

Headspace & CarMax



Headspace helps CarMax Associates reduce stress.

ABOUT

With a commitment to innovation and iconic customer experiences, CarMax is the United State's largest retailer of used cars. CarMax has over 240 stores, more than 30,000 associates, and has been recognized for 19 consecutive years as one of the Fortune 100 Best Companies to Work For®. CarMax is committed to making a positive impact on people, communities and the environment.

CHALLENGE

At CarMax, company values are a driving force for the organization. One of these values is "put people first", which includes taking care of associates and making their well-being a priority. With associates located in stores nationwide, providing benefit programming that is accessible and engaging can be a challenge.

Jeff Sinclair, a senior technology support analyst at CarMax, has always been passionate about mindfulness meditation. When CarMax's benefits team launched Headspace, Jeff encouraged others to utilize the resource by sharing the positive impacts mindfulness has had on his wellness.

HEADSPACE APPROACH

A seasoned mindfulness meditation practitioner, Jeff recognizes the transformative benefits of mindfulness. Jeff believes that meditation can help to reduce associate's stress levels, promote positive social interaction, and enhance creativity and productivity. In partnership with the CarMax Benefits Team, Jeff wanted to provide accessible training to CarMax associates. The goal was to teach practical mindfulness techniques and to support the company's culture of putting people first.

HEADSPACE RESULTS

3,000

CarMax associates are enrolled in Headspace

1.5 million

minutes meditated in 2023

Jeff's leadership included offering weekly guided group meditation sessions, and sponsoring mindfulness challenges to encourage participation among associates. More than 350 associates have benefitted from Jeff's various mindfulness programs, demonstrating his far-reaching influence. One of the most impactful initiatives was creating a Microsoft teams group called, Mindfulness at CarMax. This page has over 200 members who participate in weekly sessions, answer questions about mindfulness and encourage each other.

RESULTS

The implementation of Headspace at CarMax helps drive a culture in which associates feel they can bring their whole selves to work. The Headspace app provides associates a tool they can use on their own time, in addition to scaling access to mindfulness tools across the whole company.

CarMax has exceeded its goal of enrolling more than 3,000 in Headspace. Jeff's unwavering commitment to mindfulness, combined with his innovative approach and leadership, has established him as a potent force for supporting CarMax's focus on mental health and wellbeing.

“Practicing mindfulness has helped to alleviate my stress. Mindfulness has allowed me to focus on what’s important and has allowed me to leave stress behind.”

- CARMAX ASSOCIATE

“Jeff shared a new perspective and provided me with tools to make everyday a great day, by simply changing my mindset!”

- CARMAX ASSOCIATE