

Impact Report

2022

*So many things
happened at 7Mind
last year. Things
that make us proud.
Things that we
would like to share
with you.*



7Mind

The people using
7Mind played an
astonishing total of
10.856.284
meditations in
2022

Throughout 2022,
88%+

of users report satisfaction
with our app.



Dear Reader,

You're holding the third 7Mind Impact Report in your hands.

2022 has been challenging. The people on our planet experienced hardships such as wars, natural disasters and economic downturn - in addition to the Covid pandemic.

It is important that we do not lose hope. Mindfulness teaches us that all the good things as well as challenges are a part of life. Accepting what is difficult, or even outright horrible, is not synonymous to giving up. From a place of acceptance of what actually *is*, inspired by compassion, we shall make a positive difference.

In this spirit, 7Mind strives to make mindfulness accessible to everyone and support our community on their way to a happier life. Our biggest lever here are partnerships with health insurances. However, there are limits to the reach of our business offer - this is why we cooperate with non-profits in order to assist those who support the most vulnerable members of society.

Knowing that, ultimately, all is one, we continue to work on reducing our negative impact on the environment. And finally, being aware of our influence on peoples' health and the responsibility this entails, we support external research and ensure that all our content is rooted in science.

Turn the page to find out what exactly we did to make a positive impact. And please let us know what you think! We know we can always do better. Please send your suggestions to: feedback@7mind.de

This report is the outcome of true 7Mind teamwork and we wholeheartedly thank everyone who contributed.

Enjoy the reading journey!

Your 7Mind Team



It was rewarding and fruitful to receive feedback like this from our users in the past year...

“I am a psychological psychotherapist and pleased to tell you that many of my patients are now using your app (...). I often have the opportunity during individual therapy and consultation hours to play an audio sample, to show the patients your extensive library (...) and to start a conversation about self-care.”

ANITA ¹

“It’s just wonderful to rediscover my inner child again. It makes me so happy that I learned to devote myself more mindfully to all experiences in life, big or small. Dealing with my illness has also been given a new goal – I now see the pain and my incapacities not only as a challenge and a struggle. I can simply feel what is going on and accept it without having to do anything.”

MARIA ²

“(…) I really find the specific courses like ‘Being a Parent’ helpful. Honestly, it’s fantastic: a world of insights in 10 minutes! Rarely has anything gotten me so excited in such a short time. For example, the meditations on feelings. Also, the meditation ‘Disappointment’ was an eye-opener. (...)!”

KATRIN



1



2

“(…) I would go as far as to say that meditation has saved me, because I can deal much better with stress now. (...) I’m 40 years old (...) and a single mom to a 2 year-old daughter. And I have a dog. When I came across 7Mind, (...) I was in a very bad shape physically and totally overwhelmed by dog and child and, generally, becoming a mom. I never expected that meditating could be for me, but I tried a lot and meditation actually helped immediately (just by feeling that I was finally doing something just for me for 7-8 minutes).”

ANNA ³

“I haven’t found such amazing meditations anywhere else – and that means something, because I’ve been meditating for about 17 years!”

MANDY ⁴

“(…) These daily meditations and sleep stories help and support me a lot, I feel much better than in the time ‘before my 7Mind’. It is also exciting that in difficult moments I almost automatically remember sentences from the meditations (...) it’s a big support in these difficult times.”

MARTINA



3



4

”

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Mindfulness

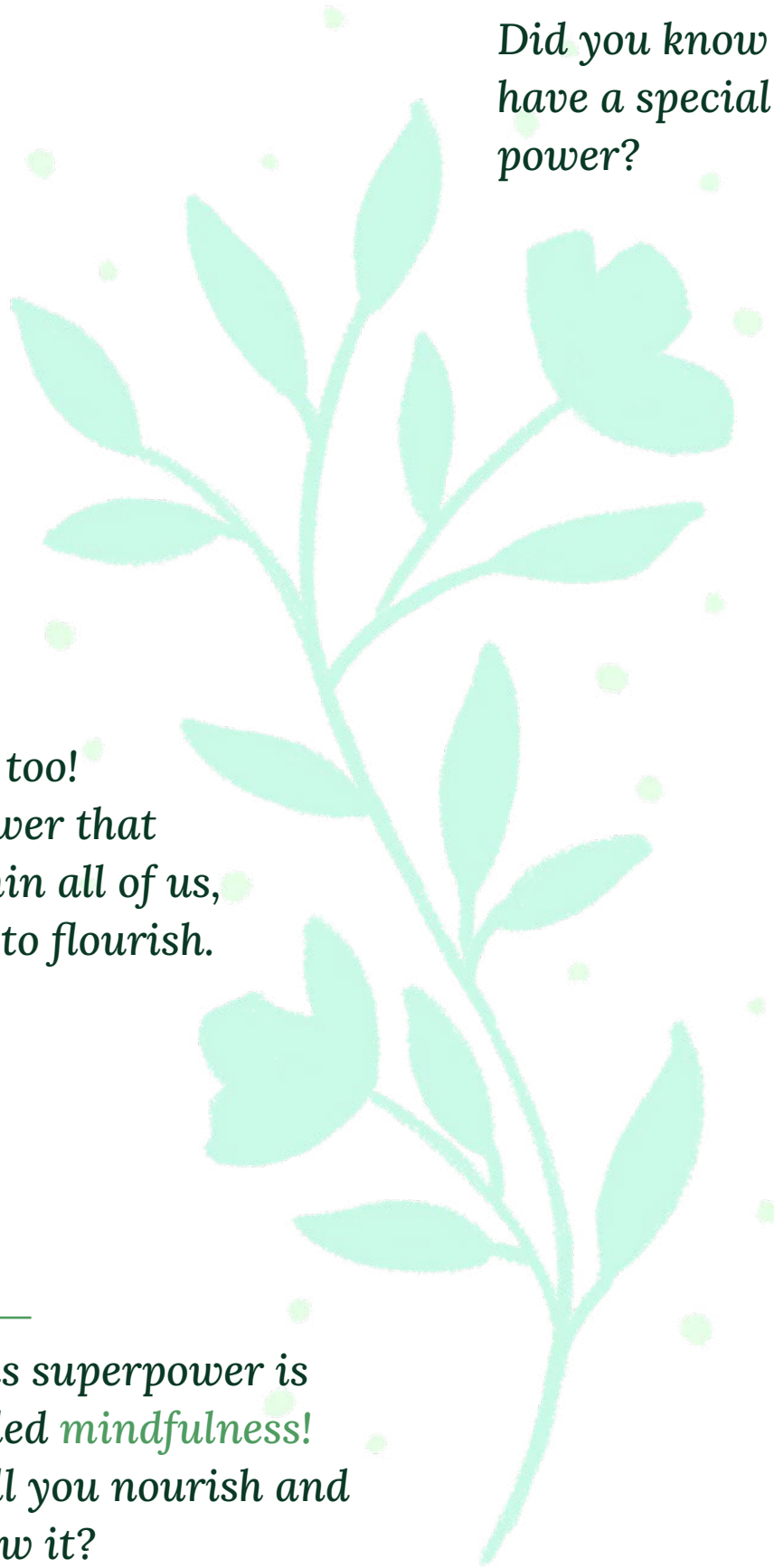
can grow within you, too

We understand mindfulness as awareness that arises when we turn to present sensations and observe what is here and now. In doing so, we describe what we perceive, accept what is and happens within, and practice not automatically judging neither the external nor the internal. This allows us to act more attentively instead of leaving the field to impulsive reactions. An indispensable part of our understanding of mindfulness is to respect and value the ancient roots in buddhism and contemplative practices of other religions. This is important to us at 7Mind regardless of whether one's own practice follows a spiritual path or not.

*Did you know you
have a special
power?*

*Yes, you too!
It's a power that
lies within all of us,
waiting to flourish.*

*This superpower is
called **mindfulness**!
Will you nourish and
grow it?*



Backed by Science

The Positive Impact of Mindfulness

Let's dive deep into books and scientific studies. We will get an overview of what the international science community has to say about the effects of mindfulness. Read on to understand that mindfulness is anything but hocus pocus.



Without the dozens of generations before us who have preserved and passed on the knowledge of meditation, we would not be able to use this precious technique in the modern world. Modern science didn't invent mindfulness, scholars just rediscovered it. At 7Mind, we owe a debt of gratitude to the tradition.

What does Science say?



Scientists interested in meditation and mindfulness typically examine the effect of Mindfulness-based Interventions (MBI)¹ on other factors, e.g. people's health or their stress level.

The number of studies in the field has been growing in the past years². On the following pages, we offer a high-level overview of the most interesting findings.

We focus on presenting the results of meta-analyses³ as they give a better overview of the current state of scientific knowledge.

Three ways a mindfulness practice can be beneficial⁴

1. Psychological Health

Meditation can help reduce stress^{5, 6} and anxiety^{6, 7}. It can also contribute to better sleep.

2. Physical Health

There is promising data suggesting that mindfulness meditation can be beneficial for reducing chronic pain⁸, stress hormone release^{9, 10} and might even help in some cases of sleep disturbance¹¹. Meditation can help develop more sensitivity towards the body and physical sensations.

3. Social Health

There is reason to assume that meditation supports 'Emotional Intelligence'¹². This helps to better deal with the emotions of self and others.

* Sources on page 36

How exactly do mindfulness and meditation support health and well-being?

Meditation research uses a variety of scientific methods to get the most accurate data on the effects a mindfulness practice can have. Those can be physiological or psychological measurements: Scientists use questionnaires and interviews, but also measure, for example, blood pressure, heart rate, hormone levels or even brain waves to test their hypotheses.

Over the years, a consensus in science has formed, that:

The effect of mindfulness interventions does not depend on personal characteristics:

Almost anyone can learn to meditate¹

Mindfulness interventions can support dealing with chronic pain²

Mindfulness interventions can reduce stress.

This applies also to mindfulness apps³

Meditation can help treat some aspects of sleep disturbances⁴ and improve sleep quality⁵

A mindfulness practice can ease symptoms of anxiety.⁶ Still, we feel it important to stress that people with a diagnosed anxiety-related mental health condition should first consult their doctor/therapist before starting a mindfulness practice



The specific positive impact of the 7Mind content on mindfulness practitioners

A few studies have specifically looked at the impact of 7Mind's content on the well-being of people. What scientists have found:

Our prevention course for mindful stress management showed significant effects on mindfulness and perceived stress:

The results of a study on our ABSM prevention course promise that regular mindfulness practice with our app might empower our users to better deal with stress in their daily life. To find out more about the results and their limitations, [click here](#).

7Mind can prevent or improve emotional fatigue in employees: This is the outcome of a randomized controlled trial with 300 participants of which one group meditated with 7Mind for 14 days. Researchers also demonstrated a slight increase in work satisfaction and engagement as a result of the meditation practice.¹

7Mind supports further research on mindfulness and meditation

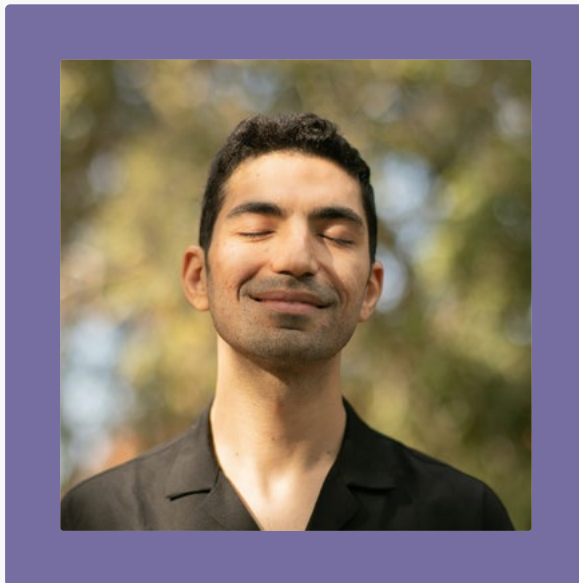
There is so much more to find out about the effects of mindfulness. This is why 7Mind also supports external studies ranging from bachelor theses to complex research projects by renowned scholars. In 2022, we gave out more than 1.000 free vouchers to 18 scholars and students who wanted to use our app for research purposes.

We also published six *[„Science Snack“ articles on our blog](#)* last year. This format explains the science of mindfulness and psychology in bite-sized articles for the broader public. In addition, we completely overhauled our *[general science section](#)*.

Learn About...

The Mindfulness Journey of People Meditating with 7Mind

The mindfulness practitioners who use our app come from all walks of life. Some learned about 7Mind from their doctor, many found us on the Internet, while others followed the recommendation of a friend. Some in our mindfulness community are just starting their practice – others have years of experience. A few even teach mindfulness themselves.



To our delight,

the number of people practicing mindfulness with our app is growing steadily.

The people using 7Mind

played an astonishing total of **10.856.284 meditations** in 2022.

The overwhelming majority

of users is happy with our content and offer. Throughout 2022, **over 88% of users report satisfaction** in reaction to an in-app prompt.

People who use our app like our meditation content: Google PlayStore: 4.7 of 5 rating score with over 19.662 ratings in total; Apple AppStore: 4.6 of 5 rating score with more than 8.547 ratings in total

Our users love the diversity of our content.

There is no single favorite meditation or course in our app, although content related to sleep is on top of the list of most played meditations in the past year.

“My lesson: Less is more”

Bianca Deckert developed her mindfulness practice after a serious accident in 2016.

She works in a family-run business with 14 employees as executive assistant. Bianca has been using 7Mind regularly since the Covid-related lockdowns. She says she generally has a workaholic tendency and needs to balance family care work with a job.



A severe accident as a catalyst for change

“It was just when I finally wanted to return to my old job in a managing position after maternity leave and some time in another department that I severely hit my head on a garage roof. The consequences were extreme: I lost my speech and even up to the present day I catch myself looking for the right words sometimes. My first encounter with formal mindfulness practice was during my recovery phase through Progressive Muscle Relaxation.

In hindsight, the extended job break that followed the accident was to my and my family's benefit. It was inevitable, I had to slow down.

And so I hold no grudge, although I never returned to the same mental and physical capacities as before the accident. I am joking that I can't give 180% anymore, 120% has to suffice.

While recovering, I had wonderful, still intensive 2 years together with my son. It was also a necessary break: My son was diagnosed with 'high needs': hyperactive and unsure in his emotions.

I needed to get up to speed on how to best support him. In consequence, together with others I opened an alternative forest kindergarten. Together with other kids, he learns to take care of himself and their environment: to be mindful with people, plants and animals. The best decision we could have made for the kids.

During the Covid lockdowns when at home with my son, I realized I urgently needed to take breaks. It was also back then that I discovered 7Mind.

Developing an own mindfulness practice, bringing it to the family ...

I know how tough it can be, especially in a leadership position, to be constantly confronted with challenges and bad news. I learned: I need to consciously balance out the negative with positive experiences. 7Mind helps me with that. For people trying meditation for the first time, I recommend bodyscan exercises. They supported my son in better feeling and understanding his body which helps with his condition.

What I love to do before going to bed is a gong bath or the Walk in the Forest. I am also a fan of the regular 7Mind reminders as phone notifications, like 'Getting stressed? Take 3 deep breaths'. I love doing these little exercises.

When I am in the flow and want to get a lot done it still happens that I don't find time for my regular evening meditation practice. But I was quite successful in showing my son Mattes the value of mindfulness. His first encounter with 7Mind's content was 'The Mindful Little Red Riding Hood' (dt. "Das achtsame Rotkäppchen")*. After a while, he would even recite the content, including the descriptions of emotions embedded in the fairy tale which was lovely to see.

I also came across the wonderful book "Der kleine Samurai findet seine Mitte: Die Hara-Meditation". We loved it so much that we even told Mattes' teacher about the book. And we were lucky: She was very open to the topic, had already taken some training and later even introduced the subject 'Happiness' in school. In general, however, I feel our education system is lightyears behind what kids really need – support for healthy personality development.

... and the workplace

I am working for a craft company. At work, it is difficult to introduce formal mindfulness or even the concept of mental health. For the latter, the stigma is still a problem. But I still found sneaky ways to support my colleagues in their mental health, somewhat through the backdoor. For example, I did everything to keep a colleague in employment after his wife had been diagnosed with depression.

And I also make emotions a regular topic by simply asking from time to time 'How do people feel today?'. Then, what also helps when it gets tense in group settings is to just say 'Ok, let's all leave the room for a while, get a coffee and I will let in some fresh air. Then we can see.'

I think if we want to bring mindfulness to the whole world, we need to lower all access barriers to the topic as much as we can.

Personally, on my journey, I got better at drawing clear boundaries at the office: When I started in this small craft and construction company, I made it clear that when my son is sick, for example, I need to leave earlier - no discussion.

And it turned out it was not a problem at all. I live in the countryside and generally see that after the pandemic times, people want more work-life balance. It is also a necessity. Our fast-paced life is taking its toll and it has to change. I, for one, don't want to work in an environment where only performance counts.

Informal mindfulness as a key to a good life

I find it satisfying to do something with my own hands, something that allows me to see results. Office work just doesn't always guarantee this satisfaction.

I consider myself to have learned a high level of self-awareness and mindfulness. Therefore, I also try to spread awareness that 'less can actually mean more' - something I personally learned through my accident. For example, when friends say, they need to do this and that I am often the one telling them: "No, you don't need to do anything right now. Take a break; have a coffee."

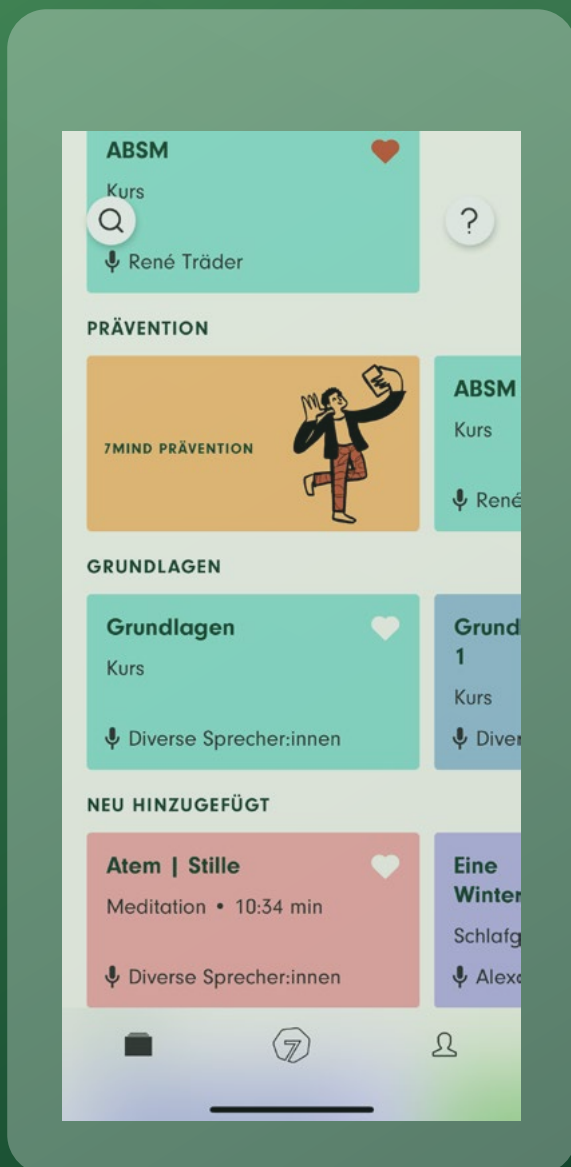
Still, I admit that I forget this lesson myself from time to time. For example, I have the habit of tidying up. But I try to stop taking other peoples' empty coffee cups to the sink, for example. Because they are not mine. For me, small things like these are lived mindfulness - consciously **not** doing something. This is of course also connected to maintaining personal boundaries and delegating.

I am happy that my son has the opportunity to learn all this from an early age – understand what he himself wants. So we do everything step by step with the mantra 'Less is more'."

*The content mentioned is only available in the German version of the 7Mind app.

Our Offer to the World: The 7Mind App

Content-wise, the heart and soul of 7Mind is our Apple and Android app. And we constantly work towards improving and updating it. But did you know we also offer a free **podcast**, **magazine** and **newsletter** to bring more mindfulness into the world?



The 7Mind offer grew in 2022 by:

- 11 new single meditations in German and 19 in French
- 10 exclusive meditations for business partners
- 1 new intensive meditation course designed for 4 weeks ("Achtsam im Zyklus", eng. 'Mindful during the period')*
2 new prevention courses ('Präventionskurse')
- 16 practical exercises for two of our prevention courses
- 3 new sleep stories
- 1 knowledge course with a total of 7 sessions ("Selbstvertrauen", eng. 'Self-Confidence')

**The content mentioned is only available in the German version of the 7Mind app.*

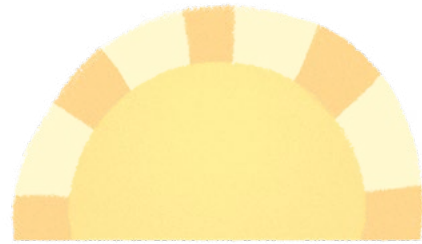
Additional content we released in 2022:

- 34 magazine articles
- 14 episodes of our public podcasts

Available in German,
English, French and
Dutch

21 new app versions
for Android and 17
for iOS (Apple)

*Stiftung Warentest
tested meditation apps.
Out of 10 apps reviewed,
we were rated **2nd best**
with an average rating of
2.5 and top scores for
concept, versatility and
handling!*



**In 2022,
we improved our app:**

Users can now order their certificate directly
in the app after completing a prevention
course ('Präventionskurs').

For Mental Health Day (October 10th) and
our prevention courses, we introduced a
special curated content category in our app.

Additionally, 7Mind is now
also available for Apple Watch.

How we have a Positive Impact on Society

On the following pages, you can learn how we strive to make preventive mental health care accessible to everyone through cooperations with insurance partners. Find out how we support civil society organizations on their missions and understand the actions we take to reduce our impact on climate and the environment.

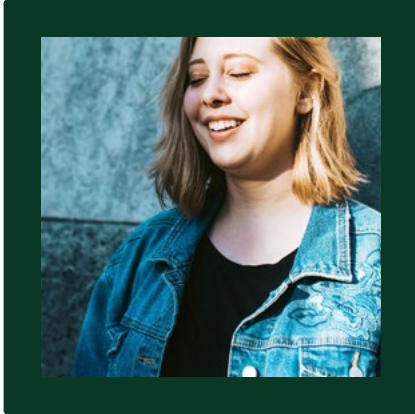
Making Mental Healthcare Accessible to Everyone

Our Healthcare Partners

According to the World Health Organization (WHO)*, 13% of the global population is living with mental disorders. Still, mental health care receives little funding and attention. On average, less than 2% of a given country's health care budget is dedicated to mental health. This is where 7Mind comes in. We want to make access to preventive mental health care as universal as possible!

** WHO, World mental health report 2022, p. XV and p. 39, <https://www.who.int/publications/i/item/9789240050860>, accessed Dec 2022*

Through partnerships with Germany's largest health insurances, we aim to lower the entrance barrier to mindfulness and meditation. Together with our partners, we offer digital, easy-to-use mindfulness content – for everyone insured with our partners. And there's more: other statutory health insurances offer refunds to everyone who completed one of our prevention courses ('Präventionskurse').



In 2022, more than 117.000 people in Germany benefited from 7Mind's direct partnerships with insurance companies.

Everyone in Germany insured with one of the following institutions...

BARMER

BERGISCHE KRANKENKASSE

BMW BKK

BKK MIELE

BKK PWC

MERCEDES-BENZ BKK

MERCK BKK

R+V BKK

**SBK SIEMENS-BETRIEBS-
KRANKENKASSE**

...can use 7Mind free of charge!

Everyone insured with one of the over 100 German insurance companies we list on www.7mind.de/krankenkasse is eligible for a refund after completing one of our prevention courses ('Präventionskurse').

These insurances reimburse up to 100% of the costs after completion of the course. And that's not all: We give everyone who purchases the course full access to the library of our 7Mind app for six months.

Not everyone can afford to pay upfront for a 7Mind subscription – even if they get reimbursed later. So we partnered up with 9 health insurance companies. **This allows us to reach millions of people who can access our content through their health insurance.** Free of charge and without all the bureaucratic hassle.

In 2022, we released two new prevention courses ('Präventionskurse') available in German. This type of course comprises science-based knowledge and practical mindfulness exercises in eight 45-60 minute lessons:

‘Resilience in
dealing with stress’

‘Progressive Muscle
Relaxation’

Some more User Feedback



“I’m doing the self-acceptance course. This meditation by Paul allowed me for the first time to send a ray of light to my inner child. I came out of the meditation crying. I’ve never been able to do that, despite the fact that I’ve been trying for ages.”*

DIANA



“Meditation has become an integral part of my life. (...) I have learned to influence my thoughts and not to be at their mercy. The 7Mind calendar is on my desk and always reminds me to stop for a moment.”

YVONNE

“In February 2022, I came across your app during another sleepless night. (...) I wanted to learn to relax better and be able to sleep again. I have now completed the MBSM (dt. ABSM) course and listened to numerous meditations from the library. What can I say – I’m thrilled! I experience significantly fewer situations as stressful and, all in all, sleep better.”*

PETRA

“Last year, in September (2021), after 20 years, my marriage with two children broke up. In January, I started the MBSM (dt. ABSM) course, which I have now completed. Altogether, I have done over 150 meditations and thanks to your app I have been able to keep my head above water (...) and am now well on my way. (...) You were a support for me in difficult times!!!”*

A 7MIND USER

“The mindfulness course helped me tremendously in my current stressful phase as my father is seriously ill. I was able to find strength and peace for myself and my family. I meditate every day (...) I already knew a few things from earlier psychotherapy after a burnout, but now the time has finally come that I fully understand and can feel the practice of mindfulness.”

ANDREA

*The content mentioned is only available in the German version of the 7Mind app.

*We provided free access
to curated 7Mind content
related to education to*

439

teachers until October 2022.

*However, we wanted to reach all
people involved in the children's
educational journey. Since the end of
2022, our new free education offer
together with BARMER is also available
to pupils and parents in addition to
teachers.*

**On Mental Health Day
(October 10th) we gave away
1 month 7Mind+ for free.**

9.500

**people used this gift that
came with a guide through
our content offer.**

**We donated
8.685 €
to charities in
2022.**

*Exclusively for pre-
school teachers in
France, we created
a free meditation
kit designed to help
discover meditation
with kids aged 3-5.*

We Support Those that Assist the Most Vulnerable Members of Society

Civil Society

In the past year, we have granted free access to our content to several non-profits, including Stiftung Deutsche Depressionshilfe, joblinge.de and krisenchat. We have also used 2022 to strengthen our partnerships with Give Something Back to Berlin and climb Lernferien. As a new partner, we won Tech4Girls, an organization aiming at closing the gender gap in IT. We support all three partners through in-kind and financial contributions, social media partnerships, volunteering and free 7Mind+ access.

In 2022, our 7Mind team held two internal s to raise money for charity. Our goal was to motivate each other to exercise regularly for 7 weeks. In total, we raised 1.225 Euros for MomentMal Yoga who are organizing classes for marginalized kids and 460 Euros for Tech4Girls (see above).

The outbreak of the Russian war against Ukraine shocked us all. 7Mind donated 7.000 Euros for humanitarian aid to Libereco - Partnership for Human Rights. We also made a humble contribution to assist the most vulnerable victims of the war – the children. While 7Mind's content is not designed for therapy, we know it can help finding sleep. Therefore we translated our three most popular sleep stories for kids into Ukrainian and offer them **for free on our website**.

Finally, just as in 2021, 7Minders entered a dialogue with marginalized people during Holiday Season: In total, we drafted more than 25 handwritten letters to fellow humans through „Post mit Herz“. The initiative connects retirement homes or local charities like the „Tafel“ (eng. food banks) with the broader public to address loneliness.

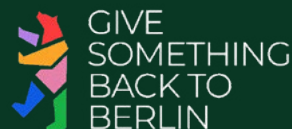
Let's introduce 7Mind's principal charity partners

Tech4Girls is a project offered by the NGO TechEducation. In Germany, the share of women in computer science and IT jobs is only 16.6%. The aim of Tech4Girls is to close the gender gap in IT by equipping girls with programming skills in order to prepare them for the challenges of the future.

TECH4GIRLS



climb enables kids from low-income families to learn, play and experiment in a new and fun way: In an enriching environment without pressure they learn to recognize their strengths and unlock the potential they've been carrying inside of them all along. The climb 2-week-long holiday program is run by volunteers such as aspiring teachers which gives them the opportunity to gain first-hand experience in working with children.



Give Something Back to Berlin (GSBTB) runs a lot of initiatives big and small. The Open Hearts Space initiative, for one, is very special. In this safe space, migrants, often women, learn German, do artistic activities and so much more. All of GSBTB's programmes are tailored to the special needs of vulnerable people and easy to access.

Feeling Grounded and Connected — Our Environmental Footprint

For us at 7Mind, mindfulness goes beyond a personal experience. **We want to act mindfully towards our fellow (human) beings and our planet.** We do this by inspiring more sustainable choices – on a personal and company level. We work to continuously reduce our impact on the environment, raise awareness and create a space of support and exchange on sustainability.

All 7Mind-ers commute to work without using a car and 10 even work remotely full-time.

— Our CO2 footprint in 2022 was 77,4t which we compensated through myClimate.org. This is 44% more compared to 2021. Driving factors were increased business travel and office energy use after pandemic restrictions got lifted.

In spring 2022, we organized a 7Mind-wide Sustainability Week.



7Mind
Sustainability
Week 2022

We wanted to raise awareness about issues such as diet and climate change, the growing problem of waste and the negative impacts of aviation. Members of our Sustainability@7Mind Group explained what we are already doing as a company to lower our environmental impact. And together, all 7Mind-ers developed new ideas on how to become more sustainable as a company and individually. It was a lot of fun!

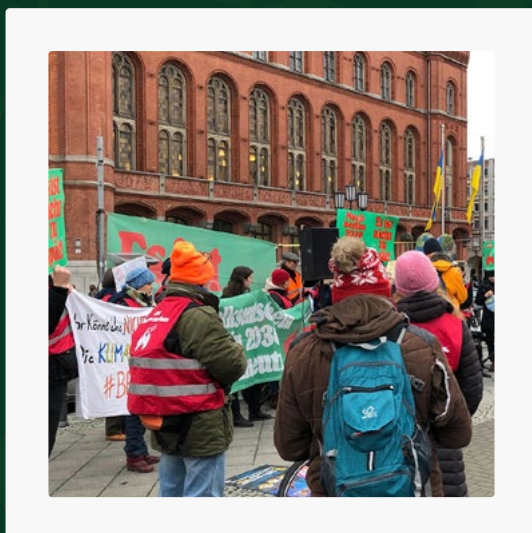
At 7Mind, we believe in activism, personal effort and systemic solutions to fight the climate emergency.



7Minders attending the Climate Strike on Sept 23rd '22



The 7Mind team collecting rubbish on the streets of Berlin



7Minders attending a political rally to make Berlin climate-neutral

What we are Doing Already...

Sustainable food & snacks: Only veggie snacks & catering, fair and sustainable coffee, no plastic bottles and food waste prevention measures

We have a hybrid working policy: work-from-home reduces commuting and heating expenses in the office

We encourage 7Mindere to use **ecosia.org** to search the web



We are member of Leaders for Climate Action, a coalition of businesses taking voluntary climate measures

We are customer of a leading **sustainable banking** institution in Germany

We annually calculate our CO₂ footprint and compensate our emissions with renowned reduction partners

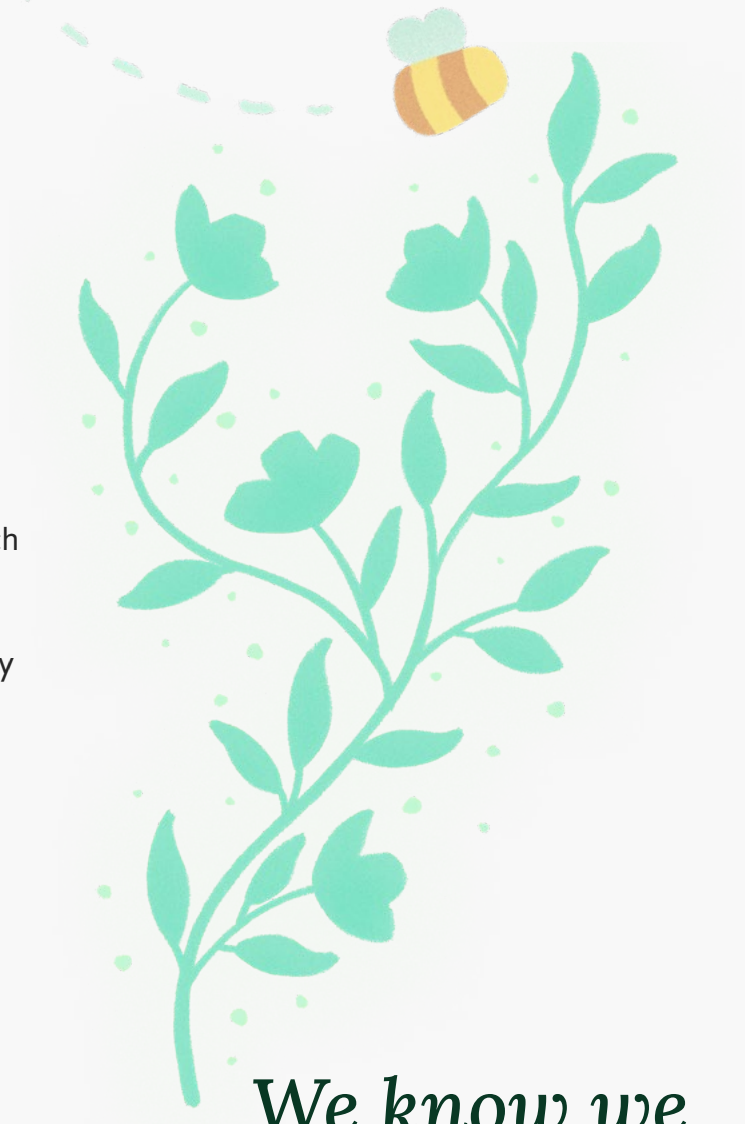
Measures we Implemented in 2021

We introduced a smart heating control system which should save us about 10% of heating energy by reducing the temperature automatically when heating is not needed

We switched to 100% green electric energy

We switched to a certified sustainable provider of corporate pension schemes (dt. "betriebliche Altersvorsorge")

We introduced policies on traveling and equipment use that take into account sustainability aspects



We know we can do even better!

In 2023, we want to conduct a thorough impact analysis to better target our sustainability efforts. Special focus will be on the digital footprint of our 7Mind app.

HOW WE LIVE A MINDFUL CULTURE

The People Behind 7Mind

We are a company that cares for the wellbeing of others - and this includes our team of 7Minders as well as our users. In practice, it means making room to talk about feelings - because it fosters connectedness.

Combined with the openness for everyone to voice their opinion, we want to foster a culture where every 7Minder can bring their whole self to work. Because only then can we take ownership of all the important work waiting to get done to reach a growing number of people and bring mindfulness to everyone.

Our 7Mind Values



We are mindful

Mindfulness is a type of awareness that arises through paying attention in a specific way: on purpose, in the present moment, nonjudgmentally*. This understanding of mindfulness lays the groundwork for our values.

**Based on Jon-Kabat Zinn's teaching*

Being connected gives us roots

Connectedness can arise when we engage in a clear, direct exchange with one another. Based on authenticity and trust, we can achieve our ambitious goals together.

And then? We celebrate our achievements together!

Purpose shows us the direction

What we do is important (to us).

We support our community on their way to a happier life. We do this wholeheartedly - and we do it well. This is how we reach a growing number of people and open the door to more well-being and mindfulness for them.

Openness allows us to grow

Different perspectives and opinions inspire us and open up new paths and possibilities. Together we create an environment in which we can take risks and innovate.

Ownership drives us forward

Guided by a shared strategy, we take ownership to tackle complex challenges. Based on the freedom this brings, we can increase our confidence, competence and self-efficacy.

This is what motivates us.

People & Culture at 7Mind in Numbers



Yes, our ratings on employer portals are lower this year. We are working within the team to identify and fix the root causes.

Glassdoor – 4.0 Kununu – 3.7

In total, we were **62 people** by the end of 2022

As we believe that language defines reality, we started using words that are **inclusive of all genders in both internal and external communication**. Our Gendering Guidelines were launched in spring 2022.

7Mind works with **over a dozen freelancers** for design, translation, data analysis and more. We are grateful for your support!

32%

of all 7Minders don't speak German as their first language and four 7Minders live permanently outside of Germany.

48%

of all 7Minders identify as female

-9% compared to 2021

28 of 62

of people at 7Mind work in part-time arrangements which allows them to find balance between work, family and personal interests.

+6% compared to 2021

35%

were born outside of Germany

-5% compared to 2021

18%

of 7Minders are parents

Why our People Love to Work at 7Mind

"I love working at 7Mind because of the work culture where mental health is talked about alongside your professional goals. 7Mind truly embodies the essence of mindfulness at work through mindful communication and feedback methods. Not to mention diverse, funny and compassionate team mates that make coming to work a fun thing."

JYOTHSNA, Product Team



"From the moment I first joined 7Mind, the people I work with, the people using 7Mind and the mission behind it all have given me a feeling of deep satisfaction at the end of each day. Being able to bring my whole self to work enables me to do my part in bringing mindfulness to more people and spreading the message."

MAXI, Marketing Team

In May 2022, the 7Minders enjoyed a beautiful offsite

at Benediktushof, a center for meditation and mindfulness in the South of Germany.

We spent 3 marvelous days of team-building and exchange, explored, for example, Qigong and improv theater and learned about public speaking. Of course, we also indulged in our own practice of meditation, yoga and breath work.



We live and breathe (literally) mindfulness every step of the way! Many of our meetings start with a minute of silence or include a mindful break. And every day we come together for a group meditation – both remote and in the office.

Bringing your whole self to work for us means to give space to conversations about personal challenges and emotions. In 2022, we created the internal Mindful Sharing Circle (MSC) which has already taken place 6 times. It's open to everyone who's interested and has the goal to support each other and grow together. In this confidential meeting, every 7Minder has the opportunity to safely reflect on their own (stress) experience, ask questions, share learnings and gain new perspectives. We offer the MSC so that peers can support each other on a more personal level.

For further Reference

Here you find all sources for the chapter
'Backed by Science: The Positive Impact of
Mindfulness' (p. 8-11)

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(1) MBIs are programs offering theoretical knowledge and practical guidance on mindfulness, for example our [Prevention Courses](#).

(2) <https://pubmed.ncbi.nlm.nih.gov/?term=mindfulness&timeline=expanded>

(3) Meta-analyses are scientific papers that evaluate and summarize the results of multiple other studies.

(4) Mindfulness is for almost everyone. However, if you were (recently) diagnosed with a mental illness or feel that you can no longer cope with your health problems on your own, please consult a doctor or therapist before starting a mindfulness practice. Meditation does not replace treatment or therapy and merely has a supportive role.

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(1) Buric I, Farias M, Driessen JMA, Brazil IA. Individual differences in meditation interventions: A meta analytic study. *British Journal of Health Psychology*. 2022;27(3):1043-1076. doi:10.1111/bjhp.12589 Please note: If you were (recently) diagnosed with a mental illness or feel that you can no longer cope with your health problems on your own, please consult a doctor or therapist before starting a mindfulness practice.

(2) Soundararajan K, Prem V, Kishen TJ. The effectiveness of mindfulness-based stress reduction intervention on physical function in individuals with chronic low back pain: Systematic review and meta-analysis of randomized controlled trials. *Complementary Therapies in Clinical Practice*. 2022;49:101623. doi:10.1016/j.ctcp.2022.101623 Please note: The authors noted that more research is needed to assess the longterm effect of the mindfulness practice.

(3) Gál É, Ștefan S, Cristea IA. The efficacy of mindfulness meditation apps in enhancing users' well-being and mental health related outcomes: a meta-analysis of randomized controlled trials. *Journal of Affective Disorders*. 2020;279. doi:10.1016/j.jad.2020.09.134 The authors note, however, that the results should be interpreted with caution due to the low number of reviewed studies.

(4) Rusch HL, Rosario M, Levison LM, et al. The Effect of Mindfulness Meditation on Sleep quality: a Systematic Review and meta-analysis of Randomized Controlled Trials. *Annals of the New York Academy of Sciences*. 2018;1445(1). doi:10.1111/nyas.13996

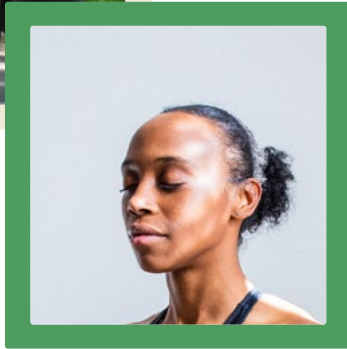
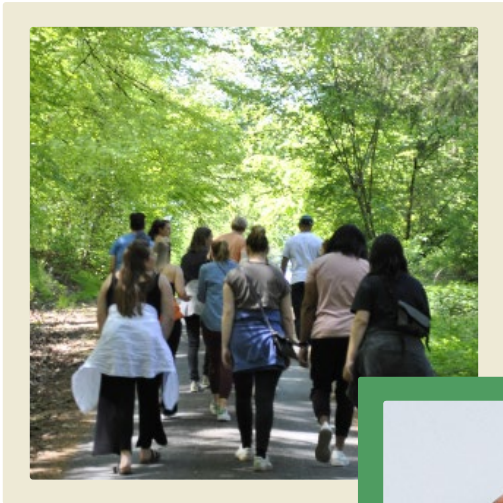
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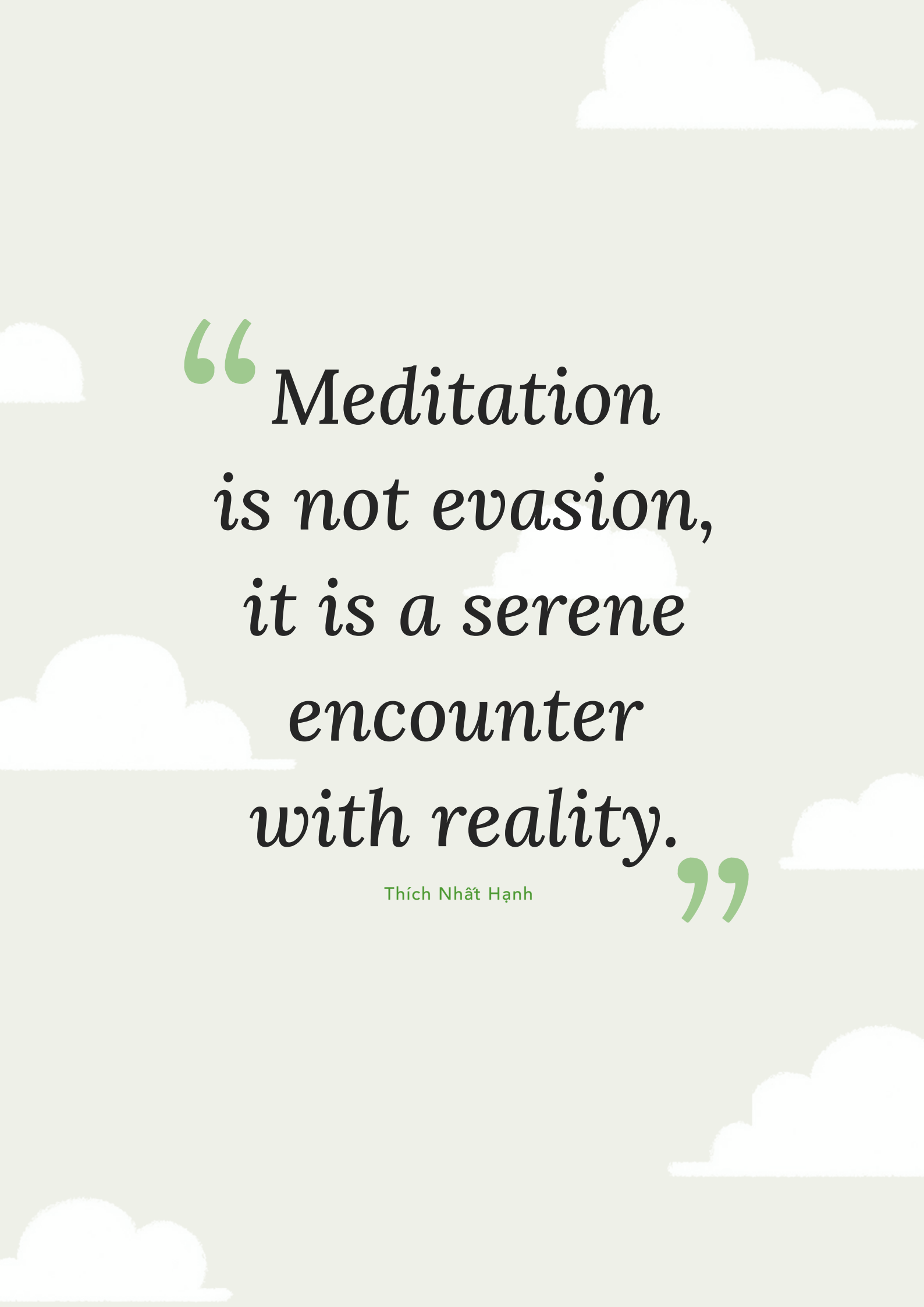
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*Let's see
what the
next year
brings...*





*“Meditation
is not evasion,
it is a serene
encounter
with reality.”*

Thích Nhất Hạnh