!

### Pandemic Pivoting

40 percent of remote employees find it hard to focus on work at home and 54 percent of them have more distractions at home. This includes working from their dining room table, caring for and home-schooling their children and overseeing their elderly relations. Making *your* deadlines is a crushing addition to their responsibilities! Now that some people are returning to the office, re-attuning them to each other is key for their mental well-being.

In 2020, only 34% of Americans say their mental health is excellent. That is down from almost 50% in 2019! Mental wellbeing is the key to keeping your staff balanced and at their best. It can cost a company up to 75% of a position's yearly salary to even LOOK for a replacement! Why not help your workers have a better way of coping that's a win for everyone? They feel better, they produce more, and your bottom line improves.

### The Plan

The *Playful Mind Project* plan is based on helping each individual employee manage their personal stress levels, determine personal goals, and collaborate more effectively while helping the company provide a more engaging environment. We work closely with corporations to design a plan that supports and furthers the company's brand, as it supports their people. It can

consist of two major components – personal, one-on-one time and company-wide activities. These factors promote high performance and increased productivity.



The *Playful Mind Project* personal component includes:

- Attuning to employee mindsets, to gauge stress levels, whether professional or personal
- Customized, interactive, 30-minute stress shifting sessions
- Increasing productivity through suggested playful exercises and tips
- Consulting with team managers to give them tools and exercises for keeping their employees happy and present while they work

By setting intentions and providing guidance for self-care, employees build success and confidence that directly translates into other areas of their life. And when your employees feel better, they work better which means a healthier bottom line for you.



A team of marketing professionals discovering skills for managing negative stress for increased productivity.

Company-wide components can include:

- In-house, anonymous surveys to gauge employee engagement.
- Team building experiences and challenges
- Emotional intelligence for sales and leadership
- Meeting warmup energizers
- Laughter breaks
- Brainstorming tools



## Summary

Highly engaged employees are 87% less likely to leave their companies and, in many companies, especially those with tight deadlines, this can be a make-or-break situation. Training new employees cost both money and time!

Play is important for employee engagement. Highly engaged workers are twice as likely to be top performers. So, it follows that organizations with highly engaged employees can achieve a much higher annual net income **over** organizations whose workers lag behind on engagement.

Come play with us! You know you want to.....

Playful Mind Project  
rona@playfulmindproject.com  
[www.playfulmindproject.com](http://www.playfulmindproject.com)  
[818-568-5616](tel:818-568-5616)

## Testimonials

The logo for mOcean, featuring the word "MOCEAN" in white capital letters on a black rectangular background.

"Hiring Playful Mind Project for our corporate program was one of the best things we've done all year. Everyone can relate to them. They speak TO my employees, not AT them and most of all, they get results!" -**Beth Bradmon**, COO, mOcean, Los Angeles

The multi-colored Google logo.

"The only thing my colleagues remember from the Summit in Seattle is the laughter yoga session with Jessica" -**Hannes Eder**, Senior Staff Site Reliability Engineer Manager, Google

The logo for LACERS (Los Angeles City Employees' Retirement System), featuring a stylized blue and green wave icon to the left of the text "LACERS" in blue, with "LOS ANGELES CITY EMPLOYEES' RETIREMENT SYSTEM" in smaller blue text below it.

"We loved having Rona speak at our series of open enrollment fairs this year. Her keynote kept everyone informed, entertained and inspired. The feedback we got was tremendous and we will definitely keep her on our list of speakers for future events." - **Alex Rabrenovich**, Chief Health Benefits Administrator, Los Angeles City Employee Retirement Services, Los Angeles, California

The Microsoft logo, consisting of four colored squares (red, green, blue, yellow) to the left of the word "Microsoft" in a grey sans-serif font.

"I was so proud of my team of introverts for leaning into the spirit of Laughter Yoga with Jessica as the perfect teacher-she led them just far enough outside their comfort zones to get our (vulnerable and) creative juices flowing for one of the best team offsites I've ever participated in!"

-**Jen Stum**, Business Manager, Global Partner Service Team, Microsoft

The logo for the Costume Designers Guild, featuring a stylized grey figure of a woman in a dress to the left of the text "COSTUME DESIGNERS GUILD" in a serif font.

"Rona, thank you so much for an awesome seminar. I think everyone came out of it energized and informed - it was awesome. Thank you. Looking forward to seeing you again soon!"

-**Kristin Burke**, Chair of the Empowerment Committee for IATSE Local 892, Costume Designers Guild