

# Macs and a Sense of Wellbeing.

## How Choice Affects Mental Health.

by John Worthington



### **“CHOICE IS THE ONLY TOOL WE HAVE FOR ACHIEVING FULFILMENT IN LIFE.”<sup>1</sup>**

There are certainly other factors that contribute to life fulfilment, but this certainly helps reinforce the importance of choice.

When talking about technology in the workplace, it's not often tied to a discussion about life fulfilment or mental health. But if leaders pay more attention to their employees' emotions and wellbeing, they can pick up some very good indicators that will help them realise how the choice of technology in the workplace can affect an employee's state of mind. Motivation, creativity, productivity, and economics can all be affected.

The estimated costs to the global economy due to mental health issues is US\$ 1 trillion per year.<sup>2</sup> Each year, 12 billion working days will be lost to mental health.<sup>3</sup> As a comparison, back-pain accounts for around 264 million lost work days.<sup>4</sup>

Mental health problems in the workplace have serious effects not only for the individual, but also for the productivity and competitiveness of any organisation. For these reasons, it is now a priority for organisations to care for the mental health of their employees as a mechanism to mitigate organisational risks and costs.

When a new employee is given the choice of a Mac<sup>™</sup>, it makes the employee feel happier. And given a choice, 75% would choose Mac.<sup>5</sup>

Their happiness comes from the familiarity of the Mac consumer experience, and the feeling that it works like it does at home, that it doesn't go wrong. They like the design and feel. Everything contributes to a “feel good” factor for those employees.

With the visual presentation of a brand-new Mac, Apple<sup>™</sup> expresses a high level of care for the user's aesthetic emotions. It gives the user a sense of self-worth. It also seems that the Mac experience gives users an ego boost. It is a compliment to their finer taste and appreciation. Many Mac users describe that they experience a love for their computers. It's like a sense of belonging, shared with an invisible collection of mutual appreciators.



## “LOVE AND WORK GIVE A SENSE OF MEANING TO LIFE”.<sup>6</sup>

Giving employees a choice of device reassures them they are worth the investment. Employees feel that by taking this choice, they are getting one step closer to achieving fulfilment. Choice is the tool to get us there. This puts the brain into “I am happier” mood and stimulates “healthy” hormone secretion into the body.

For users who are given a choice, they feel that there is more of a purpose to their technological workflows. They decide exactly which tools they will need to solve the problems ahead of them.

Work not only offers a secure income, but also gives people a self-affirmation that, in turn, leads to strengthening their self-esteem.<sup>7</sup> By maintaining these emotions and feelings in their employees, companies can avoid potential mental-health problems.

What difference can an improvement in mental health make to an organisation?

- Fewer sick days
- Lower costs of welfare and support
- More successful careers and education
- Better revenue retention

- Longer working lifespan.
- Attract and retain top talent and achieve company goals
- Strong employee/employer trust.

With the escalating effects of poor mental health on employees, companies must take well-considered measures to minimise the potential risks. By offering a choice of Macs as a device, companies have a unique opportunity to offset that risk.

While device choice certainly does not offer a solution for all mental health-related work issues, it can certainly contribute to a broader and strategic approach to reducing its effects.

## REFERENCES

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