



DEMONSTRATING THE POWER OF BEAUTY AND WELLNESS

A Case Study on the impact of beauty from the Renee Ramore Symposium for boosting community mental health and well-being.

At a glance

- Beauty and wellness go hand-in-hand fostering improved mood and well-being
- Real-time insight into the impact on the community
- Tailored insights

Validating the Power of Mood

Research consistently shows that employee mood significantly impacts **productivity, creativity, and overall job satisfaction**. Numerous ways exist to support employees boosting their happiness.

Happy employees are more likely to be engaged, motivated, and committed to their work, leading to a happier, healthier workplace and better business outcomes.

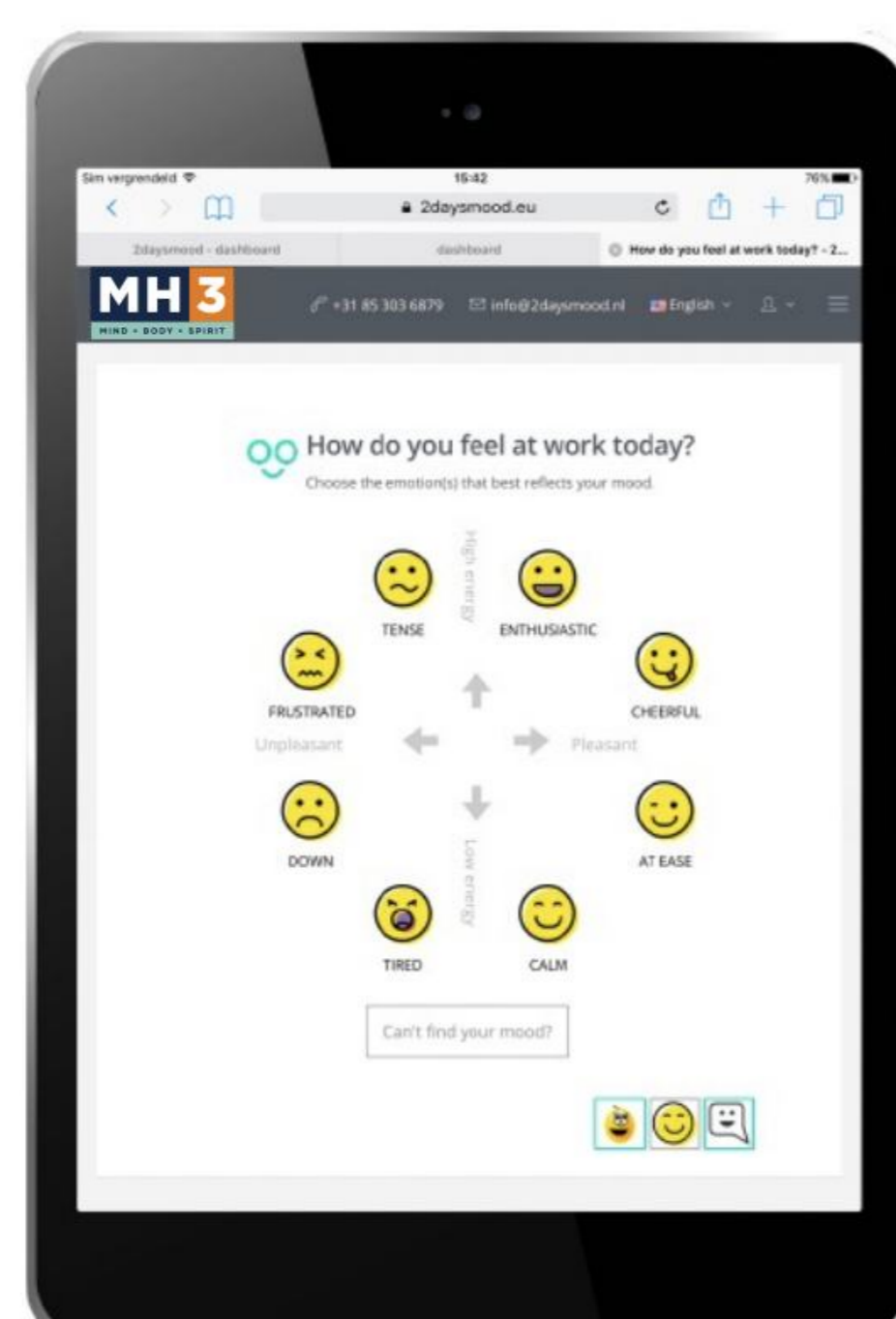
But how do we measure the impact on the lives we touch?

Measuring Mood

In our extensive collaboration with Utrecht University, we conducted a comprehensive study wherein respondents from various countries shared the typical moods they experience at work. This endeavor led to the identification of 8 universal moods, encompassing a broad spectrum. These moods are categorized into four quadrants, delineated by axes of energy and pleasantness.

Those quadrants include:

- Excitement
- Satisfaction
- Dissatisfaction
- Stress



Example of Mood Survey question.

On Saturday, June 1, 2024, **Renee Ramore** hosted a symposium, designed as an exclusive platform to explore cutting-edge beauty and wellness innovations. This community well-being event, sponsored by Aetna among others, connected attendees with leading beauty and health experts—including MH3's Chief Mental Health Officer, Sunitha Chandy PsyD, Founder & CEO of Artesian Collaborative—and showcased the latest beauty trends. The day was filled with educational workshops, inspirational talks, and networking opportunities.

The symposium is more than just an event; it's a journey to discovering true beauty and inner peace. With a carefully chosen mix of design, atmosphere, and activities, we aim to capture the heart of our brand and provide a deep, inspiring experience that refreshes and uplifts everyone involved.

METHODOLOGY

Attendees were instructed to scan a QR code upon entering the symposium to complete a brief diagnostic survey assessing their mood and well-being before experiencing the event. This initial **pre-event** survey established a baseline for their mood. Attendees then mingled amongst other attendees, visited beauty and health booths from local vendors and community businesses, and enjoyed presentations and workshops on beauty and health topics.

At the conclusion of the event, attendees scanned a QR code again, primarily from home, providing their **post-experience** mood assessment over a period of time. This approach underscores our focus on bringing skills that communities can take home. Additional custom science-based questions were included in this second survey, allowing attendees to share their thoughts on the impact of their experience on their individual moods. Notably, 39 attendees completed the pre-event survey, and 65 completed the post-event survey, highlighting the willingness of communities to engage with our surveys, especially when they can do so from home. This data provided Renee Ramore with deeper insights into the effects of beauty for positively improving mood through beauty and well-being.

Pre-Event Mood Results



- **Attendees indicated they feel primarily excited coming into the symposium (58%).** This is reiterated by a happiness score of 77% which is a combination of Excitement (58%) and Satisfaction (19%).
- **Dissatisfaction is high at 19%.** A score above 10% generally indicates action must be taken to best support the needs of your community. In this instance, interventions should be taken immediately. **Attendees were 4x more likely to express a negative emotion related to workload based on open responses to mood captured, indicating that community members are bringing workload stress from their jobs outside of their homes into their communities.**
- **Stress is low at 4%.** Typically, a stress level of 20% is ideal as stress leads to action and problem solving. In this instance, stress is above the ideal score and indicates more needs to be done.

How do you measure the impact of your current employee engagement programs?

MH3's interactive events and workshops are designed not only to create a fun team-building event but to lay the foundation for long-term solutions aimed at **greater employee engagement, productivity, retention, and overall well-being**, helping you to **keep a finger on the pulse of the organization**. This includes addressing how workplace stress affects community well-being, as attendees often bring work-related emotions into their communities.

Continue reading to learn how we helped Renee Ramore achieve their event goals, quantifying the power of beauty and community and its positive impact on mood and well-being.

About MH3

MH3 (Mental Health for the Mind, Body, and Spirit) is an all-in-one software & platform for data-driven HR, managers, team leaders, and CEOs of Fortune 1000 and government agencies to build thriving workplaces and resilient communities.

MH3 boosts employee well-being & retention by combining our scientifically validated measurement process with real-world insights from over 50 diverse mental health & wellness experts. All in Real-Time.

Mental Health Drives Business Outcomes.

Our mission is to empower employers to be champions of well-being by providing resources and actions that create and sustain well-being across the entire employee journey, from on-boarding to off-boarding.

Contact MH3 to learn how we help you enhance your workplace well-being and achieve measurable success!

" My goal with the Renee Ramore Beauty and Wellness Symposium was to make an impact in my community, connect people, and provide a day of beauty and wellness for all. I'm amazed at the impact the symposium had on everyone, and if it wasn't for MH3, I wouldn't be able to quantify that impact. I'm going to help more people now!"

Tacara Hammons,
CEO
Renee Ramore

Work with Us!

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Art Improves Employee Mood & Well-being

Renee Ramore's goals were achieved with employees completing the post-event mood diagnostic, showing a drastic improvement in mood. The information captured also reflects the effectiveness of our programs in addressing stressors brought from outside work, underscoring the broader community well-being.

Post-Event Mood Results



- Attendees indicated they **feel happy after the symposium** with a happiness score of 98%, which is combined between Excitement (78%) and Satisfaction (20%). To be able to cope with negative emotions, a combined score of 75% (or more) is ideal.
- **Dissatisfaction decreased by 17%.**
- **Stress has decreased from 4% to 0%.**


Mood Guidelines: 1. Excitement & Satisfaction added together creates the happiness score: Ideally 75% (or more) of respondents are divided across these two quadrants 2. Dissatisfaction: Around 10% or lower is considered an ideal percentage 3. Stress: A stress rate of around 10-20% is considered normal (and even desirable). Respondents are not required to answer every question to complete the diagnostic survey.

 **21%**

Increase in attendee happiness

 **17%**

Decrease in attendee dissatisfaction

 **0%**

Zero reported attendee stress

based on post event mood

Measuring the Power of Massage

Validating the power of mood in supporting **positive employee mental health, well-being,** and **successful business outcomes** is crucial for several reasons. Research consistently shows that employee mood significantly impacts productivity, creativity, and overall job satisfaction. When employees are in a positive mood, they are more likely to be engaged, motivated, and committed to their work, leading to higher performance levels and better business outcomes.

Positive employee mood fosters a healthier workplace culture, reduces absenteeism, and lowers turnover rates creating a more stable and efficient workforce, which can directly translate into improved financial performance for the business. By understanding and enhancing the factors that influence mood, companies can implement strategies that promote mental health and well-being, ultimately driving success and sustainability.

Investing in employee mood and well-being is not just about creating a happier workplace; it's a strategic business decision. Happy employees are more resilient, adaptable, and better equipped to handle stress, which in turn supports long-term business growth and resilience.

Therefore, validating the power of mood underscores the interconnectedness of mental health, employee satisfaction, and business success.

OUR PARTNER



Located in Chicago, Illinois

With over 18 years of experience as a Hair Stylist, Tacara Hammons founded Renee Ramore and wanted not only her clients but all women alike to achieve the style seat look at home without destroying the integrity of their natural texture. By partnering with a chemist to understand the science of hydrating and maintaining healthy hair, Tacara gained the knowledge to create healthy hair care products without the use of harsh chemicals.

Our mission is to educate customers on ways to enhance their overall hair care as well as to continue to cultivate and develop high quality products at an affordable rate. Allowing our customers the opportunity to obtain beautiful hair without having to spend a mass amount of money on salon visits. Thus far, we've been able to solidify this mission. Our customers are experiencing beautiful hair in less time and money.

Special recognition to our sponsor, Aetna.


Aetna Better Health® Premier Plan MMAI

