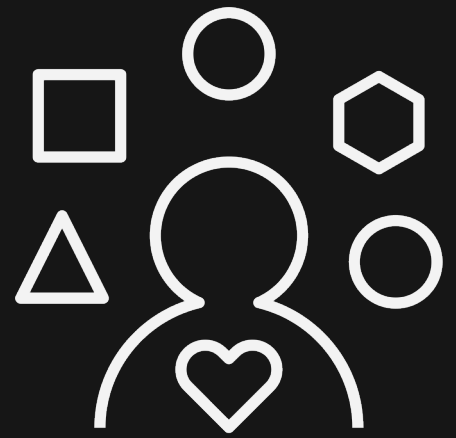
JUNE 2020

Advancing Mental Wellbeing During and Post COVID-19 with a Holistic Strategy

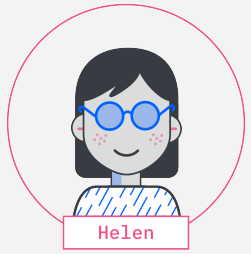


“How are you doing?”

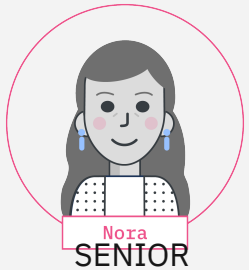
Real conversations

+ How are you doing?
+ Support from management
+ Ability to perform job
+ Support on mental & emotional well-being

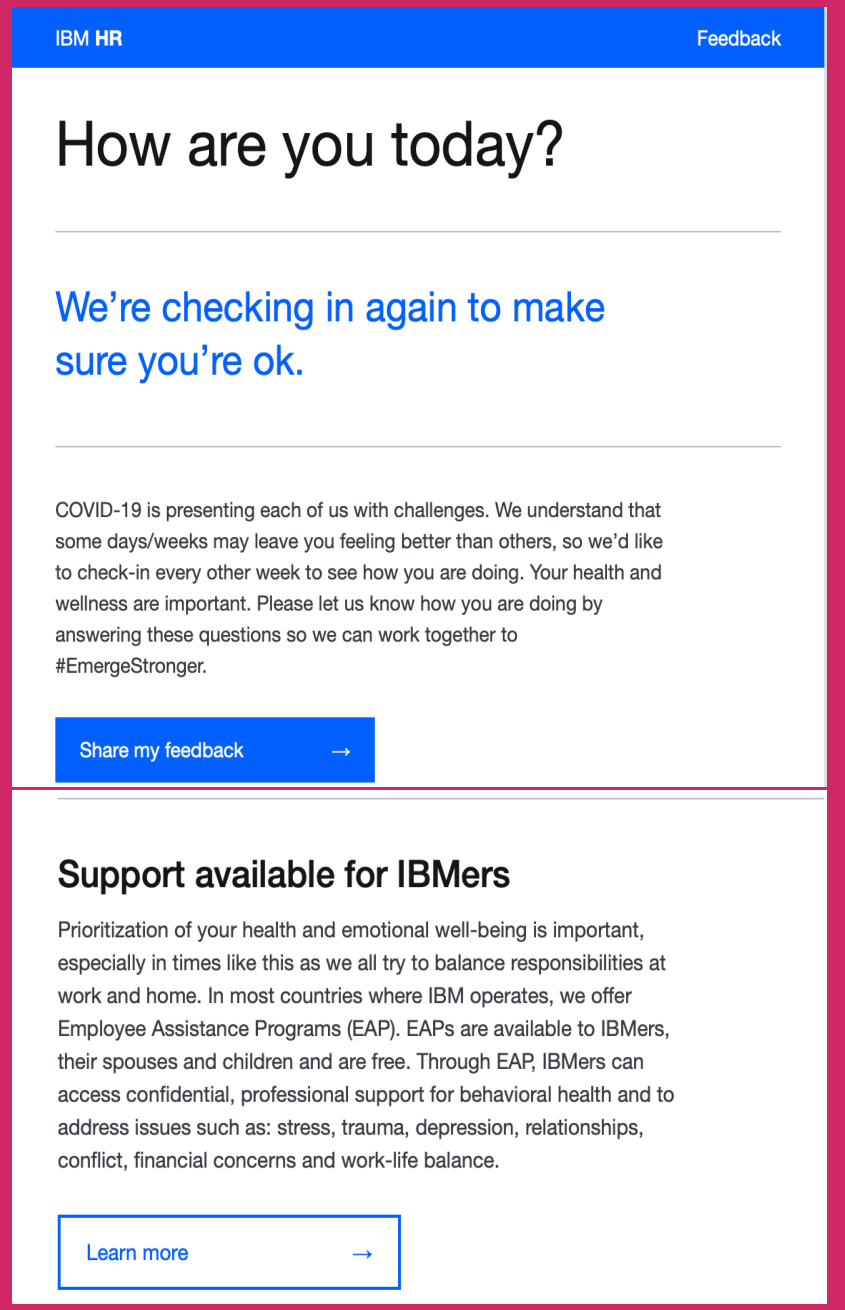
EMPLOYEES



MANAGERS



SENIOR LEADERS



Insights from our digital resilience program indicate heightened mental and emotional risks during COVID-19

+ High and extreme stress increased from 16.9% in Q1 to 27.2% in Q2
+ New users show heightened risk for anxiety, burnout, depression and sleep issues

% of Users Over Risk Insight Threshold

IBM	Time 1	Time 2	% Change
Anxiety Insight	6.4%	8.2%	28.0%
Burnout Insight	4.1%	5.2%	26.3%
Depression Insight	7.6%	8.2%	7.4%
Eating Habits Insight	3.3%	3.0%	-7.2%
Pain Insight	4.1%	2.7%	-33.2%
Physical Activity Insight	4.6%	3.6%	-21.4%
Productivity Insight	4.8%	2.7%	-42.7%
Resilience Insight	12.0%	7.0%	-41.8%
Sleep Insight	4.4%	5.2%	18.4%
Stress Insight	4.4%	3.0%	-30.4%

ADDRESSING STIGMA AND SHARING

+ Launched Channels and Blogs where IBMers to openly discuss mental health issues

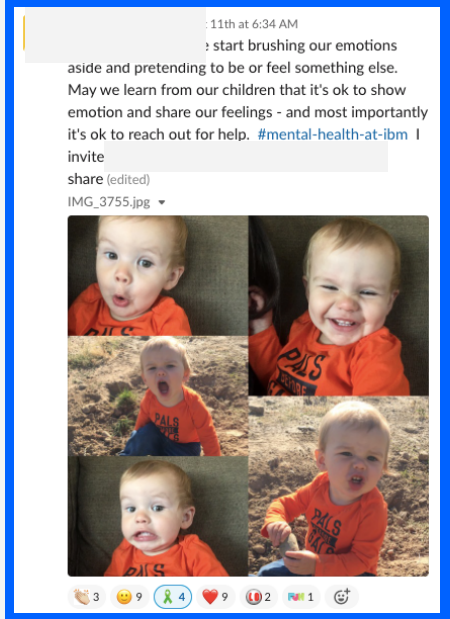
+ Posts talked about a range of information including:

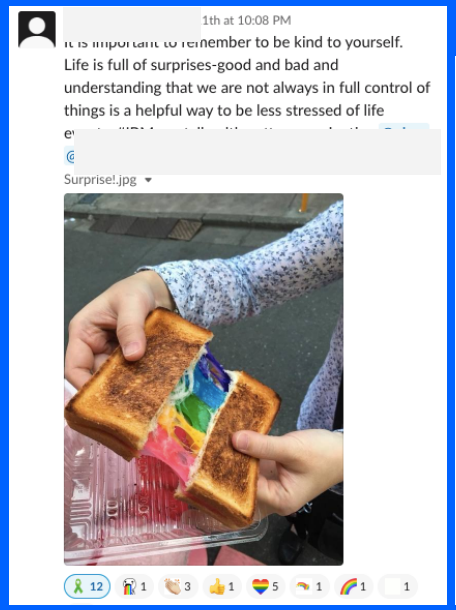
  - Personal experiences

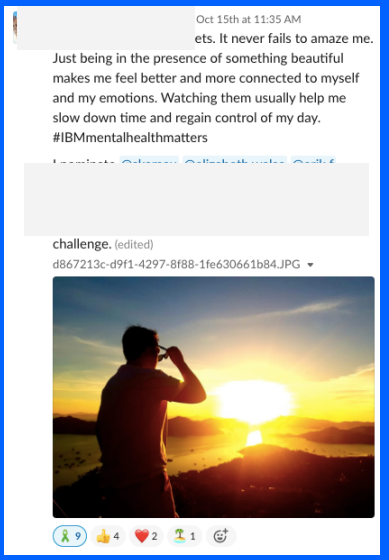
  - Overcoming mental health issues

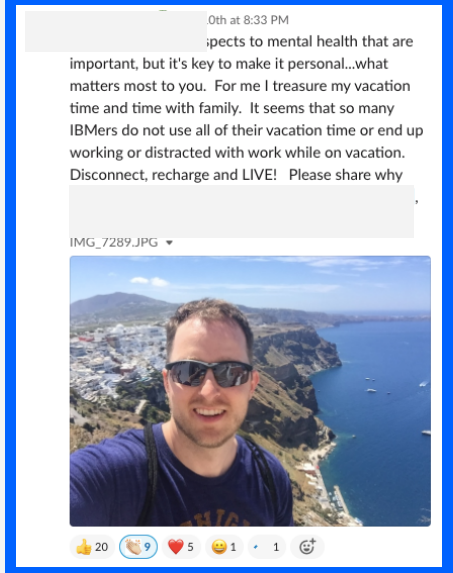
  - Sharing of practices that helped maintain mental health

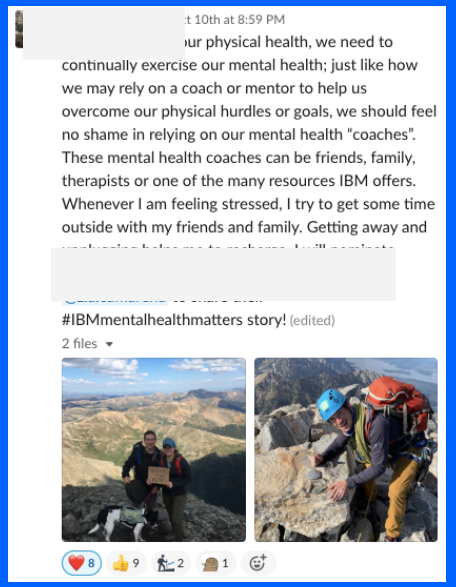
  - Appreciation for the resources and support IBM provides

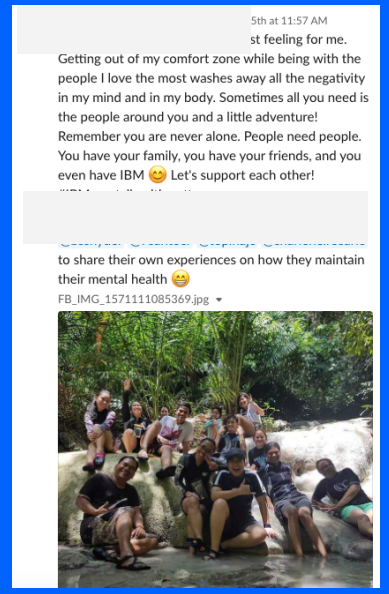












LISTENING AND CO-CREATION

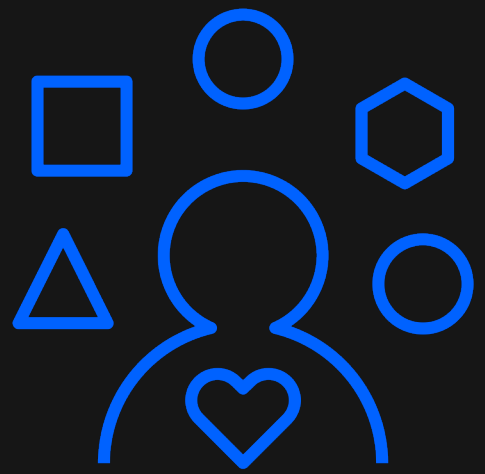
+ We use multiple channels to communicate with IBMers

+ Our focus has been on closing gaps, raising awareness of benefits, resources and training on mental health

+ **Ask an IBMer Anything global conversations:**
  + How are you taking care of your mental health in these Challenging Times
  + Resilience
  + Are you more stressed than Usual? Prioritizing YOU

+ **IBMer News , IBMer TV, Manager & Employee Essentials**
  + 10 Tips from IBMers on Managing Mental Health

+ **MURAL collaborations and virtual sessions: mindfulness, yoga, stretching, exercise, nutrition, trivia, dance parties…**



We’re asking and IBMers are sharing

+ 63% of IBMers surveyed indicated that incorporating physical activity during their day was a challenge

+ 88% told us they know how to access IBM resources to support their emotional and mental well-being

Mental health priority topics

+ Dealing with Uncertainty
+ Taking care of mental health during the crisis
+ Financial health, sleep issues, contending with isolation, confinement
+ Conflict at Home
+ Parenting

The IBM Work From Home Pledge During Times of COVID-19

I pledge to be Family Sensitive.

I pledge to support Flexibility for Personal Needs.

I pledge to support “Not Camera Ready” times.

I pledge to Be Kind.

I pledge to Set Boundaries and Prevent Video Fatigue.

I pledge to Take Care of Myself.

I pledge to Frequently Check In on people.

I pledge to Be Connected.