

PRESS RELEASE

Austin, Texas – SXSW Music Conference – March 16th 2019

UK based consultancy Found in Music announced its new music driven employee wellbeing programme at the SXSW Conference in Austin on Saturday March 16th.

Founder and CEO, Dr Julia Jones, described their new music driven programme as the Intel chip of employee wellbeing schemes, helping clients achieve higher quality and improved functioning. “We’ve been researching this field for many years. We know that our approach can successfully supercharge employers’ wellbeing schemes when embedded into workplaces. This helps improve overall employee experience and increase engagement”.

Clients in the private and public sectors will be able to subscribe to the new programme from June 2019 and commence participation when the programme launches fully on BBC Music Day in September 2019.

“It was good to see Found in Music back at SXSW. As a company they have a history of innovation in the customer experience sector, they’re British too! And therefore I’m sure their new music driven employee experience & wellbeing programme will be equally forward thinking”

Phil Patterson

Music Specialist, Department for International Trade, UK Government

The scheme combines a mix of neuroscience and technology in its approach to fully harness the multiple physical and mental health benefits that music is known to deliver. Clients benefit from an initial audit to assess the effectiveness of their current wellbeing provision and establish the ways in which music could increase engagement. Following the audit, clients can select from a menu of on-site and online activations ranging from 1-2-1 mindfulness, stress busting and motivation playlists to music tuition, choirs and social events. The programme is designed to run as a full service wellbeing package or as a bespoke strand alongside existing wellbeing schemes.

About the Found in Music Employee Wellbeing Programme:

Julia Jones started her career as a Sport & Exercise Psychologist before establishing Found in Music in 2003 as an experiential marketing agency. She says that the sports world recognised the power of music in driving peak performance decades ago and believes its time that corporates caught up. “Employers have been slow to recognise and harness the value of music in the workplace. Traditional wellbeing programmes have focused heavily on exercise and nutrition and have struggled to achieve the level of engagement required to achieve return on investment.”

The population is more inactive than ever before according to recent research by the World Health Organisation. It’s proven extremely difficult to mobilise the workforce. Stress and mental health cases continue to escalate and waistlines have expanded. Meanwhile outside of their working life people are consuming more music than ever before thanks to increased access and live music experiences. Music can be a powerful engagement tool and is known to trigger certain brain responses that can produce immediate positive effects as well as long-term benefits.

New technology has now enabled Found in Music to package the scientific principles of music and health and deliver them in an easily and affordably consumable format.

Found in Music has been advising clients on the use of music since 2003. Jones says “we’ve been helping brands and places leverage music experiences to successfully drive customer engagement since 2003. Our new employee experience programme is a natural extension of that.” Clients include the Mayor of London, Network Rail, Saga PLC, the NHS and Gibson Guitars. Jones is also the author of forthcoming music and health book “The Music Diet”.

For more information visit www.foundinmusic.com