

# Headspace & Cision



**Headspace empowered Cision's global workforce to proactively care for their mental health.**

## ABOUT

Cision is a comprehensive communications platform empowering more than 100,000 public relations and marketing professionals, including 84% of the Fortune 500, to understand, influence, and amplify their stories.

## CHALLENGE

As the Director of Global Benefits, Faith Primacio has a deep understanding of the kinds of benefits and resources it takes to help employees feel engaged, empowered, and valued at work. But in a company spread across two dozen countries, providing equitable, comprehensive benefits to support all employees can be very challenging. Building connections and fostering a culture of inclusivity, safety, and wellness required an extraordinary understanding of employee needs, and dedication to meeting them.

Faith helped Cision leadership and stakeholders see how investing in employee wellness and DEI efforts could have a positive domino effect on the company. From increased productivity and employee retention to creating a culture of empathy and openness where employees thrive, the potential benefits were boundless.

## HEADSPACE FOR WORK APPROACH

Faith knew that by prioritizing mental health and well-being, Cision could create a positive work environment that fostered employee loyalty and engagement, ultimately benefiting the company's productivity and success. She developed and launched a number of innovative initiatives to improve employee benefits, promote mental health awareness, combat stigma, and cultivate a supportive culture across Cision's global offices.

**CISION**

 **headspace**

HEADSPACE RESULTS

32%

enrollment rate among employees

Headspace became one of the pillars of this programming. Offering Headspace to Cision employees helped build lifelong skills like stress management, coping mechanisms, and resilience. Through guided meditations and exercises, audio stories, and more, employees were encouraged to take time to focus on their mental well-being, and learned more about the importance of destigmatizing mental health in the workplace.

The implementation of Headspace was launched in concert with other innovative programming, including dedicated Mental Health Days Off, a new Global Employee Assistance Program, and Mental Health Leave. Additionally, Faith helps Cision pursue innovative ways to promote a healthy and happier workplace for employees near and far. Making DEI a critical focus of these efforts has helped her address unique challenges faced by employees from diverse backgrounds while ensuring equal access to mental health resources.

RESULTS

Regular use of Headspace has reduced stress and improved emotional well-being among employees. Additionally, encouraging mindfulness practices has positively influenced the workplace culture by promoting a more calm and focused environment. As a digital tool that employees can access anywhere and anytime, Headspace provides employees with the tools to manage stress and everyday anxiety.

Through her unwavering passion for her employees, Faith has built a supportive, inclusive culture that promotes mental well-being, ultimately benefiting both the employees and the overall success of the company. At Cision, employees can thrive knowing that mental well-being is essential for everyone, regardless of their position in the organization.

**“One of my favorite initiatives that Faith introduced is the Headspace app. I never thought I’d be into meditation and mindfulness, but after giving it a try, I’m hooked! The guided exercises have helped me manage my stress and stay more focused throughout the day. It’s amazing how something as simple as a meditation app can make such a positive impact on my overall well-being.”**

-EMILY, CISION EMPLOYEE