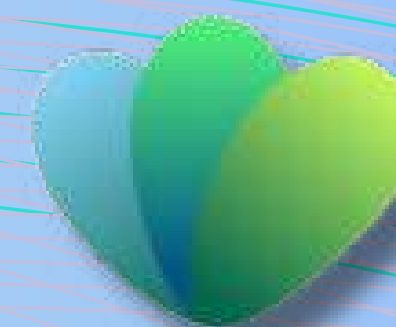


MTE 2023

**A MOBILE APP FOR
EMPLOYEE WELL
BEING IN AUDIT
FIRMS**



HeadSpan
BETTER FOR YOU

SAFEGUARD EMPLOYEES' HEALTH ; EXPERTS TELL EMPLOYERS



BY FREE MALAYSIA TODAY (2021)



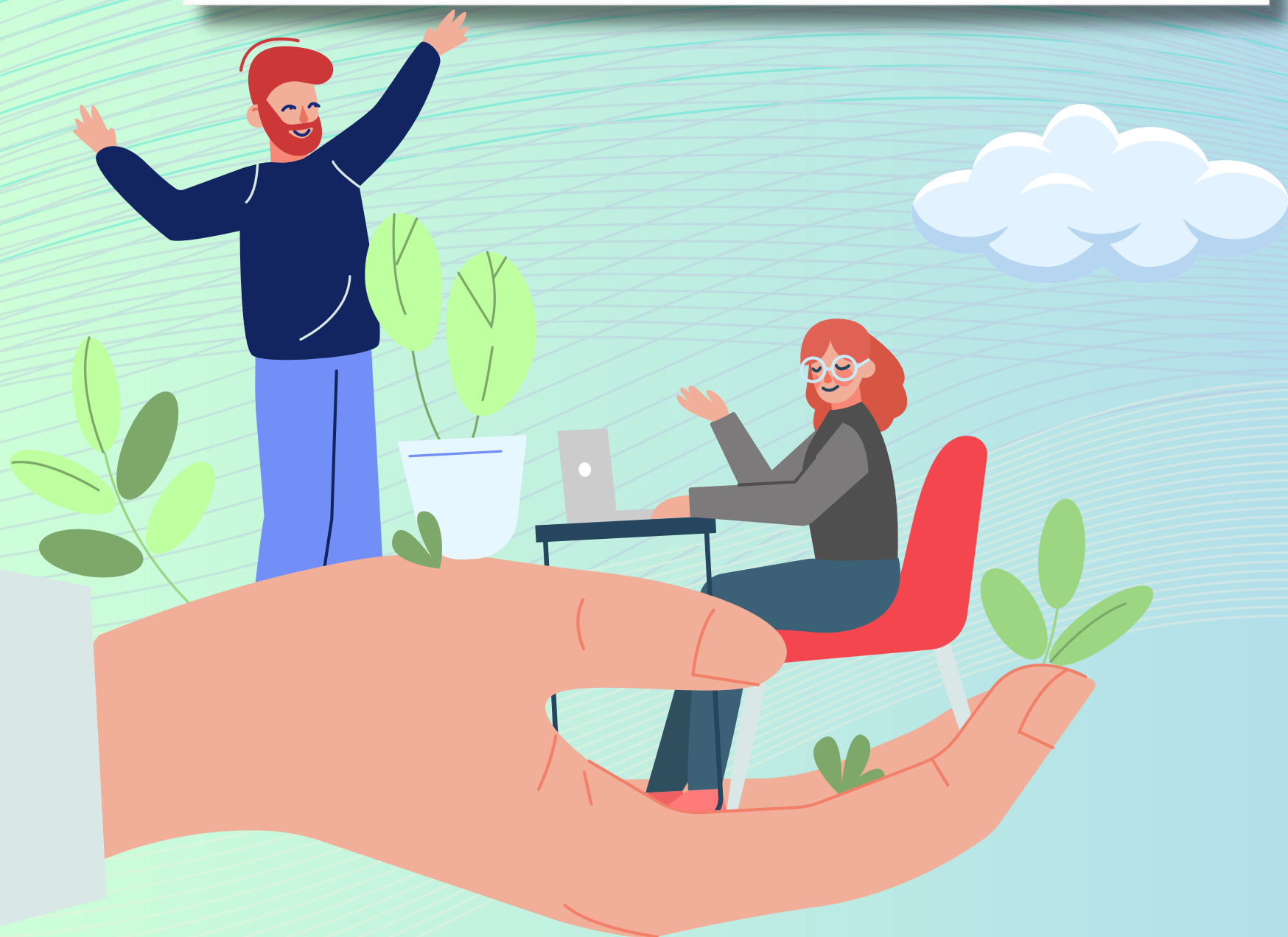
**World Health
Organization**



- **Poor occupational psychological well-being is estimated to cost the global economy \$1 trillion yearly by the WHO.**
- **Poor emotional wellness during work damages the nation's economy by RM14.46 billion, or 1% of GDP (World Health Organization, 2022)**

Employers in Malaysia are prioritizing skills and financial well-being more than their regional and global counterparts: Mercer Global Talent Trends Study 2023

- HR leaders in Malaysia tackle talent retention issues by focusing on employees' overall wellbeing
- Adopting a skills-based approach in designing talent processes is a priority for Malaysia HR leaders this year



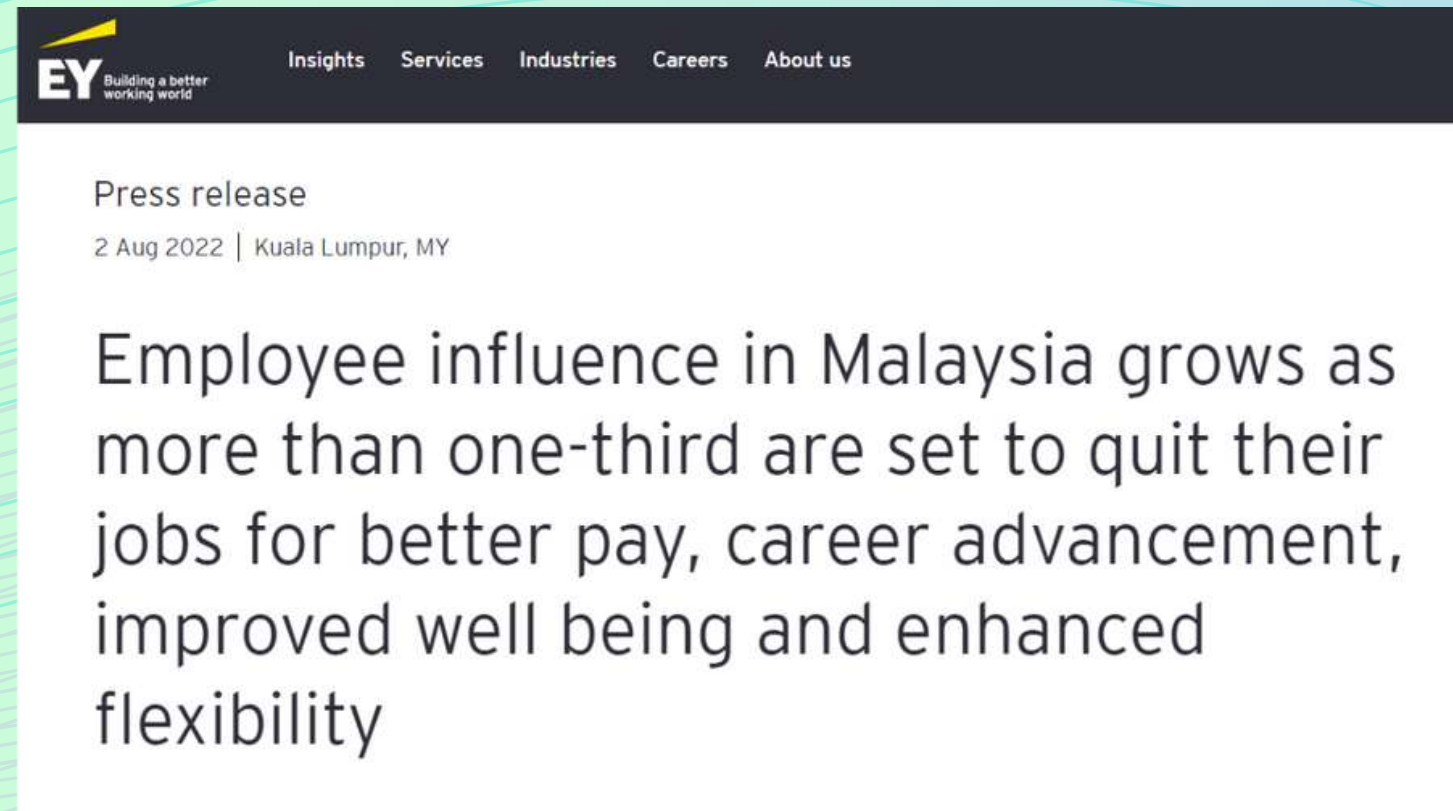
- Companies in Malaysia (45%) lagged slightly in delivering total well-being initiatives for all their employees, as compared to Asia (48%).
- Only 21% of companies in Malaysia (versus an Asia average of 26%) have provided on-demand access to virtual mental healthcare.
- On the flipside, Malaysia (18%) fared better than Asia (14%) in investing in financial wellness programs that boost long-term financial security for their employees.

Competitions

Application	Description	User
ThoughtFullChat	Offers 1-on-1 therapy or coaching with a licensed and certified mental health professional + mood tracker, guided journal, and emotional health assessment.	AIA
Naluri	Comprehensive health journal to keep track of your food intake, daily step count, blood pressure, thoughts, and more connects you with a team of health coaches	MAS, AirAsia
PlusVibes	PlusVibes is a platform that integrates volunteered listeners and campaigners on a platform that will help on family relationships, finance, physical health and other pertinent topics.	Open to Public

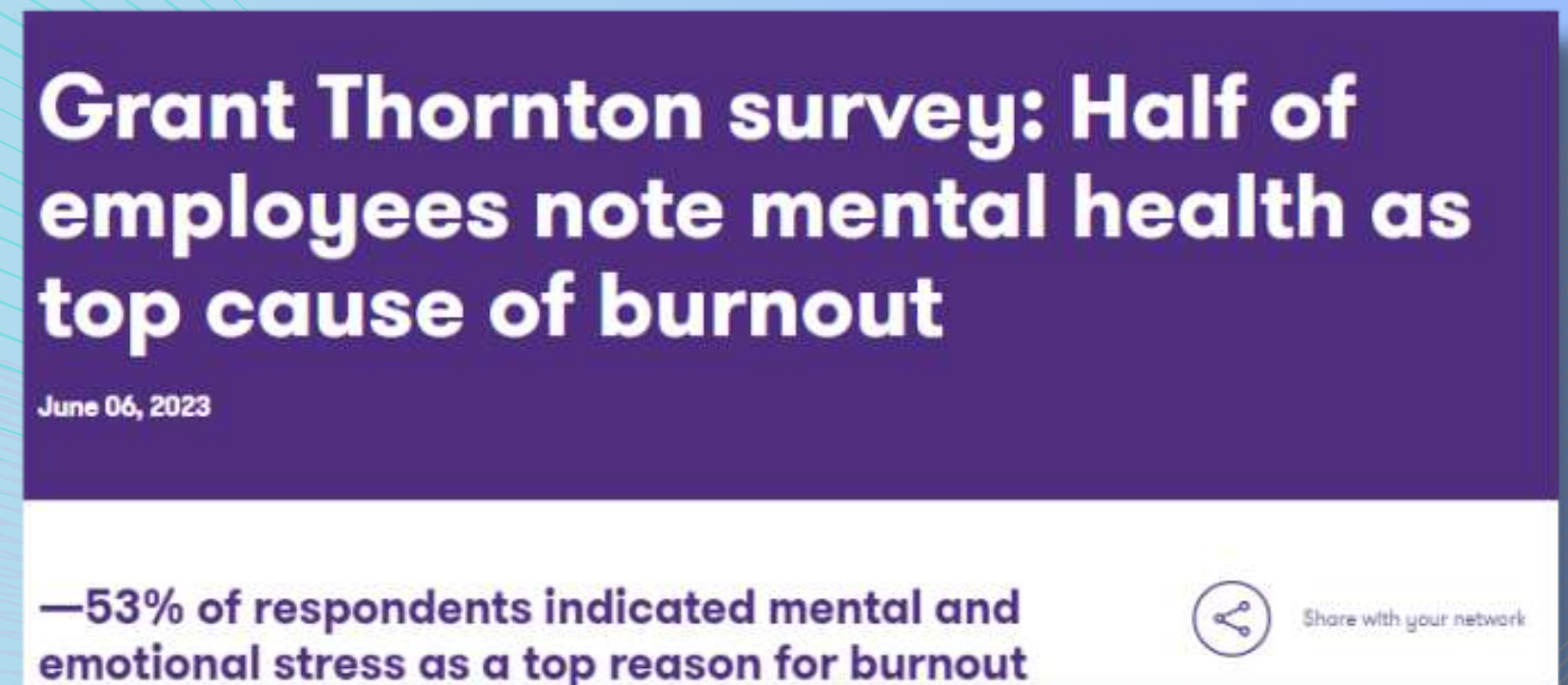
Disadvantage : All focuses on therapy session which is time consuming for a fast paced working environment + no specific research did for audit firms and wellbeing applications

Target User : Audit Firms' Employees



Press Release by EY on Employee Retention

- According to the EY 2022 Work Reimagined Survey, Malaysian workers are currently enjoying more control regarding their working conditions.
- Highlighted on the importance of wellbeing for employee retention in the company.



Press Release by Grant Thornton on Mental Health

- Highlighted that 53% of respondents indicated mental and emotional stress as a top reason for burnout.

PROTOTYPE INTRODUCTION

A transformative wellbeing app designed to kickstart your day on a positive note. With its array of simple and quick activities, HeadSpan is here to make a lasting impact on the wellbeing of employees in audit firms.

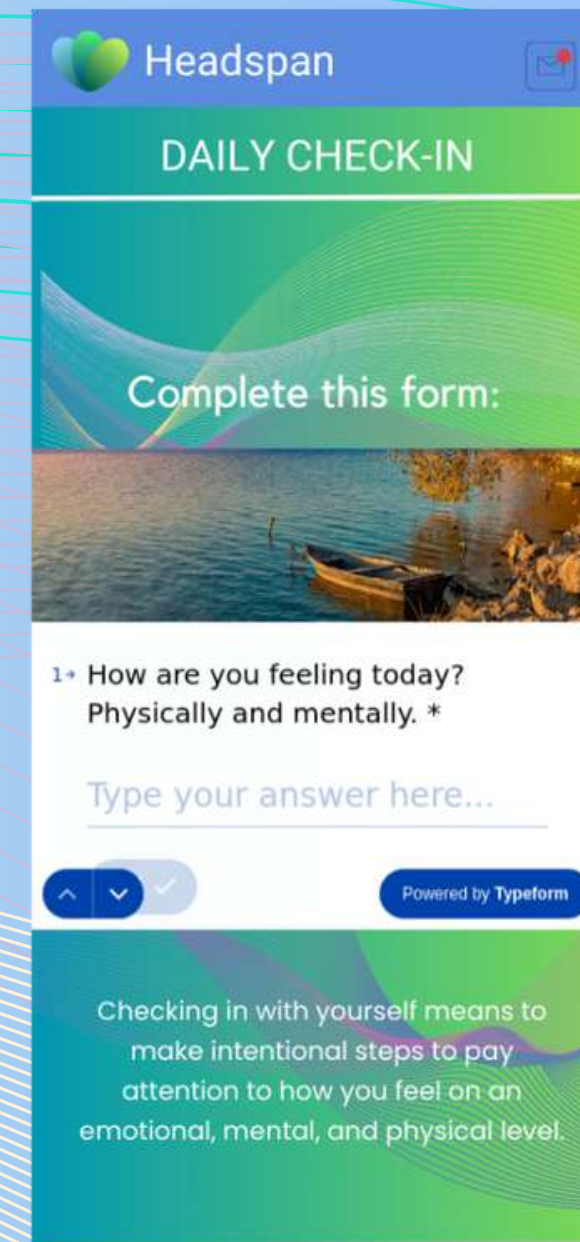
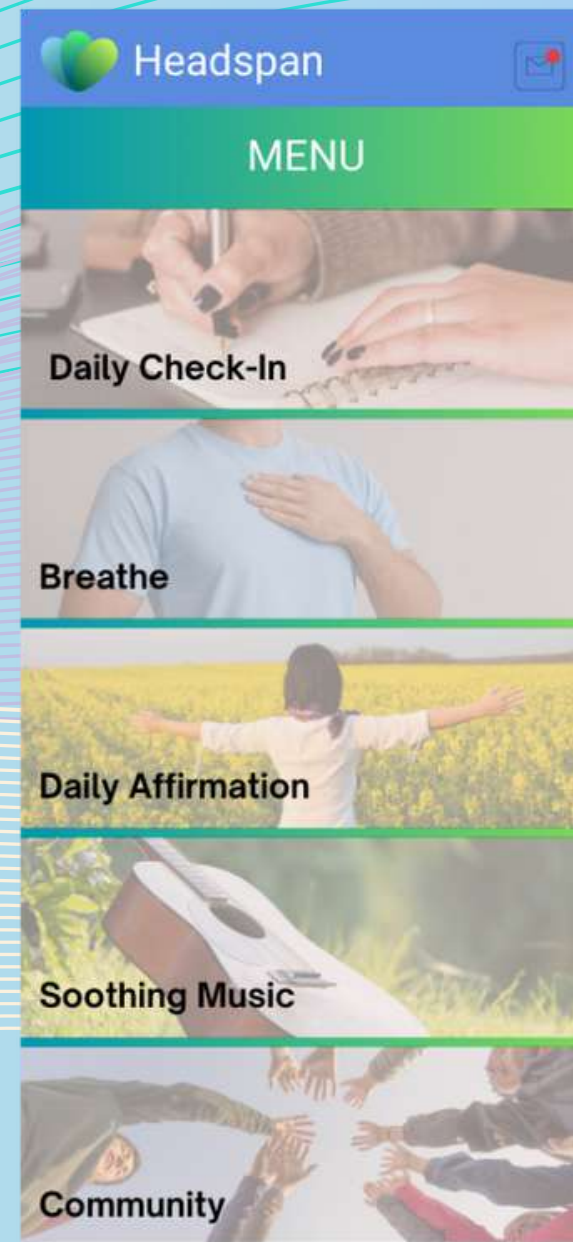
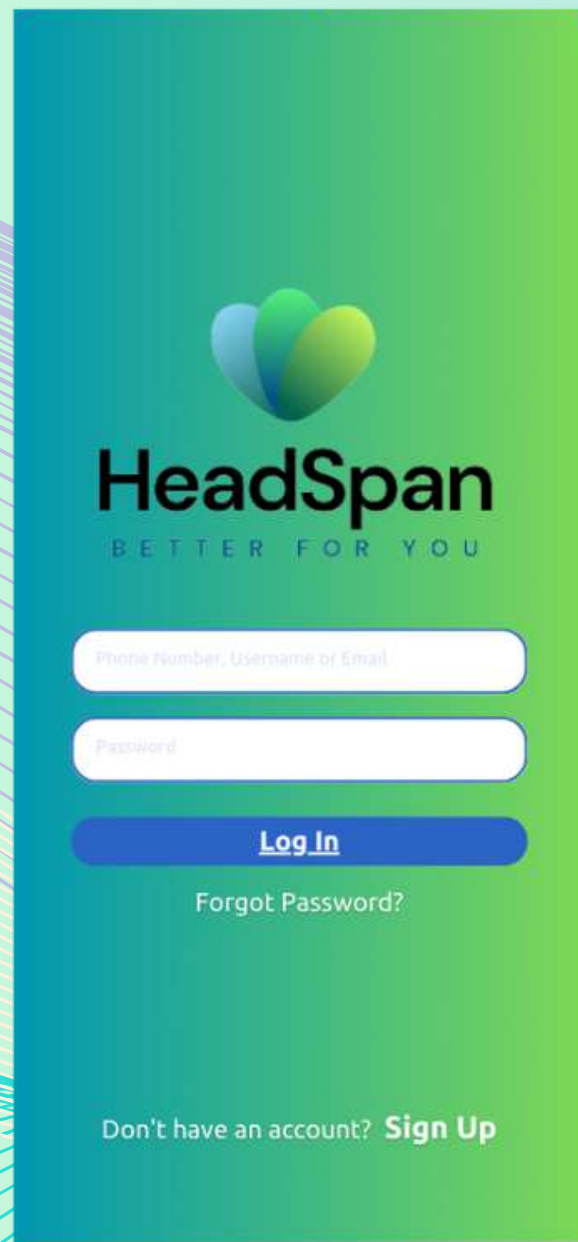
But what sets HeadSpan apart is its unique feature: the power of connection. By connecting with other audit firms in a vibrant community, users can share invaluable tips and tricks, fostering a sense of camaraderie and collaboration.

Together, we can create a supportive network where knowledge is shared, experiences are exchanged, and the path to enhanced wellbeing is embarked upon collectively.



HeadSpan
BETTER FOR YOU

PROTOTYPE



Headspan

BREATHE

Discover how aware breathing can alter you!
Explore mindfulness through conscious breathing exercises for peace and stability in the fast-paced world.

2 Min Breathe Bubble

2 min Breathe Bubble | Bre...

4-7-8 Calm Breathing

EXTENDED BREATHS • 6 CYCLES
4-7-8 Calm Breathing Exerc...

4-7-8 CALM BREATHING EXERCISE

Watch on YouTube

Headspan

DAILY AFFIRMATION

Unleash your potential and embrace your true value!
Speaking your truth at the beginning of each day can transform your life into an exceptional adventure filled with purpose, pleasure, and fulfillment.

To Relieve Stress

Daily Affirmations
To Relieve Stress

Watch on YouTube

For Determination

Daily Affirmation | Ta...

DAILY AFFIRMATION

Taking Action

Watch on YouTube

Headspan

SOOTHING MUSIC

Experience the transformational power of calming music!
Listen to soothing tunes, airy sounds, and mellow rhythms that transport you to a profound state of relaxation.

15 Minute Timer

15 Minute Timer With Cal...

15:00

Watch on YouTube

30 Minute Timer

30 Minute Timer - Relaxing...

30:00

Headspan

COMMUNITY

Stories Sort by Time

Harriet Wyn
2 hours ago
See the good in yourself and in others.

201 People
Elena Stefan and 200 others liked this post. 13+

Elena Stefan

CONTRIBUTION : SDG #3 GOOD HEALTH AND WELLBEING



1

INCREASE AWARENESS AND EDUCATION

The features in the app will give each individual to connect and share their experiences which can also improve their wellbeing.

2

RIPPLE EFFECT THAT WILL CAUSE POSITIVE CHAIN

HeadSpan can contribute to creating a culture of health and wellbeing beyond the workplace, positively impacting society as a whole.

CONTRIBUTION : SDG #3 GOOD HEALTH AND WELLBEING



3

REDUCED HEALTHCARE COSTS

Supporting employee health and wellbeing can lead to lower healthcare costs for both individuals and organizations.

4

IMPROVE OVERALL WELLBEING

By promoting a healthy lifestyle, the app can contribute to reducing absenteeism, burnout, and work-related stress, ultimately improving overall employee wellbeing.



HeadSpan
BETTER FOR YOU

THANK YOU