

THE JANUARY CHALLENGE 2019

A 31 DAY PROGRAMME FOR WORKPLACE WELLBEING

64 Million
artists!

No. 365

Jamie Wreck



Are you looking to improve employee engagement and support their wellbeing?



The January Challenge is a unique opportunity to engage all of your staff with a fun, creative 31 day programme to promote mental wellbeing, collaboration and strong company culture.

The January Challenge is a national month-long programme to support everyday creativity and wellbeing. Similar to physical wellbeing challenges, this programme aims to promote individual personal development as well as team working, but rather than walking 10,000 steps a day, it's a workout for the mind and heart.

The idea is simple. Each day in January we send out a short creative challenge which only takes 5 or 10 minutes to complete, it's free for anyone to participate and any materials should be easy to find (a pen, paper, random junk in your recycling bin, a sense of humour, etc). The challenge might be writing a poem or drawing a picture, or it might be thinking your way around a problem or going on a mini-adventure. They encourage self reflection but also connection to the community and teamwork. Participants are encouraged to Do the challenge, Think about the impact it had on them and Share either within their team in person, on your intranet, Workplace, Slack or on wider social media.

In 2018, 7500 people took part and the hashtag #TheJanuaryChallenge had over 8m impressions on Twitter and Instagram. People taking part ranged in age from under 12 to over 75 and came from a range of social backgrounds. 90% of them said that doing the challenge improved their wellbeing and over 90% of them said they enjoyed doing the challenge. You can find out more about the participants and [the impact of the challenge on them here](#).



What is the opportunity?

This year we're specifically aiming to engage workplaces to take part. Although we have had several workplaces participate informally in previous years, the focus has mainly been on individuals. We've had so much success with our other workplace programmes we're looking to target entire teams or workforces to benefit from the programme and learn from each other.

What would you get?

The January Challenge is free to take part in but we're offering a package of tailored support to help get your workplace geared up and ready to take part.

This includes:

Standard

1 workshop for up to 30 workplace champions to engage them with the programme and help them engage and enthuse others

1 resource pack to support the implementation of the challenge in your workplace (i.e. printable PDFs of the challenges for display, email copy so challenges can be sent internally rather than employees having to sign up individually etc.)

A hosted page on our website pulling through all entries on a unique hashtag to create your own workplace gallery



Additional

- One to one coaching for participants
- Action learning or coaching groups for participants
- Additional workshops for all staff
- A bespoke programme of challenges for your workplace, co-created with staff

What would it cost?

We are offering standard packages at a set price and will cost up the optional extras separately. Reduced prices are available for charities and not-for-profits. Please get in touch for more details on laura@64millionartists.com.

If the 30th November has been and gone - don't worry! You can still purchase the resource pack alone at £150, at any time.

How will you and your staff benefit?

Over the last 4 years, 64 Million Artists have worked in advertising agencies, factories, community contexts, schools, corporate environments and universities. Clients include Brighton and Hove City Council, King's College London, University of Edinburgh, Wolff Olins, Church and Dwight, Age UK and a range of cultural sector institutions. Reported benefits include improved wellbeing, better motivation and concentration, group cohesion, employee engagement and reduced sick days.





Testimonials include:

"It pushed me to think outside of the box all the time. I was forced to stop and reflect, look around me and generally get off the treadmill. I feel more open to taking risks. I feel more confident."

"It has given me the license to be a bit more courageous."

"It was great being part of a community with a common purpose."

"It's been a fantastic experience for me - I found that I've been able to look at the world in a slightly different way than I would if I was sat in an office for 9 hours a day answering emails."

'I have made a huge shift in how I work and have a more positive attitude towards King's and my own research. I know what I want to do and the attitude I want to cultivate.'

What should I do next?

If you're interested in taking part you need to register by Friday 30th November to ensure you get time for your workshop. After the 30th you can purchase the resource pack alone at £150. Find out more: laura@64millionartists.com, 07896 733 643.

www.64millionartists.com

www.dothinkshare.com

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