THE MERITS SUMMIT & AWARDS

NAME OF THE INITIATIVE:
ONE MINUTE TO ARRIVE

AWARD CATEGORY:
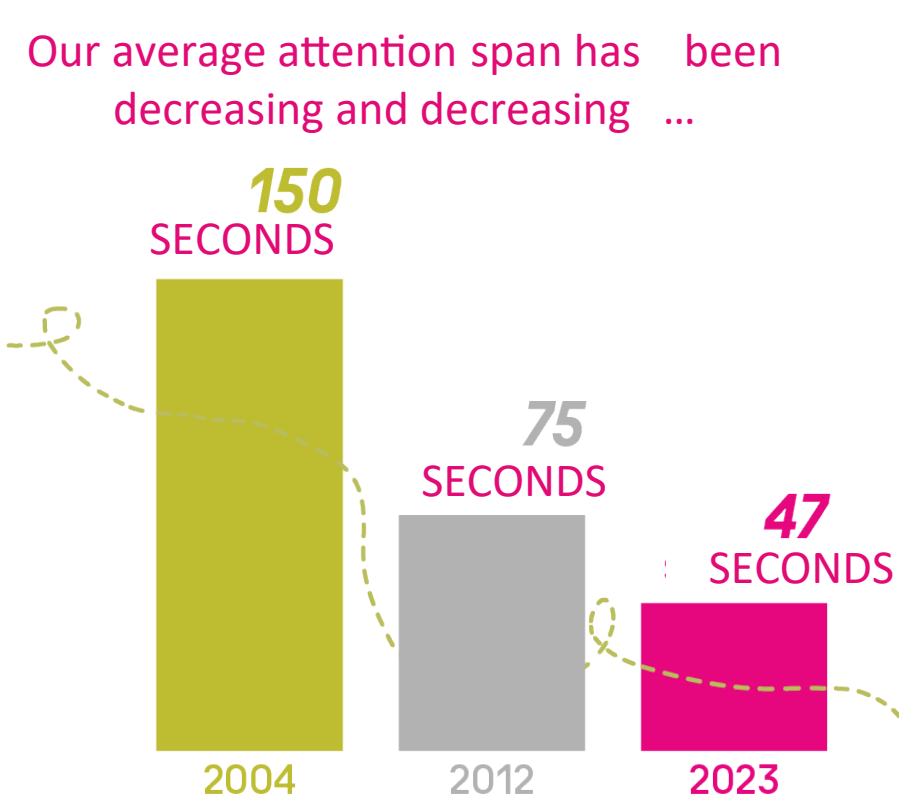ORGANISATIONAL DEVELOPMENT

ONE MINUTE TO ARRIVE

Context/Problem

We have **constant over stimulation** through the digital way of life and the BANI world we live in these days. Our body and brain is not yet there where our world is and we need time to **stop, breathe and down regulate** regularly. Our daily life at work is becoming very challenging, we have **increased stress-levels** and we are starting to live in an **auto-pilot mode.**

Our average attention span has been decreasing and decreasing ...

150 SECONDS — 2004

75 SECONDS — 2012

47 SECONDS — 2023

Ideation

This **tiny habit idea** was designed in a Design Thinking Process for a more Mindful Organization which aiming as a result i**n thriving employees at work and life.** Based on the **user interviews** with our employees from different target groups (Frontline, Engineers and Corporate Functions, Office workers) we have created a **needs analysis.** Out of the process we came out with 3 prototypes, our tiny habit One Minute to Arrive was one of them. We have **tested our prototype** with users (employees and teams in and outside of Deutsche Telekom), gathered feedback and **iterated** on it to have a well-accepted product.

Implementation

SCALE THROUGH POWERFUL NETWORKS WITHIN DEUTSCHE TELEKOM:

> Global Leadership Trainings and Workshops

> Multipliers such as Mindfulness Pioneers at Deutsche Telekom, Global Talent HUB, Communities, Trainers and Agile Coaches/Facilitators

> Thought Leaders as early adopters: e.g. Executive Leadership Teams

Impact (results)

Reached out to **7000** Leaders & their Teams, in 21 countries

Mindfulness Pioneers, **500+** Members as early adopters, in every session they deliver they use One Minute to Arrive

Over **1000 Search Inside Yourself** participant practice Tiny Habit regularly

Video being translated to **5 languages** based on request from countries (German, Spanish, Hungarian, Greek and Slovakian)

Extremely positive feedback from all users so far, more importantly every user winning more users

Innovation

> **Video as a format** easy to use, easy to scale

> **Tiny Habit** min. time to invest for max. impact

> **Binaural sounds** immediate calming effect on the brain

Conclusion

WANT TO USE OUR VIDEO? SCAN THE CODE!

> Designed with user in mind

> Simple yet impactful to regain focus and calm down in a busy day

> Human Centered Technology

> Sustainability: Empowering Mental Wellbeing

> Positive Change at Workplace and beyond