

Private, practical support for everyday pressure at work

Build Your Inner Voice is a private wellbeing membership for every employee. It gives each person personalised, practical support they can use straight away, whenever everyday pressure builds up. Managers get extra support for managing people, and teams get short sessions to run together.

What every employee gets

5 minute resets for hard moments at work, such as feeling overwhelmed, not being able to switch off, losing focus, self-doubt, money worries, or dreading a conversation.

The employee picks what is happening and types a line about it. They get a short written guide and a 5 minute audio for that problem. They can listen with headphones, so nobody else needs to know.

Each guide helps them work out what they can and can't control, gives them one small thing to do next, and ends with a positive statement written for them.

Ongoing support for life in and outside work, such as confidence, sleep, focus and motivation. It includes personal audio tracks (up to 3 a day, in any length), a weekly affirmation, a gratitude practice, a 30-day challenge, a monthly check-in and a listening tracker, all based on what the employee chose to work on.

A 66 day habit planner. The employee writes down one thing they want to change. They get 66 small daily actions as a printable PDF. It is built around a 66 day period, reflecting the typical time reported in the best-known study of habit formation.

Everything is on **their own private membership page**. Only they have the link.

For managers and teams

FOR MANAGERS AND FOUNDERS

A set of extra 5 minute resets written for the hard parts of managing people: giving difficult feedback, presenting to senior people, a good employee resigning, sharing news the team won't like, making a big decision alone, and worrying about payroll.

They're part of every workplace membership, so there is nothing extra to set up.

FOR TEAMS

A team session is a short activity the team does together, for example in a normal team meeting. Anyone on the team says what the team is dealing with, and how much time they have: **10, 20 or 45 minutes**. They get a step-by-step plan that fits that time. It starts with a short breathing pause, and a check-in email follows 2 weeks later.

For example: too much work, a deadline, or changes at work.

TEAM METHODS USED

Before a deadline: the team imagines the project has failed and lists why, so they can prevent it. *(Klein, 2007)*

After a mistake: the team talks about what happened and what to do next time, without blame. A review of 46 studies found debriefs like this improve performance. *(Tannenbaum & Cerasoli, 2013)*

In meetings: everyone gets a turn to speak before anyone speaks again. *(Woolley et al., 2010)*

Safe to use at work. Everything follows set rules that protect your staff and your business:

- ✓ Team sessions are about the whole team. They never single anyone out.
- ✓ Nobody has to share anything personal. Anyone can skip any part.
- ✓ Sessions never ask people to share news or rumours, or to guess about changes. Questions go to whoever normally answers them at work.
- ✓ Nothing turns staff against the business, its leaders or its decisions.
- ✓ It never gives HR, legal or employment advice, or tells anyone what process to follow.
- ✓ If something sounds formal, such as a disciplinary, a grievance or redundancy, it points the person to your HR team. Managers are also pointed to ACAS.

The research behind the methods

These are the studies our methods are based on. What we built is a quick, private way to put those methods in someone's hands on the day they need them.

Habits: in the best-known study, 96 people repeated a small action every day. New habits took between 18 and 254 days to form, and the typical time was 66 days. *(Lally et al., 2010)*

Planning ahead: across 94 studies with more than 8,000 people, those who decided in advance exactly what they would do were more likely to follow through. *(Gollwitzer & Sheeran, 2006)*

Breathing: several 5 minute resets use cyclic sighing, which means 2 breaths in through the nose and then a long, slow breath out through the mouth. In a randomised trial with 108 people, 5 minutes a day improved mood and slowed breathing more than mindfulness meditation. *(Cell Reports Medicine, 2023)*

Pressure: in a study of 113 people, those taught to see stress as their body getting ready for a challenge, rather than a danger, coped better. *(Crum et al., 2017)*

Teams: in a study of 51 work teams, teams did better when people felt safe to share ideas and admit mistakes. *(Edmondson, 1999)*

Gratitude and breaks: across 145 papers with almost 25,000 people, regularly noticing good things gave a small lift in wellbeing *(PNAS, 2025)*, and across 22 studies with 2,335 people, short breaks at work reduced tiredness *(PLOS ONE, 2022)*.

Build Your Inner Voice

Build. Believe. Become.

HR OVERVIEW

Why it matters to employers

£30,614
Average cost of replacing one employee (Oxford Economics, 2014)

9.4 days
Sick days per employee a year, the highest in over 15 years (CIPD, 2025)

£4.70
Return for every £1 spent on workplace mental health (Deloitte, 2024)

It works alongside your EAP, HR and occupational health. It helps with the everyday pressure people wouldn't ring an EAP about, in 5 minutes on the day it happens, so your EAP stays free for the serious things.

Support that is used early. Deloitte found the best return on mental health spending comes from support people use early, before problems get worse. (Deloitte, 2024)

Low turnover does not always mean low pressure. People can keep coming to work while struggling with stress, motivation or focus. Build Your Inner Voice gives them private support before small problems become bigger ones.

How to get the most from it

- ✓ Tell the whole team at the same time, and share the code with everyone in the same way.
- ✓ Keep it voluntary. Never ask who has used it, and keep it out of performance or absence conversations.
- ✓ Managers can run a team session in a normal team meeting. No preparation is needed.

How it starts

Your team code is emailed to you as soon as you pay. Each employee enters it with their own email at buildyourinnervoice.com/activate and can start straight away. It works for every role, not just desk jobs. There is no software to install and no training. Your IT and legal teams can have our data and security sheet before you buy, just ask. When people join or leave, you do it yourself at buildyourinnervoice.com/manage, using your team code and the email you are billed on. You can see who holds a membership, free one up when someone leaves, and change how many you hold. Nothing waits on us.

Start with five employees, for example the team under the most pressure, or the people who ask for it. Add more at any time.

Founding Employer Programme: a small number of early employers keep the founding price for as long as they have at least 5 active memberships, and can help shape new workplace features.

Start with five employees: hello@buildyourinnervoice.com

Private by design

Staff often avoid wellbeing benefits because they worry their employer will find out. **Because this is private, employees can use it without their employer seeing what they write, choose or listen to.**

- YOU SEE
 - ✓ How many memberships you pay for, how many are in use, and which email addresses have claimed one, so you can add and remove people yourself. That list is for organising memberships, and isn't a record of who has used one.
 - ✓ A short monthly email with totals for the whole team: how many people used it, and how many said they felt better afterwards.
 - ✓ Small numbers are never shown. Usage only shows when 3 or more people used it, and "felt better" only when there are 5 or more answers. This is designed so that no individual can be picked out.
- YOU NEVER SEE
 - ✗ Whether a named person has used their membership, what anyone wrote, chose or listened to, or which tools any one person used.
 - ✗ Anything in the monthly totals that could point to one person. Small numbers are withheld instead.

Safety and data

- ✓ An automatic check looks at each request for signs that someone may need more help. If it finds any, the person is shown free, confidential helplines such as Samaritans. In the most serious cases, Build Your Inner Voice is also alerted. The employer is never told. It is not a crisis or emergency service.
- ✓ What someone types into a 5 minute reset, team session or planner is used once to write what they asked for, and is never stored.
- ✓ The usage records hold no names, no emails and nothing anyone wrote. They are deleted after 100 days.
- ✓ When someone's membership ends, they can no longer open any of the tools.

Pricing

TEAM SIZE	PER EMPLOYEE	MONTHLY TOTAL
5	£15	£75
10	£14	£140
20 (best rate)	£13	£260
20+	£13 or less	Tailored price

- ✓ One monthly invoice for the whole team
- ✓ No long contract. You can stop at your next renewal
- ✓ The lower rate applies as soon as you reach it