

# THE JANUARY CHALLENGE 2020

## A 31 DAY PROGRAMME FOR WORKPLACE WELLBEING

64 Million  
*artists!*

No. 365

Jamie Weick



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.

## What is The January Challenge?

The idea is simple. Each day in January we send out a short creative challenge which only takes 5 or 10 minutes to complete. All challenges are free to take part in 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, the hashtag #TheJanuaryChallenge had over 11m impressions on Twitter and Instagram. 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.

You can find out more about the participants and [the impact of the challenge on them here](#).



*"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."*

*"Taking part in 64 Million Artists' January Challenge triggered a transformation in my wellbeing. Since then, I have spent the rest of the year introducing creative challenges into my regular routine."*

**Reported benefits include improved wellbeing, better motivation and concentration, group cohesion, employee engagement and reduced sick days.**



---

# ***THE JANUARY CHALLENGE IS FREE***

***ANYBODY CAN TAKE PART, ANYWHERE***

---

**64 Million**  
*artists!*

No. 365

Jamie Weick

To help larger workplaces engage all of their staff, we offer optional extras to embed The January Challenge throughout the organisation.

Get in touch to enquire about pricing.

## ***THE CHAMPIONS WORKSHOP***

Engage key staff in a fun and engaging professional development workshop. Staff will gain the skills to confidently champion and distribute the challenge throughout the organisation.  
Get ready to get creative...

## ***PREMIUM PACKAGE***

Effectively plan for The January Challenge with access to all of the challenges ahead of time, with the posters, graphics and copy you'll need to inspire your staff. Includes a Champions toolkit and guide.

## ***1-2-1 SUPPORT***

Make the programme as successful as possible for your organisation. We can be available on the phone to talk through any problems, ideas, questions and queries relevant to your workplace.

**THE**  
**JANUARY**  
**CHALLENGE**  
**2020**