



**Recap of World Mental Health Day NEMEA presentation by Ross Anderson
on 9th October 2020**



Hi **VM**ware team!

I've been asked to write a brief summary of today's session, so here it is. FYI, I wrote this very quick so you this document today. Hopefully, it's sufficient enough to spark recall.

Human Drives that have a profound influence over our decisions and actions.

*Can be fulfilled healthfully or unhealthfully.

Bond-The desire to bond and create relationships with others, both romantic and platonic.

Businesses built on this drive to bond include restaurants, conferences and dating apps. Companies that make us feel well-liked, look attractive and held in high regard will do well, e.g. Instagram. This drive has been increasingly hard to fulfil in recent times for obvious reasons.

Acquire-The desire to obtain/acquire. The immaterial such as status, power and influence, and the material, such as cars, clothes, and money.

Defend/Protect-The drive to defend/protect ourselves, our identity, our loved ones, property and community.

Learn-The drive to satisfy our curiosity. We want to become more knowledgeable and competent. This may in part explain the recent success of Podcasts like The Joe Rogan Experience, apps like Blinkist, audiobooks and travel blogs/vlogs.

Feel-The desire for sensory stimulus and intense emotional experiences such as pleasure, excitement, anticipation and entertainment. Maybe partly why Netflix reported a 25% increase in subscriptions in the last 6 months. People want to feel, and as they don't have as many concerts, social gatherings or sporting events to look forward to/get involved with, people are using tools like Netflix to get their feel on, so to speak.

Meaning/Purpose-We wrap it around all we do. Finding meaning and purpose in who we are and what we do is fundamental to our health and happiness. In Japan, they call it an Ikigai (ee-kee-guy), in France, a Raison d'être (one's reason for being), while in Nicaragua it's referred to as a Plan De Vida (your life plan). And those that have one live longer.

A lack of meaning and purpose is highly correlated with low mood, depression and even with suicide. We have seen examples of this in sports personalities after leaving their respective sports.

Self-actualisation-Self-actualisation goes beyond the basic needs of food, water, safety and belonging. It's about aiming for (and acting on) mastery in all of life's domains. However, to tap into this realm fully, one is required to embrace their deepest fears, to explore their vulnerable side, to possess a beginner's mindset and accept facts like we don't know it all. For many, having lofty standards and a mission in life feels all too much and causes negative reactions such as mock humility and criticism of others who do.

Reflection Time

Which is your dominant drive? Is there a drive that you're neglecting? Is there a drive that you're fulfilling but unhealthfully?

Exercise 1. The Passion Scan (feel/bond)

Take a minute and write a list of all the things that you enjoy doing, the things that fire you up...

Once you have that list, select 2 things from that list and do those things in the next 7 days. Also, encourage others to perform a scan. Then, look for your snaps (the passions you share) and do them together.

Exercise 2. The Value/Expectancy Model of Motivation (meaning/self-actualisation)

The aim of this exercise is to help you add more meaning to tasks so as to increase the likelihood of engagement with said task. Today we used exercise as an example as it's a wellbeing-promoting activity.

Write a list of the positive/negative outcomes that would come about if you were to do/not a task such as physical exercise (insert any other health behaviour). Once you have your lists, look for the one/two items you feel most emotionally connected to. Use those as your activation energy to propel you into action.

Suggestions

How Could VMware Managers Use The Remaining Drives (learn, defend/protect, acquire) To Influence Positive Wellbeing In Others?

Regular access to quality training. You want consistent results (a healthier workplace), that requires consistent action. And by that, I mean consistent education and accountability. Not just once or twice a year, but weekly, monthly. One great practice I use myself and have inspired other companies to engage with is a book club. It can be in person and or digital. I'm happy to recommend some of the top wellbeing/personal development books. You guys would select one book every month, hold each other accountable and share what insights you find through reading.

Defend/Protect

I'd want to test defend/protect focused comms internally. Meaning, I'd hire someone to write good copy that captivates people's drive to defend and protect. 80% of organisations are made up people thinking of starting a family, who are just about to or who have one already. You can tap into that to increase wellbeing engagement for the greater good with smart internal comms.

Acquire

Humans want to acquire, both tangible and intangible. Why not give them what they need while simultaneously up-level their wellbeing. It's simple really but consistently overlooked. Humans love intrinsic and extrinsic rewards. If I were a manager I'd have leaderboards, monthly shout outs and quarterly prizes for those who demonstrate healthy eating, sleeping, thinking and movement habits. I've seen wonderful things happen from basic leaderboard-lists, regular recognition and a few weekends break handed out.

A Final Note

I hope you enjoyed this short recap. It was a pleasure to spend time with you all today. Remember, knowledge is only potential power. Knowledge followed by action is what's really powerful.

And do connect with me on LinkedIn. Ross Anderson, the fella in the cap, or bonnet, as we call them in Scotland.

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Best,

Ross