

In a Nutshell

INDUSTRY: Technology

COMPANY: Amazon Marketplace

COMPANY SIZE: Large

SERVICE USED: Yoga

MEDIUM: Online

EMPLOYEES LOVE: Pressing pause and spending less time in flight or fight mode

Challenge

The pandemic brought wellbeing to the top of the priority list for many companies like eCommerce platform Amazon Marketplace. They wanted to tackle stress head on in the form of interactive based wellbeing sessions, designed to help their employees understand how they can help themselves.

Amazon Marketplace requested our help planning a wellbeing event for their 300 staff exploring and tackling workplace stress. This came as a result of a drop in staff satisfaction due to working from home which had created new challenges and stressors for their teams to handle.

Our Tailored Solution

My Method worked with Amazon Marketplaces' Associate Partner Manager and Wellness team to devise a custom virtual Therapeutic Yoga and Meditation session using Amazon Chime software, forming part of their wellbeing afternoon. The event included talks from Mental Health First Aid England and panel discussions involving Senior Leadership opening up about their experience of burnout and stress.

Being on the pulse of key wellness dates across the year, we recommended the event take place during Mental Health Awareness Week when this topic would have more impact. We also suggested our movement-led session come between more content-driven sessions to help refocus.

We designed the perfect Therapeutic Yoga session that involved 45-minutes of gentle movement and breathwork and 15 minutes of Meditation. During this session we helped shift the focus from the sympathetic nervous system, otherwise known as our 'fight or flight' response, to the parasympathetic nervous system being our calmer and relaxed state with the aim of leaving everyone grounded and energetically restored. My Method are designing future tailored wellbeing workshops around nutrition and mental health.



Net Promoter Score (NPS):

80%

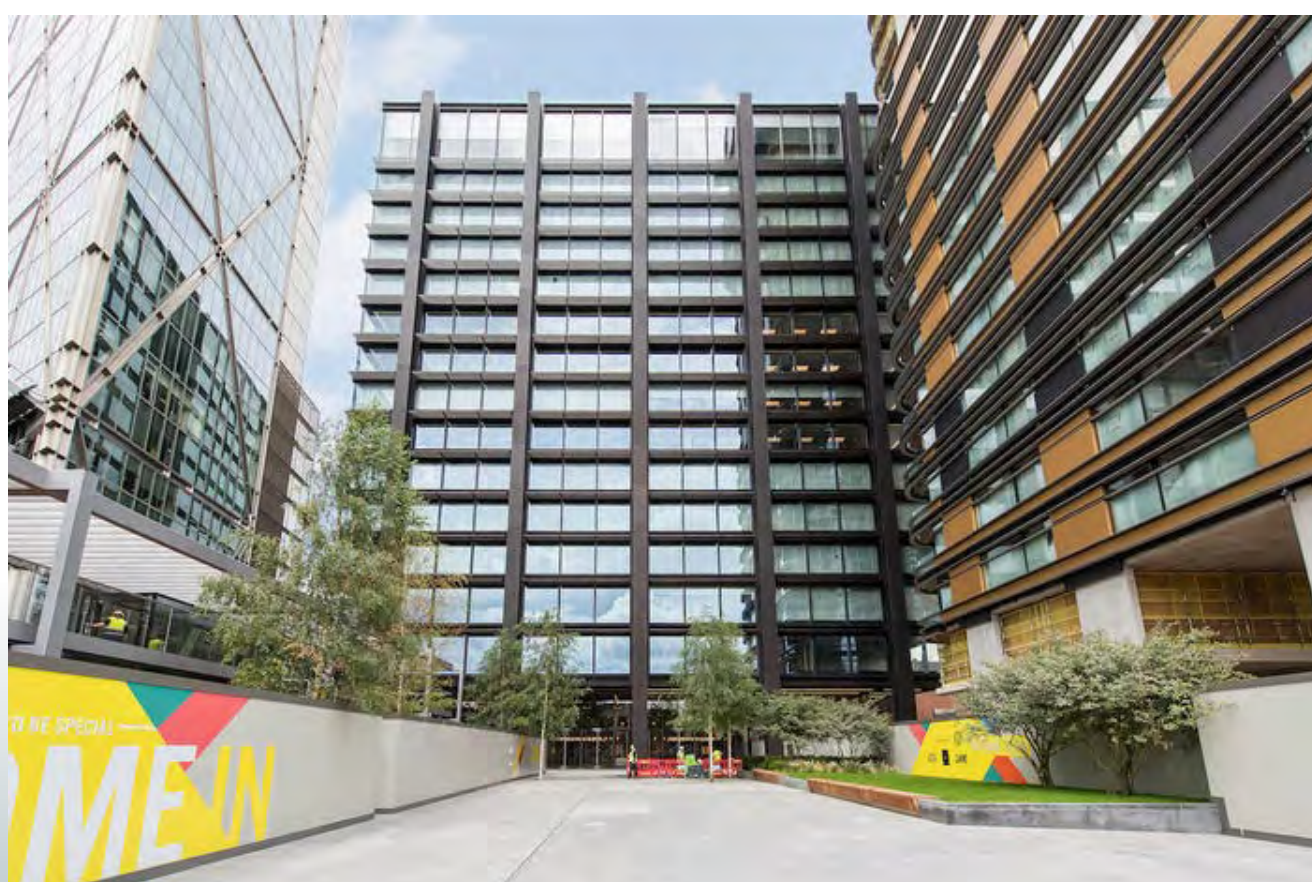
90%

of participants interested in continuing sessions



70%

wanting to delve deeper with Meditation



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The My Method team joined our Wellbeing event providing Therapeutic Yoga and Meditation. They took the time to understand our event and tailored their session to align to this. Anna was easy to see, and hear and it was really relaxing!

They adapted to our platform effectively and were clear on what to expect throughout the process and we were really impressed with the seamless experience. Their session was well received by our employees.

Oscar Webb
Associate Partner Manager
Amazon Marketplace