

# MINDFUL SUSTAINABLE PERFORMANCE

In a period of financial downturn, Carlsberg was forced to significant layoffs and organizational restructuring. Leaders and employees alike were facing emotional uncertainty and productivity challenges. To support their people, Carlsberg introduced corporate mindfulness to help people prioritize and stay emotionally balanced. Together with Potential Project, a 12 month implementation program was designed and rolled out. Researchers from Singapore Management University have studied the impact of the training and found significant results.



*“Over the past 12 months we have become an increasingly mindful organization. A mindful organization is an organization where people do the right things. Not just things. It is an organization where people have the mental fitness to think clearly, make the right decisions and act accordingly. We now experience more focus effectiveness and less stress.”*

Kenneth Egelund Schmith, Former Carlsberg CEO



- Facilitated onsite and online in 10 countries
- Each participant joining 11 workshops of 60 minutes
- Throughout entire IT division

