Dear [ ]

[I hope you and your family are well.]

I wanted to introduce you to an initiative to which we are committed - the [Mindful Business Charter](https://www.mindfulbusinesscharter.com/). It is very much aligned to our purpose and values, and we think it would be might of interest to [ ] too.

We all know that work can be stressful. Sometimes it feels like there is nothing we can do about it. The Mindful Business Charter is a community of businesses committed to changing that mindset and to driving real change in how we work. It is founded on collaboration and shared learning and the idea that if we can create a sense of openness and respect, within our organisations but critically also between our organisations, for example between a supplier and its client, then we can create meaningful change, often through the smallest of steps.

The Charter does not seek to set out a prescriptive rule book – we all know that every business is different. Rather it creates a permissive framework and a common language built around four pillars – openness and respect, mindful communication, respect for rest periods and considerate delegation. It is not about not working hard, but rather trying to ensure that we do so effectively and healthily. This is the list of fellow [signatories](https://www.mindfulbusinesscharter.com/signatories) who have made the same commitment to improving workplace practices. As you can see, it is an increasingly diverse and global movement for change.

[The Mindful Business Charter has helped move the dial in respect of attitudes towards mental health and wellbeing. It has encouraged conversations between leading businesses and clients that simply wouldn't have taken place even a few years ago. By signing up to the Charter, you can reduce avoidable stress in your business and help lead the charge in changing how we work together. On top of this, and just as importantly, you can improve levels of service and increase profitability. ]

The principles of the Charter itself can be found [here](https://www.mindfulbusinesscharter.com/the-charter) and the attached document gives a taster of what becoming a member involves and the positive impact that MBC members are experiencing. It also explains how to get involved and contains contact details for the consultants who the signatories have engaged to help promote and develop the Charter.

[Through the pandemic the Charter has been an invaluable tool with which to navigate the unprecedented stresses faced by our people and those with whom we interact. It is proving equally valuable as we emerge back into the workplace. I am not suggesting that we have got everything right – of course we all have a long way to go – but the Charter is really helpful in terms of guiding our thinking.]

There is no one size fits all approach for adopting the Mindful Business Charter, and it has been implemented in many different ways. If it sounds interesting then I would welcome a conversation about how we can bring it to life in the way our organisations work together and it would be great to think that you might be interested to sign up as well.

Kind regards