



Case study: The Potential project working with IF Insurance

Business background

If Insurance has 6400 Employees, mainly based in Sweden. It has a yearly turnover of around 40 billion SEK, and operates in Sweden, Norway, Denmark, Finland, Baltic's, Russia, Germany, Netherlands, France and UK.



The Potential Project is a global organisation offering mindfulness training to corporations. It was founded in Copenhagen, Denmark, in 2009. Now it is an international organisation with a growing number of trainers in countries all over the world.

Why did If Insurance become interested in mindfulness?

If Insurance, like many organisations, was experiencing a number of challenges including:

- The financial recession
- Increased competition
- Increased stress level
- Decreased work life balance.

Its HR objectives included:

- Becoming the healthiest insurance company in Nordic region.
- Make work a source of energy, development and performance.
- Develop the highest potential in each employee.

They asked the Potential project to deliver a Corporate Based Mindfulness Training (CBMT) intervention to help them with the challenges they were facing and to help them achieve their HR objectives.

What was included on the initial programme, and how was it run?

Over a four month period, 36 participants received CBMT, starting with a three hour long introductory session then four one hour long weekly sessions for the first two months. In months 3 & 4 there was a one hour session each month. Running in parallel to this, internal trainers were developed. The programme included:

- Mindfulness in Action (examples of how to use mindfulness in everyday circumstances)
- Formal mindfulness training
- Attitude training

What are the outcomes of the programme?

The programme was independently evaluated by the Health Group in 2010. The results, based on participant's self-assessment included:

88% of participant reporting "a highly increased ability to stay focussed"

76% of participant reporting "highly increased positive relationships within their teams".

68% of participant reporting "highly increased personal efficiency and productivity"

60% of participant reporting "highly increased ability to counteract stress"

At present, a further 25 leaders of different levels within the group are going through a 4 month CBMT Mindful Leadership Program. There is a great energy and enthusiasm for the program. The program is being used as a research study by researchers from Singapore Management University (Professor Jochen Reb) and National University of Singapore (Professor Jayanth Narayanan). The researchers are studying the effects on Job Performance, Org commitment, Org Citizenship Behaviour, Turnover Intention, Job Satisfaction Mindfulness and more. Researchers are gathering pre and post programme data from all participants, a control group and supervisors.

IF Insurance are now planning to roll out the CBMT Mindfulness programme to all Danish employees within the organisation.

What do participants think about the programme?

"The results of the CBMT program showed immediate benefits. After only four weeks, a big difference could be seen within the organizational teams. All participants reported improved ability to focus, increased productivity, better cooperation and less stress."

Halldor Machholm, Head of Risk Management, IF Insurance.

"I am very busy and have always looked for a tool that could help me live a more balanced life. I used Steven Coveys books on the 7 habits, and other tools, but I always had the feeling that it did not go to the root. Now, after 8 weeks of the CBMT program I have no doubt that I have found what I was always looking for."

Ester Bang, Account Manager, IF Insurance.

"I joined the program expecting that I would become more focused and productive. That has happened and I am grateful. However, I realise another much bigger change: I experience on myself and my employees that we are becoming better human beings"

Thomas Berg, Sales Director, IF Insurance.