

THE JANUARY CHALLENGE 2020

A 31 DAY PROGRAMME FOR WORKPLACE WELLBEING

64 Million
artists!



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 2019, over 15,000 people took part and the hashtag #TheJanuaryChallenge had over 11m 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. 95% 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?

Following a successful launch of the Workplace Package in 2019, we are specifically aiming to engage more workplaces in 2020. Over 15 hospitals, an NHS Foundation Trust, 2 major Arts venues and a school formally took on the Challenge, meaning that over 25,000 employees received each daily prompt. Feedback from Workplaces that took part this year suggests that it had valuable impact both within the team and within the wider culture and environment of the building.

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

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 jemima@64millionartists.com.

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:

“Two things have happened for me while introducing this to the NHS trust I work in. The honesty and openness that staff bring to the challenge and the vulnerability they are happy to share through the creative projects they embark on. Wow! And then today as the challenge has been taken to our Dementia patients ... ! I love it, my family love it, my workplace love it and we are laughing at the ideas we are coming up with...”

“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’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.”

What should I do next?

If you’re interested in taking part you need to register by Thursday 31st October to ensure you get time for your workshop. You can drop us a line to register or to find out more:
jemima@64millionartists.com