



# YOGA SHAPE CORPORATE WELL-BEING

8- or 12-Week Program

Update 2025

*by Irina Oshchepkova*



## HELLO! I AM IRINA OSHCHEPKOVA

- Corporate Well-Being Guide
- Background:
  - 10+ years of managerial experience in the corporate environment, working with professionals from 30+ countries
  - 1,500+ hours of teaching experience as a certified yoga teacher
- Now:
  - Focus on Employee Well-Being and Stress Management
  - Design Corporate Well-Being workshops and programs



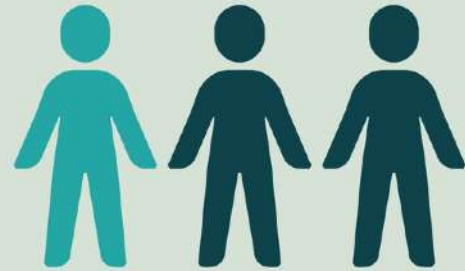
# WORKPLACE WELL-BEING STATE



12 billion working days  
1 trillion USD per year

are lost due to lack of  
productivity for  
depression and anxiety

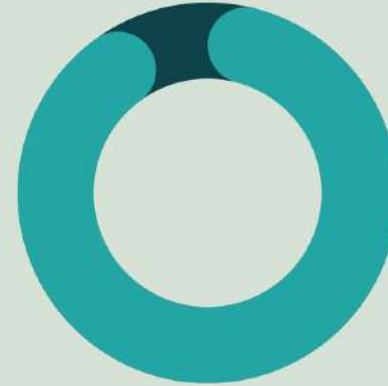
[WHO](#), 2022



1 out of 3  
employees & executives

are constantly  
struggling with  
fatigue and mental health

[Deloitte](#), 2022



94%  
of employees

feel stressed at work, with  
1/3 rating it from high to  
unsustainably high

[Report](#), 2018



6-9 months  
of salary

is the average cost  
of replacing  
1 employee

[SHRM](#), 2017



# WELL-BEING PROGRAMS DO HELP



85%  
of employers

noted a high impact on  
engagement, retention  
and company culture

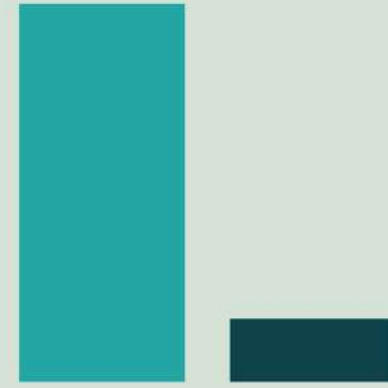
[Virgin Pulse](#), 2017



67%  
of employers

reported better job  
satisfaction of their  
employees

[Report](#), 2017



6-to-1  
return on investment

every \$1 dollar invested  
yielded \$6 health care  
savings

[HBR](#), 2010



9 out of 10  
employees

consider the benefits  
package when evaluating  
an employer

[Report](#), 2014





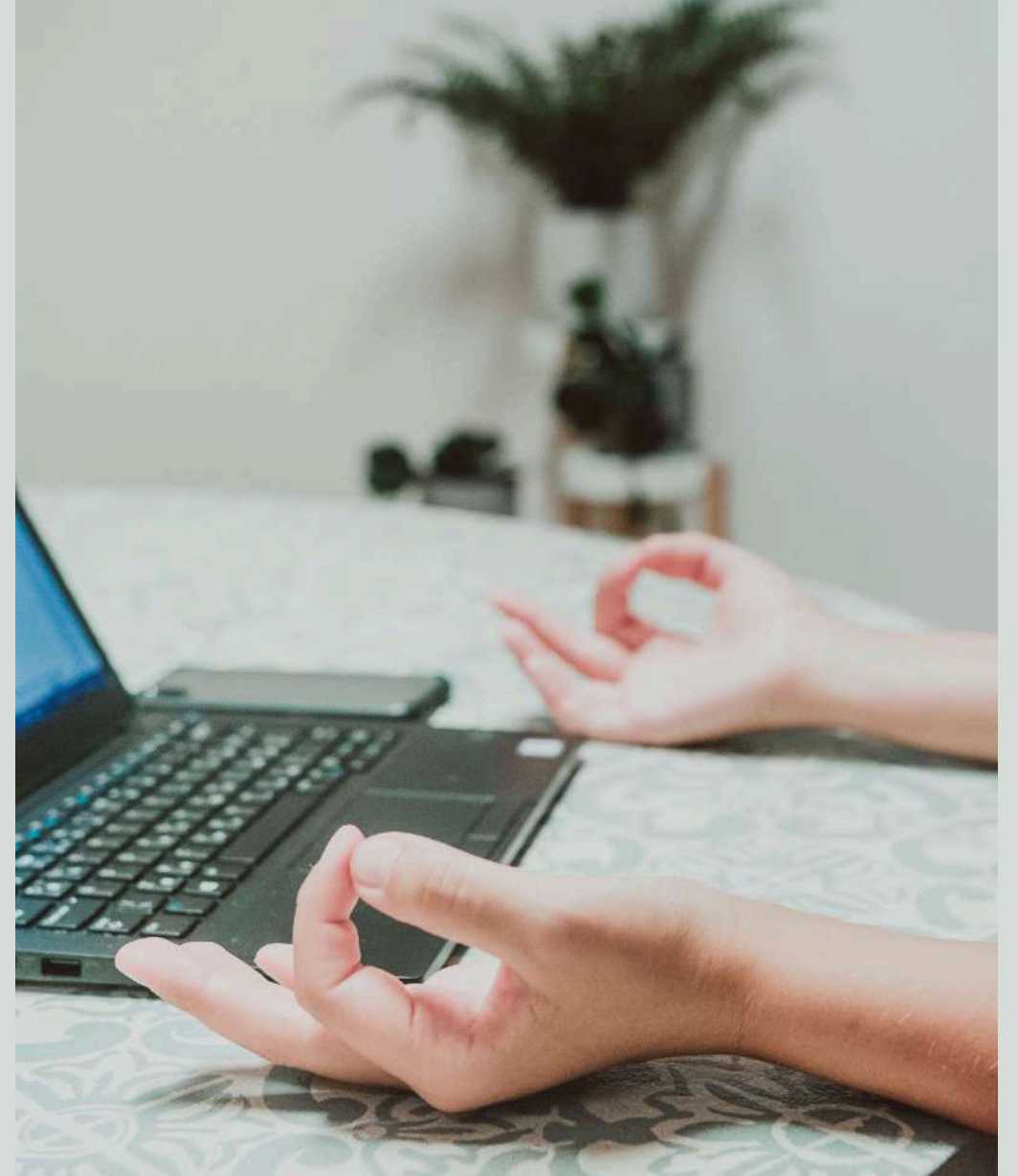
# World Health Organization

‘Encourage the use of evidence-based traditional and cultural practices for promotion and prevention in **mental health** (such as **yoga and meditation**).’

[\[source\]](#)

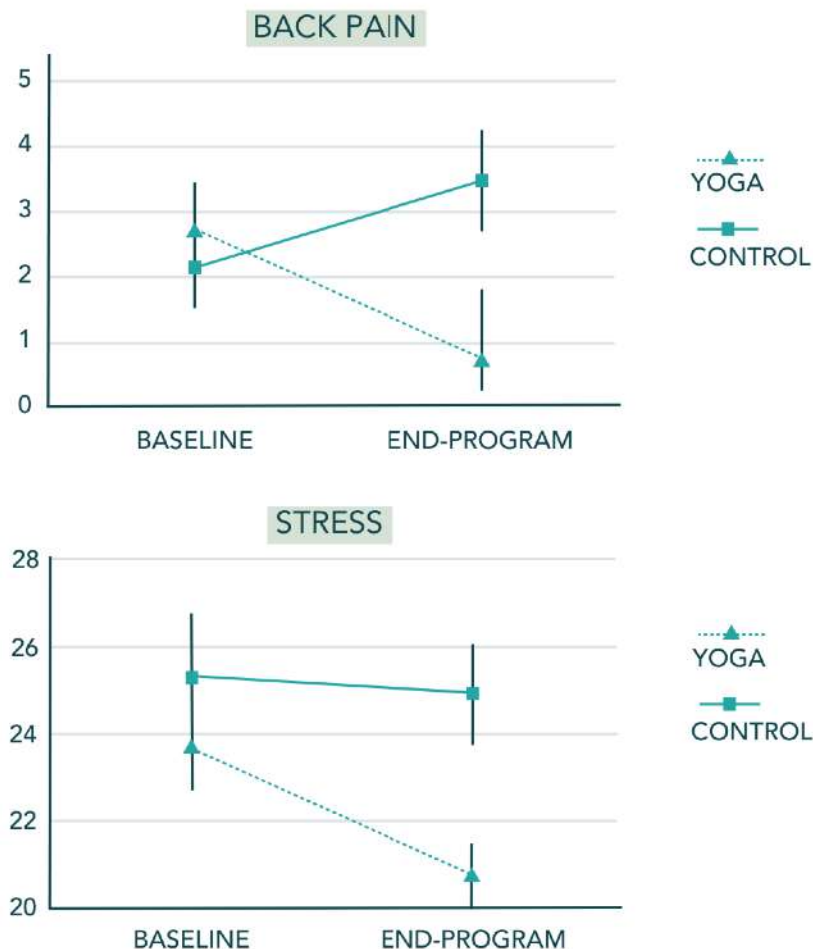
‘Developing workplace health initiatives, tools and methods for **empowering companies** and other work settings to **take better care of health**, without unduly relying on professional health services.’

[\[source\]](#)





# STUDY: YOGA REDUCES BACK PAIN AND STRESS AT WORK

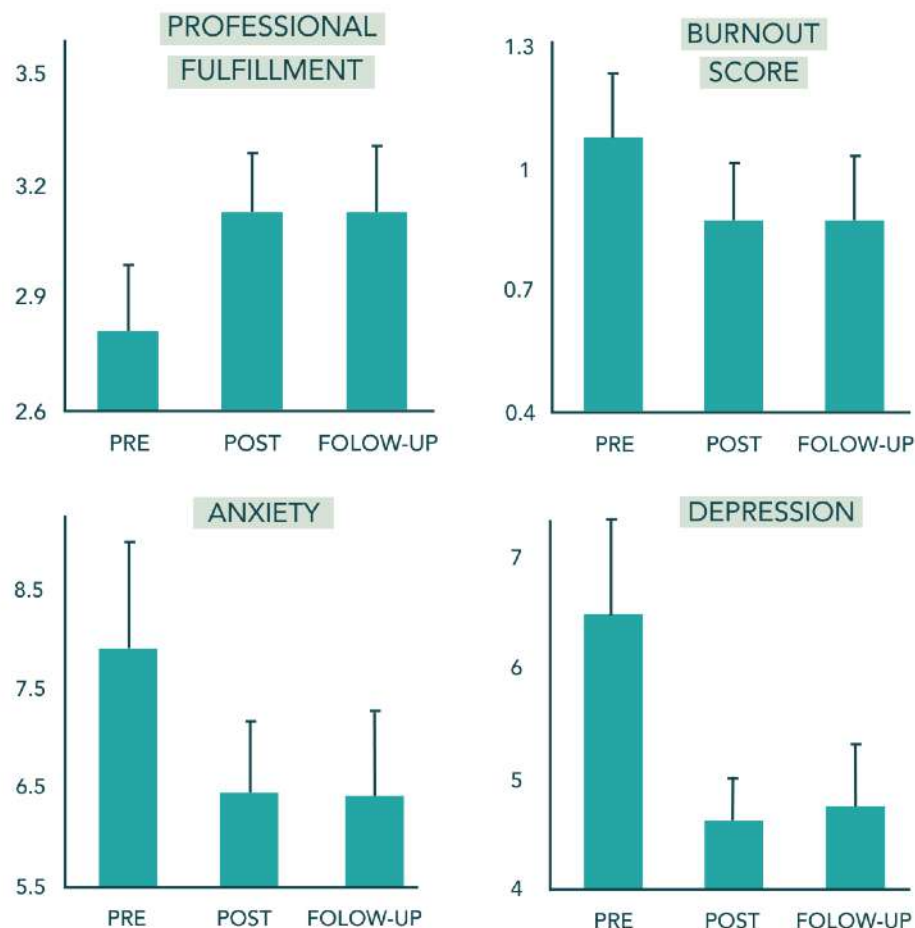


- 8-week program
- 37 participants divided in 2 groups
- One 50-min weekly yoga session + 20-min video for home practice
- Result: significant **reductions in back pain and perceived stress**, substantial **improvement in psychological well-being** (feeling self-assured, attentive and serene)

[[source](#), 2012]



# STUDY: YOGA AND PSYCHOLOGICAL HEALTH ISSUES

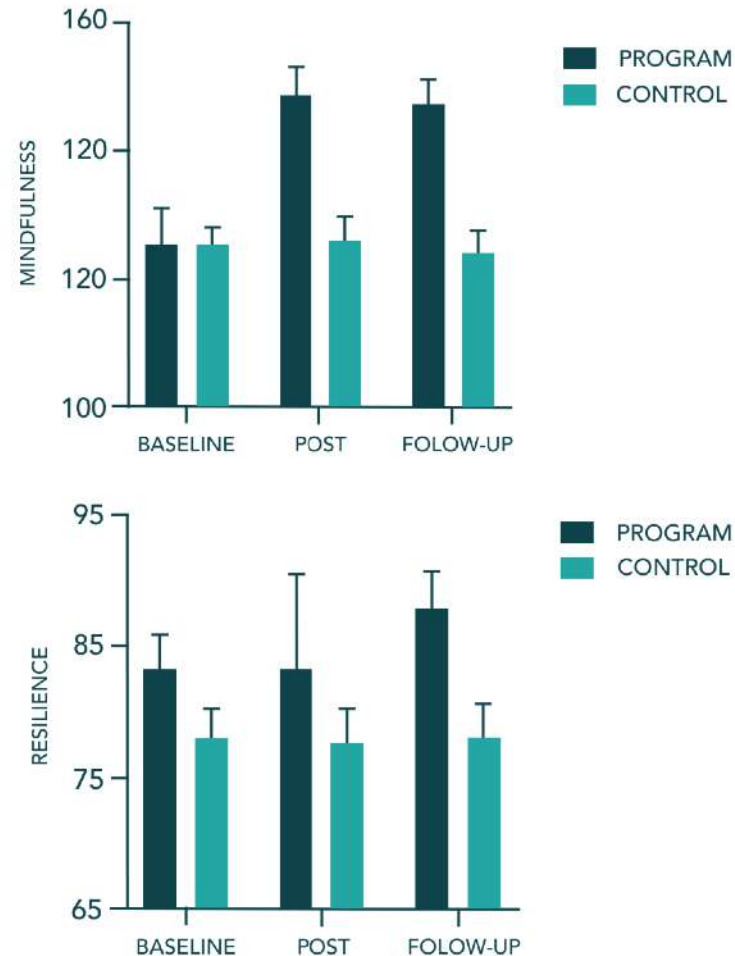


- 6-week program, 2-month follow-up, 18 participants
- One 60-min weekly session **during the workday in-person or remotely**
- Result: yoga-based program is feasible within a workday and may address **burnout and other psychological health measures** with effects potentially sustainable over 2 months

[[source](#), 2020]



# STUDY: BRIEF PROGRAM FOR OCCUPATIONAL HEALTH



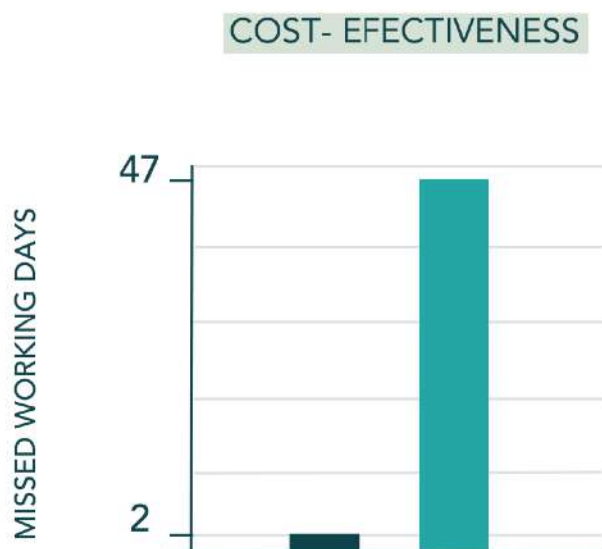
- 3-day program, 2-month follow-up
- 30 participants, divided into 2 groups
- 5 hours a day of **yoga + mindfulness + meditation**
- Results: significant **improvements in mindfulness, empowerment, self-compassion, and work engagement** immediately and 2 months after

[[source](#), 2020]





# STUDY: 95% PROBABILITY OF YOGA COST-EFFECTIVENESS



- 8-week program, 6-month follow-up
- 151 participants
- At 6 months, yoga participants missed a total of **2 working days** due to musculoskeletal conditions vs **43 days** for other participants
- Results: probability of yoga being **cost-effective** was 95%

[[source](#), 2017]



# HOW IS YOGA SHAPE PROGRAM DIFFERENT



BRIDGE

between  
yoga-based tools and  
corporate world



UNDERSTANDABLE

clear and concise  
language,  
no woo-woo



ACCESSIBLE

for different body types,  
different workday times,  
different time slots



FUN

it doesn't have to be  
difficult, cumbersome or  
another to-do list item



# HOW IS YOGA SHAPE PROGRAM DELIVERED



## HIGH-TOUCH

well-organised,  
done with  
passion and skill



## RESULTS-ORIENTED

ready-to-implement,  
concrete and practical  
exercises



## FULL-SPECTRUM

addresses physical,  
mental and emotional  
well-being

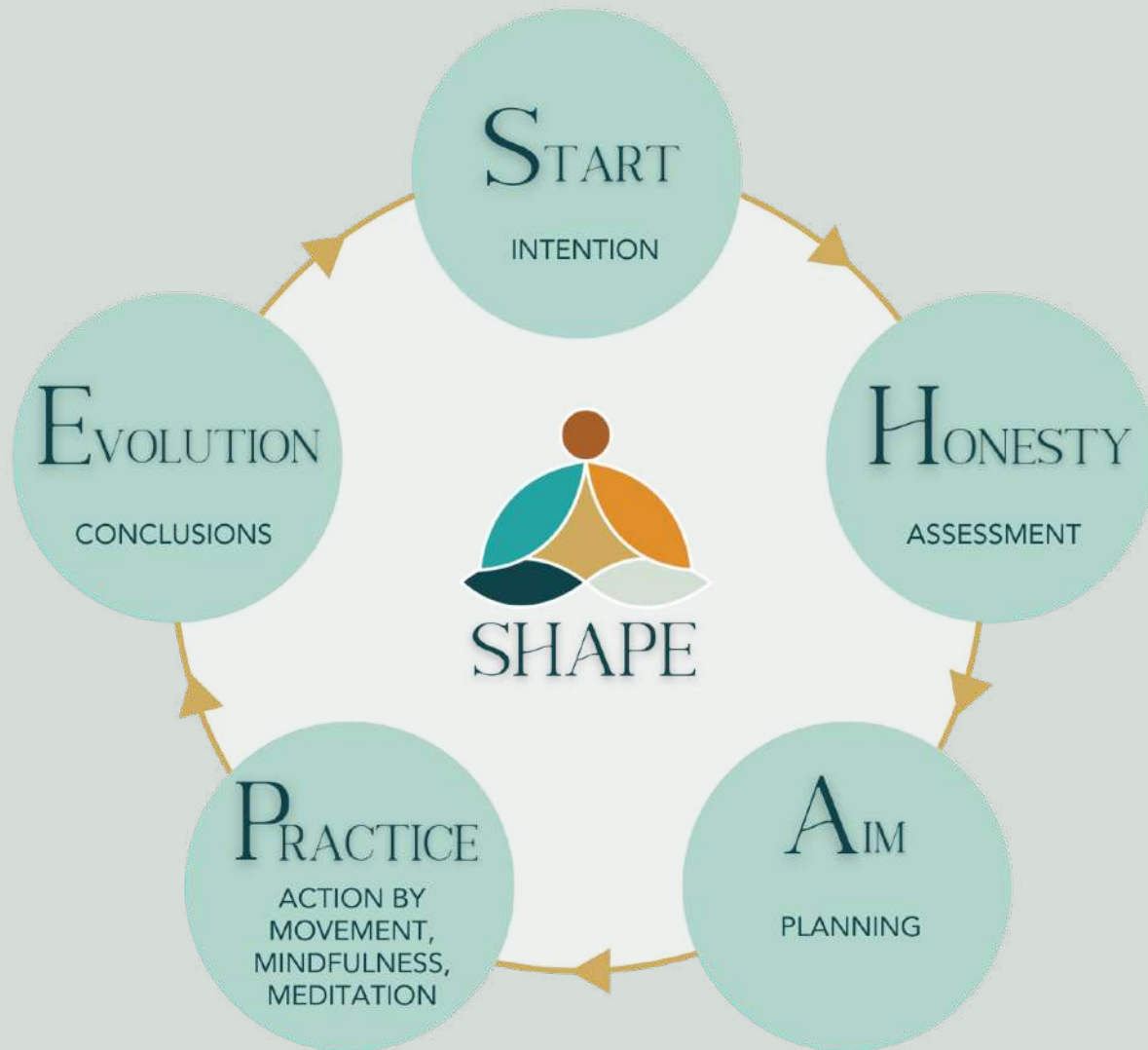


## CUSTOMISABLE

according to your  
people and company  
needs



# 5-STEP SHAPE WELL-BEING METHOD



- Cycle of the whole program
- Cycle of each weekly session
- To continuously learn from the process, a new 5-step cycle is crafted based on the results of the previous one



# 90-DAY PROGRAM IN 5 STEPS

## START



### WEEK 1

Overview of the  
SHAPE methodology

Finding the 'why' +  
Setting the intention

3 'tasters' of stress  
management exercises

## HONESTY



### WEEK 2

Assessment of the  
current state of  
well-being

Learn to identify the  
stress triggers and  
current stress  
response

## AIM



### WEEK 3

Setting realistic goals  
and a step-by-step  
action plan

Practice interrupting  
current stress patterns

## PRACTICE



### WEEKS 4-7 or 4-11

Focus on learning and  
applying stress  
management exercises

2 implementation  
weeks for self-  
reflection on which  
exercises work best

## EVOLUTION



### WEEK 8 or 12

Assessment of the  
current state of  
well-being after the  
program

Drawing conclusions  
and re-evaluating the  
needs





# EACH WEEKLY SESSION IN 5 STEPS

## START



Introduction

Setting the intention  
for the current  
session

## HONESTY



Guided body scan

Q&A from the  
previous session

## AIM



Presentation with  
the theme and  
theory of the current  
session

## PRACTICE



Practice on the spot:  
stress management  
exercises on  
movement,  
mindfulness and  
meditation themed  
for the current  
session

## EVOLUTION



Guided body scan

Explanation of the  
homework



# PRACTICE: EXAMPLES OF 5-10 MIN EXERCISES

## MOVEMENT

Accessible yoga-based movements [that can be done during a workday] at / near the desk / on yoga mats



## MINDFULNESS

Breathing techniques and practical exercises to change the focus to the present moment



## MEDITATION

Guided meditations and relaxation / concentration practices supported with voice / sound / technique





# ORGANISATIONAL DETAILS



## WHEN: TIMING

45- or 60-min weekly sessions;  
during/before/after work;  
recordings available afterwards



## HOW: DELIVERY

pre-discussion with HR/  
management to set the frame;  
in-person/online/hybrid delivery;  
5-10 min home exercises



## WHO: PARTICIPANTS

ideal for groups of max 15 people  
for better interaction and feedback



# QUESTIONS? LET'S CHAT!



Contact me to discuss how we can design an impactful program for your organisation

Book your discovery call [here](#)

+32 491 07 45 16



# MY CLIENTS SAY



Bo Dohmen: Irina came to our office to provide a well-being workshop for the entire staff. She provided us with **helpful trips and tricks to decompress and release stress**, tools that are **easy to integrate into your daily life at work**. I would 100% recommend Irina's services. You will be left with a practical toolbox which will benefit your entire organisation.

Kathrine Nygaard Stannov: Irina designed a **customised program** for me and a colleague facing similar issues. It was such a pleasure to leave myself in Irina's capable hands, trusting her guidance and marvelling at her ability to constantly improvise, **turning the limits of my body into an agile practice**.



Constanza Troiano: Irina has given me some **powerful tools for my daily life**, for example how to connect with the present moment. I highly recommend companies to start a program with Irina as she is a great yoga teacher and she is very knowledgeable and committed to **help employees to reach a good work-life balance**.





# I WORKED WITH



THE NESTWORK



TotalEnergies





# THANK YOU FOR YOUR ATTENTION!

My goal is to help companies through well-being programs designed such that their people:

- achieve and maintaining optimal health
- are focused and productive
- feel connected and motivated

I invite you to shape your life with SHAPE well-being methodology





# GET IN TOUCH

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