



Calm for Business

RESOURCE GUIDE





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Welcome

Welcome and thank you for taking this step towards your mental fitness.

We are so delighted to be your partner on this journey.

This guide is designed to introduce you to the Calm experience. Similar to unplugging an electronic device for a minutes, so that it works better, pausing for just a few moments to refocus your attention can rejuvenate your mind and body. Calm is a nourishing way to use technology that also empowers us to take good care of ourselves so that we can respond to our lives with energy and enthusiasm.

Our commitment to you is to be your partner in providing tools to help you improve your Mental Fitness. All we ask of you is to bring your curiosity, a non-judgemental mind, and an open heart.

As we say at Calm, **take a deep breath**. Let's jump in.



What is Calm?

Calm provides an experience for resilience and mental fitness

We have a simple mission: to make the world happier and healthier. We're dedicated to giving people tools to help them find more calm and mindfulness in their everyday lives.

Calm features content to help with some of the world's most important mental health issues (anxiety, insomnia, and stress to name a few). Our programs are designed to support feelings of creativity, calm, resilience, happiness, and success.



Mental Fitness

Neuroscience is discovering new, effective ways to develop our brains for enhanced mental strength and performance. Neuroplasticity research shows that at any age, through training, we can change our brains to become even more mentally strong, healthy, and fit.

Just like we need specific physical exercises and movement to build bodily strength, agility, and resilience; we can also benefit from exercises – or practices – to strengthen our minds, mental performance, and well-being.

Practicing mindfulness meditation, getting better sleep, and taking time to relax can help us cultivate happier, healthier, and more rewarding lives.



The Benefits of Calm at Work

Employee well-being is key to reversing employee burnout and reducing stress. According to the World Health Organization, “Depression and anxiety have a significant economic impact; the estimated cost to the global economy is US \$1 trillion per year in lost productivity¹.”

Calm helps your workforce become more resilient through the practice of mindfulness, better sleep, and more.

Mindfulness teaches us to calm the mind, develop concentration, and increase awareness. Clinical studies have shown that mindfulness meditation can improve job performance, satisfaction, and engagement. It creates space for free-flowing creativity, effective prioritization of tasks, and increased levels of inspiration and engagement. It teaches us to understand and work with our emotions and break our habit of reactivity.

Stress will continue to exist, but be more manageable with a mentally fit population. There will still be differing personalities to navigate and times of increased pressure, deadlines, and so on. This is when stress management and mindfulness skills are essential, and serve us at work – and in every other area of life – so we can cope and thrive and experience inner calm in any situation.

¹[World Health Organization. \(2019\). Mental health in the workplace.](#)



Calm Overview



It's a part of my daily routine. Whatever negative issue you might be dealing with, there's no-nonsense help here. Sleeplessness, anxiety, depression, overeating, judgment, self-doubt, lack of motivation, boredom, and many other topics are covered. I find it very useful for getting energized, sparking my creativity, or winding down from the day.



Meditations

In Calm, there are hundreds of hours of guided meditations to help you manage anxiety, lower stress and sleep better. It's a great mindfulness tool for beginners, but also includes programs for intermediate and advanced users, too. Meditation sessions range in length from 3 - 60 minutes so you can choose the perfect length to fit your schedule.

Meditation topics include:

- Calming anxiety and managing stress
- Mindfulness at Work
- Focus and concentration
- Relationship to self and others
- Working with emotions
- Grief
- Loving Kindness
- Happiness, Gratitude
- Self-esteem
- Forgiveness
- Sleep
- Meditation for Kids
- And so much more



You can find Meditations by tapping the Meditate tab at the bottom of the screen.

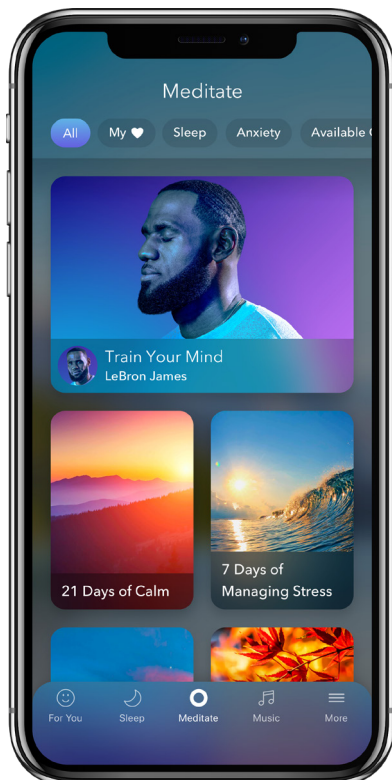
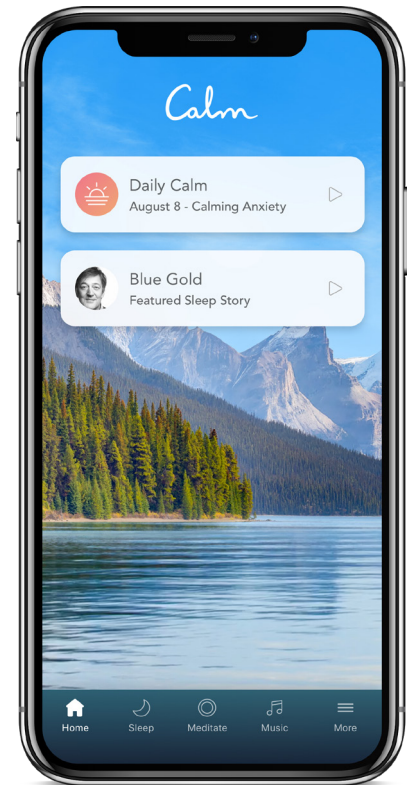


The Daily Calm

The Daily Calm is an original 10-minute guided meditation every single day. It's our most popular feature, and it's a great way to start your day with some inspiration. Each Daily Calm meditation explores a new mindful theme and inspiring concept each day to help develop your meditation practice and invite mindfulness into your life.



You can find the Daily Calm on the homepage of Calm or by tapping the Meditate tab at the bottom of the screen.



Train Your Mind with LeBron James

Three-time champion and MVP, LeBron James, shares his tips for improving mental fitness. In our exclusive sessions, LeBron opens up his playbook for how he gets better sleep, improves focus, and manages his emotions both on and off the court.



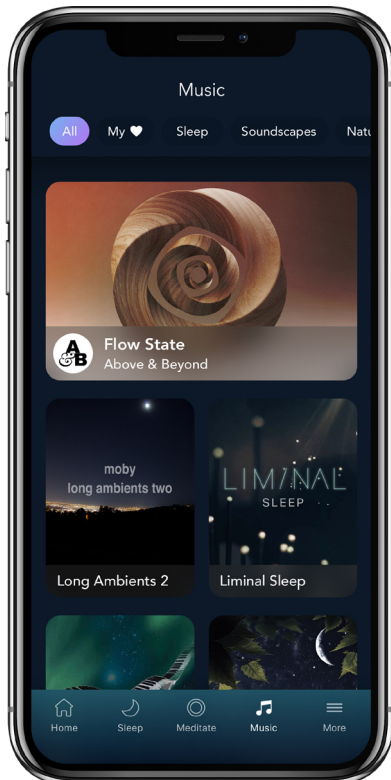
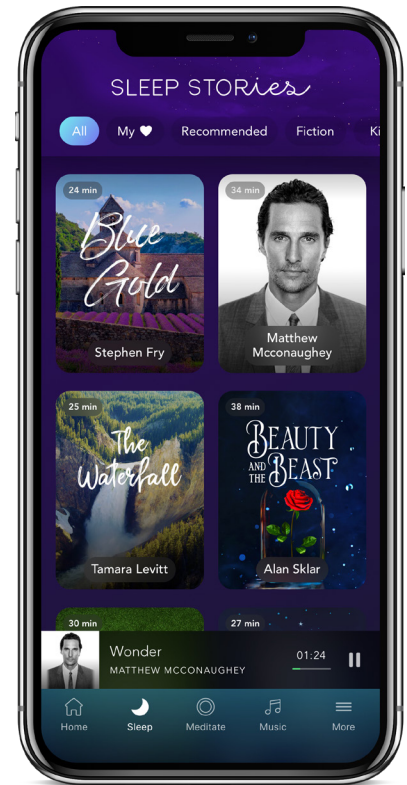
Sleep Stories

Sleep Stories are sleepy tales read by soothing voices to help people unwind and fall into a deep sleep. Our sleep-inducing bedtime tales for grown-ups are a relaxing mix of music, sound effects, and world-class voice talent to help people to settle their busy mind and drift off to dreamland.

They're read by world class voice talent like Matthew McConaughey, Lucy Liu, Eva Green, Jerome Flynn and Stephen Fry.



You can find Sleep Stories by tapping the Sleep tab at the bottom of the screen.



Music

Calm has hundreds of hours of exclusive music tracks engineered to help you focus, relax or sleep. Calm Music includes original compositions, unique collaborations, nature sounds, white noise, and more.



You can find music and soundscapes by tapping the Music tab at the bottom of the screen.

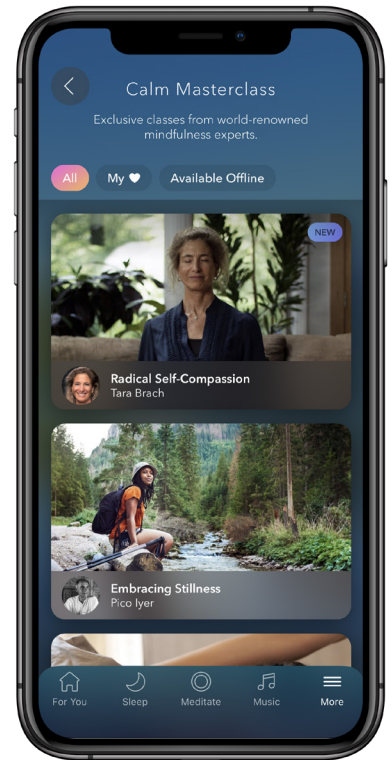


Calm Masterclass

Calm Masterclasses are educational, inspirational audio programs taught by world-renowned experts.

Calm Masterclasses explore the following topics:

- Creative Living Beyond Fear with Liz Gilbert (author of Eat, Pray, Love)
- Breaking Bad Habits
- Social Media and Screen Addiction
- The Power of Rest
- Rethinking Depression
- The 4 Pillars of Health
- Mindful Eating
- Discovering Happiness
- Gratitude



You can find the Calm Masterclass by tapping the More button at the bottom of the screen.



Nature Scenes

Calm also has a large range of calming nature scenes and sounds to help you focus, relax or sleep. Ranging from the sound of rain falling on leaves and a sunset beach to a cozy fireplace and evening crickets, taking a few minutes to listen to these scenes will have you relaxed in no time.



You can find the Scenes by tapping the More tab on the bottom of the screen and pressing 'Scenes.'



Calm Body

Calm Body sessions are 10-minute guided video lessons on mindful movement and gentle stretching, designed to release tension in your body and recharge your mind. We currently have four Calm Body videos and four audio programs to guide you through movement.

The sessions include:

Morning Wake Up

Start your day feeling open, energized and uplifted with this standing sequence.

Afternoon Break

A seated movement practice to rejuvenate your mind and relieve stiffness in your neck, shoulders, and back.

Evening Wind Down

A gentle movement sequence you can do in bed to relax the body and settle the mind.

Back Care Session

Mindful exercises to release tension in the back and invite your spine into healthy alignment.



You can find Calm Body by tapping the **More** tab on the bottom of the screen.



Breathe Bubble

The Breathe Bubble is a simple breathing exercise designed to settle your nerves and help you reconnect with your body. A short pause to focus on your breath has the power to leave you feeling calmer and recharged - it's like a reset button.



You can find the Breathe Bubble by tapping the **More** tab on the bottom of your screen and pressing 'Breathe'.



Mindfulness at Work



Every day at the same time I receive a reminder to check in with myself and acknowledge what emotion I'm feeling. The instant I open the app and hear the rain falling my body instantly relaxes and I'm at peace.



Strategies to Incorporate Calm into the Work Day

Here at Calm, our team practices the Daily Calm mindfulness meditation together each workday at 10 a.m. as a way of connecting with one another and beginning the day from that relaxed place. Integrating mindfulness practices at work can be simple. Begin with what's doable – either alone, with your team, or with your entire company. Start where you are. Here are some ideas.



Daily Calm Meditation

In the Calm app, each morning, there is a fresh daily meditation – about 10-12 minutes long. It's called the Daily Calm. You might encourage your team to make it a morning practice individually or create a space to do it together.



Emergency Calm

In times of more acute job stress – an over-packed schedule, preparing for a difficult conversation, trouble choosing priorities – Emergency Calm is a three-minute meditation designed to settle nerves, relax the body, and clear the mind. Use it when anything longer feels too hard, or as part of a regular practice, like a quick meditation session before lunch each day.



Build a Community

Create a #mentalfitness channel in Slack or start a weekly wellness committee. Create a space for sharing learnings and tips to bring more mindfulness into the day.



Mindful Movement

We can reduce the stress hormones in our bodies with some simple mindful movements. Slow your breath. Stretch your arms, your legs, your back, as you're able. If you can, go for a walk. Even five minutes can make a big difference when it comes to stress relief. If it feels right, invite colleagues and make it a regular thing.

Recommended mindful movement sessions for work in the Calm app:

- **Afternoon Reset:** This mindful movement session is done seated (9 minutes)
- **Mindful Walking:** Mindfulness meditation instructor Tamara Levitt guides listeners through a mindful walk for relaxation (5-30 minutes)



Create a Calm Physical Space

If you have a spare corner or conference room, turn it into a wellness room! A few easy touches such as comfortable cushions, soft lighting, and indoor plants can make an unused space a place for employees to find Calm moments in their day. If you need help building out this space, the Calm team can help!



Music for the Workday

Music affects the parasympathetic nervous system. It can slow our heart rates and breathing, lower our blood pressure, and encourage our muscles to relax. Playing soothing, meditative music helps with stress relief anywhere, and can be especially handy at work. If you play music in your office, you can play music or sounds that are relaxing. When listening to music individually, choose slower songs with rhythms that match a slower heartbeat. Or nature sounds that you find calming – like rainfall or birdsong or even white noise.



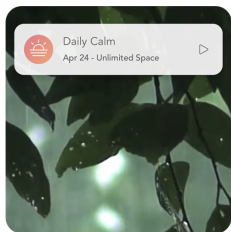
Program Recommendations by Topic

Employee Pain Point	Recommended Sessions
Trouble sleeping	• Sleep Stories • 7 Days of Sleep • Deep Sleep Release • Deep Sleep Relax • Sleep Music • Nature Scenes & Sounds • Evening Wind-down (<i>More > Calm Body</i>)
Anxiety or stress	• Breathe Bubble Meditations (<i>More > Breathing Exercises</i>) • 7 Days of Managing Stress • 7 Days of Calming Anxiety • Emergency Calm
Focus	• Meditations (<i>Meditate > Focus</i>) • 7 Days of Focus • Deep Concentration • Mindfulness At Work • Music Afternoon Break (<i>More > Calm Body</i>)
Learn how to meditate	• Meditations 7 Days of Calm • 21 Days of Calm • Daily Calm
Family/Kids	• Kids Meditations (<i>Meditate > Kids</i>) • Sleep Stories • Music
Grief	• Meditations (<i>Meditate > Emotions Series</i>) • Emotion Series: Grief
Recommendations for Commuting	Commuting Series for Passengers, with one for Drivers (<i>Meditate -> Commuting</i>)



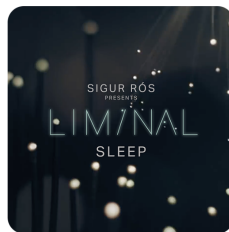
Additional Resources

Feeling Stressed?



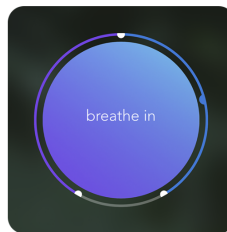
Daily Meditations

Develop a daily meditation practice to change your relationship with stress and meet your challenges with a calm mind.



Calm Music

Music to soothe your nerves and help you relax.



Breathing Exercises

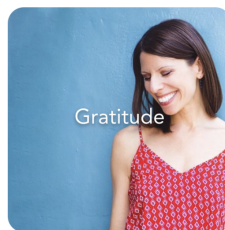
This simple breathing exercise is like a reset button that leaves you feeling calmer and recharged.

The Calm Blog

On the Calm blog you can find hundreds of articles on different topics related to Mental Fitness, Mindfulness, and the Calm app. We post our newest resources here including our downloadable mindfulness calendar and gratitude journal.

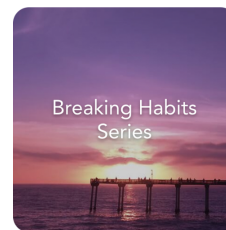
→ [Calm.com/blog](https://calm.com/blog)

Looking to dive deeper?



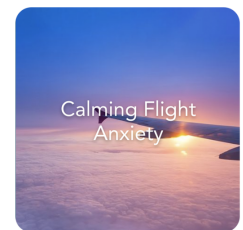
Calm Masterclass

Life-changing audio classes delivered by world-renowned experts on diverse topics including creativity, gratitude and screen addiction.



Specialty Meditations

Explore how to bring mindfulness into your daily life to create positive shifts and improve your wellbeing.



Travel Support

Decrease flight anxiety and learn to enjoy the marvel of air travel.

Calm Help Center

Our help center covers everything from how to get started with Calm to troubleshooting and how to guides. Common questions we get from our users are covered in our help center

→ [Calm.com/support](https://calm.com/support)



Glossary



Mindfulness

Mindfulness is a practice of paying attention to the present moment on purpose, with kindness and curiosity. It allows us to respond to situations rather than react. Mindfulness is a skill that can be strengthened through the practice of mindfulness meditation.



Mindfulness Meditation:

Mindfulness meditation encompasses a variety of practices that help us pay attention to our thoughts, emotions, and experiences in the present moment without judgment. One example commonly used in Calm is the practice of using the breath as an anchor of attention. When we practice coming back to the present moment, we use the body as an anchor to what is really happening right here, right now. In this moment, can you feel the sensation of the soles of your feet? Can you notice the feeling in your chest? Can you notice your breathing? By coming home to the body and the senses, we are cultivating an awareness of life as we live it, moment to moment.



Mental Fitness:

Much as we need specific physical exercises and movement to build bodily strength, agility, and resilience; we can also benefit from exercises – or practices – to strengthen our minds, mental performance, and well-being. These exercises include mindfulness meditation and better sleep hygiene.



A Moment of Gratitude

Thank you for partnering with us. We are inspired by your commitment to your health and mental well-being. Together we are working to make the world happier and healthier.

The Calm Team