STREET WISDOM
An Invitation to Partner on an Impactful Event
Join us during Mental Health Awareness Week 2018 (14-20 May) for a very special Street Wisdom mindfulness event taking place in the City of London.

Led by Street Wisdom’s founder, the best-selling author and business innovator David Pearl, this half-day session will take City office workers away from desks and smartphones and teach them how to access fresh insights, creativity and new ideas - using the streets for inspiration.

Mental illness costs UK employers an estimated £26bn a year through sick days, lower productivity and recruitment costs. In particular, banking roles are 44% more likely to result in stress-related illness than the average UK job – with one in six employees facing stress, depression or anxiety.

Street Wisdom is a not-for-profit social enterprise, now in 30 countries and counting. It’s ‘walking-based problem solving’ - a mix of cognitive science, psychology and mindfulness. Research shows that walking boosts connectivity in the brain, stimulates the growth of new neurons and - according to experiments done at Stanford University - creates a mental state conducive to innovative ideas and strokes of insight.

The global venture, which brings Street Wisdom free to consumers, is funded entirely through bespoke work with businesses such as Lush, Google, Samsung and Ogilvy & Mather. In our busy 24/7 lives, time and space to think clearly about the challenges that lie ahead is invaluable.

Creativity – or the ability to come up with new solutions or approaches - is critical to mental wellbeing and success in the ‘attention economy’. Recent research suggests that we are suffering from an overwhelming attention-deficit. 30% of knowledge workers claim they are unable to do any thinking at work at all and 58% do less than 30 minutes a day – instead, they are swamped by ‘doing’. Street Wisdom breaks the cycle and helps business become more creative, inspired and dynamic.
Over **Mental Health Awareness Week** in May 2018, we will organise and facilitate events in Canary Wharf and The City to boost awareness of mental health in the workplace. These events will give workers the opportunity to step back, slow down and experience a new way of accessing insight. Participants leave with an accessible way of taking time out of their hectic schedules and the ability to find some headspace on a regular basis.

**Why Street Wisdom?**

In September 2017, our **World Wide Wander** launched 35 events in 12 countries over 3 days. Our media partner, Psychologies Magazine, covered the WWW in print and online with a reach of over 1.6 million. We’ve been featured in **The Guardian**, **The Times** and British Airways Business Life magazine; and founder David Pearl was recently invited by **BBC News** to share insight into his work. See more of our press coverage [here](#). We are partnered with organisations including **Mindfulness At Work** and **Breathworks** and for the second year running will be speaking at the **Mindful Living Show**.

Street Wisdom’s founder, David Pearl, is a best-selling author, speaker and business innovator. Creative confidante to high profile CEOs and their teams across the globe, David is also a pioneer in the world of mental health, working with charities such as **Minds at Work** and The Inspire Movement to help remove the stigma of mental health issues, especially in the workplace.

We are seeking a suitable brand fit in an organisation actively looking to improve employee wellbeing. Our previous work with global financial organisations has delivered profound **results**.

**We are calling for City-based sponsors to partner with us on this Mental Health Awareness Week project. Fund our team of facilitators to take employees out on the City streets in May, support Street Wisdom’s global work and join with us as partners to raise the profile of mental health in the workplace.**

David sharing at TEDx how he invented the technology behind Street Wisdom.
“Whether for personal exploration or to encourage creativity in business, Street Wisdom is an incredible tool and important movement.”

David D’Souza, Head of Engagement, CIPD

“Multiday leadership trails in beautiful and remote locations are great for reconnecting with yourself. However, the nature of the street allows for that same magic. Slow down, wander, wander some more and connect with yourself through your everyday surroundings. The street is a powerful place. The session with David was the best reviewed item of our Google Summer Fest!”

Marcel Verboom, Industry Head, Google NL

“The Street Wisdom sessions are so much more than we expected - in our weekly roundups it is clear that Street Wisdom contributed not only to formation of plans for next steps in training but also to real connections between the group and a noticeable ‘recharging’ of individuals.”

Katie Nugent, International Trainer at Lush

“This is a way of getting your head into a different space, which is what you need to do to come up with different, creative ideas. It’s a good approach for getting people to step back from day-to-day pressures & giving them space to think things through.”

Kate Griffiths-Lambeth, HR Director Charles Stanley & Co. Ltd
This Mental Health Awareness Week we’ll be bringing inspiration and clarity to The City. Be a part of it. Contact us if you’d like to know more about this unique partnership opportunity.

streetwisdom.org

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