

## Headspace NFL PA Externship

### Organization & Experience Overview

Headspace teaches you the life-changing skills of meditation and mindfulness in just a few minutes a day. They have hundreds of meditations, including programs designed to train athletes' minds in eight distinct areas: motivation, focus, training, competition, communication, analysis, recovery and rehabilitation. Some of the most elite athletes in the world have turned to Headspace to improve their preparation, performance, and recovery. The company has forged robust partnerships with many of the world's most recognizable brands, including Apple, Amazon, Google, Nike, the NBA and more. In this role, you will work with the Head of Sports and Fitness to design a mental training program specific for football athletes.

### Job Description w/Responsibilities

- Opportunity to have the focus of the Externship be with Business Development & Partnerships Team, Content Team or Design Team.
  - BD & Partnerships:
    - Create a strategy identifying the best organizations for Headspace to partner with and how they should work together in order to change the culture of sport to be one in which mental training is as important as physical training
  - Content:
    - Outline the key mental training components & exercises for professional, college, and youth athletes that should be included in the Headspace app
    - Create the strategy for the best way to communicate the benefits of Headspace and mental training to the athlete population (ie copy, film, audio, etc)
  - Design:
    - Outline the best user journey through the app to ensure optimal engagement and retention for the professional, college and youth athlete populations

### Schedule Overview

Monday - Friday

9 am - 5 pm

### Desired Skills/Qualifications

- Intimate knowledge of the mental training needs of professional athletes
- Strong interpersonal and communication skills
- Self starter with passion to positively impact the culture of sport



[Headspace](#), a global leader in meditation and mindfulness, was co-founded in 2010 by Andy Puddicombe and Rich Pierson. The company has forged robust partnerships with many of the world's most recognizable brands, including Apple, Amazon, Google, Nike, the NBA and more. For more information please visit [www.headspace.com](http://www.headspace.com). You can also follow Headspace on [Facebook](#), [Twitter](#) and [Instagram](#).

Andy Puddicombe is a former buddhist monk and voice of Headspace. In his early twenties, midway through a university degree in Sports Science, Andy made the unexpected decision to travel to the Himalayas and become a Buddhist monk. For over 10 years, his meditation training took him across the world to Nepal, India, Burma, Thailand, Australia and Russia. After completing his monastic commitment, Andy returned to the UK with the huge-yet-simple goal of teaching meditation and mindfulness to as many people as possible. Since then, Headspace has reached 30 million users in more than 190 countries.

With their app, Headspace teaches you the life-changing skills of meditation and mindfulness in just a few minutes a day. They have hundreds of meditations, including programs designed to train athletes' minds in eight distinct areas: motivation, focus, training, competition, communication, analysis, recovery and rehabilitation. Some of the most elite athletes in the world have turned to Headspace to improve their preparation, performance, and recovery.

Headspace is backed by science and is the only meditation & mindfulness company committed to conducting rigorous scientific research on the efficacy of their product. They've published 16 studies in leading peer-reviewed journals and studies show the impact Headspace has on focus, resilience, and even sleep.

#### Prepare

- **Focus** - Headspace has been shown to improve focus by 14% in just 10 days
- **Brain activity** - One study showed that long-term meditators had more sustained gamma-activity. Gamma waves are associated with improved memory retention, information processing and basic focus.

#### Perform

- **Resilience** - Just 10 days of Headspace resulted in significantly increased resilience
- **Mental grit** - Meditation has been shown to help deactivate networks in your brain associated with overthinking, so athletes can let go of bad plays and stay in the present

#### Recover

- **Heart Rate Variability** - Meditation has been proven to help athletes transition from a sympathetic to a parasympathetic state, improving their HRV. The result is a reduced heart rate, slower breathing, reduced stress, and improved sleep.
- **Sleep** - Meditation has been shown to be more effective for improved sleep quality than sleep classes.