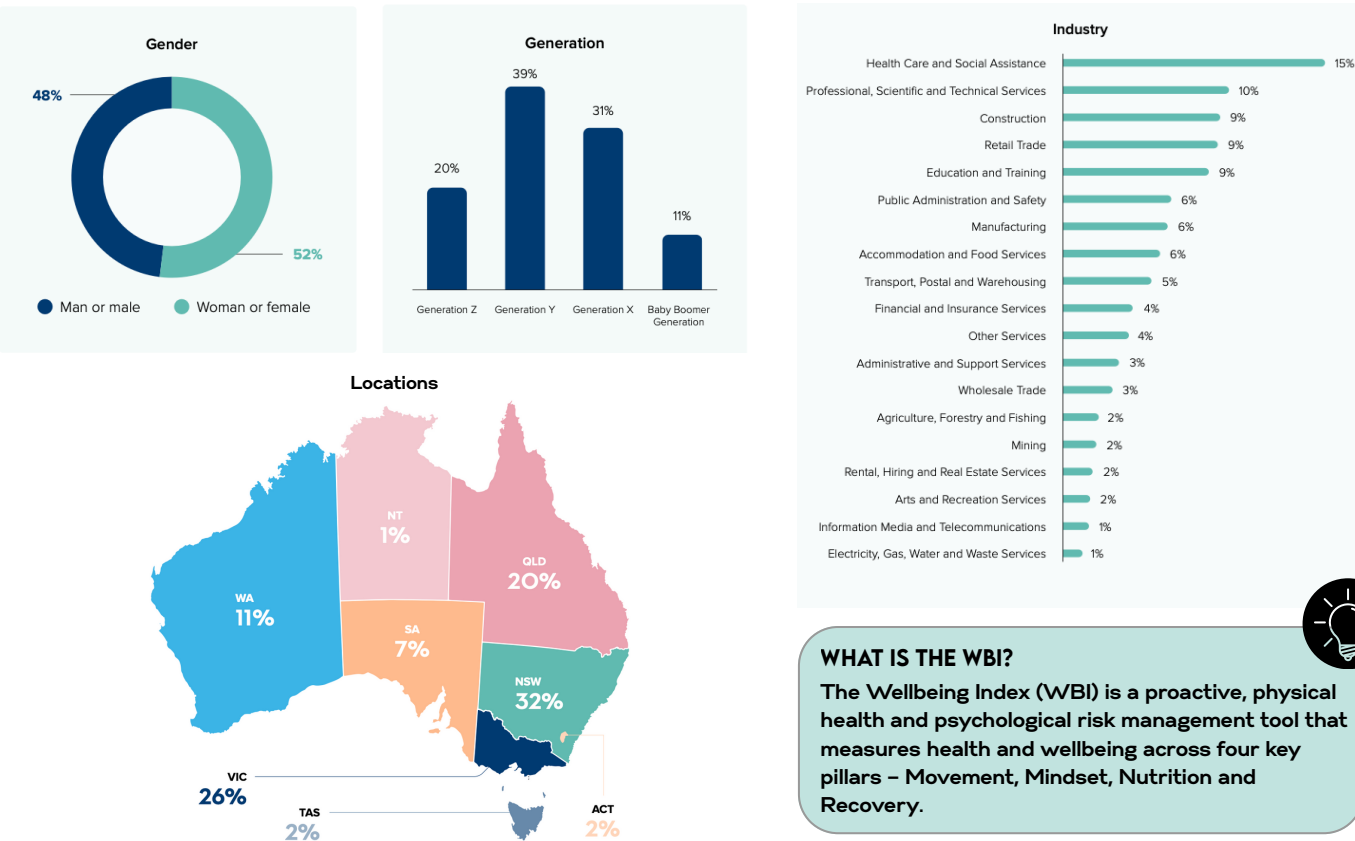


MINDSET MATTERS: WHAT WELLBEING BEHAVIOURS REVEAL ABOUT MENTAL HEALTH, BURNOUT, AND RETENTION



Approximately 3,000 responses were collected in SuperFriend's Indicators of a Thriving Workplace (ITW) survey in September 2025, representing 19 industries, age groups, gender, and work locations. Better Being included the Mindset pillar from the Wellbeing Index (WBI).

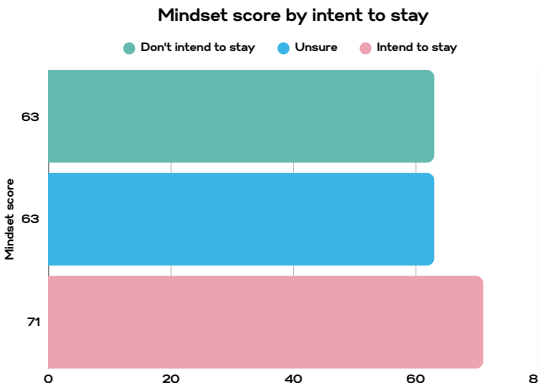
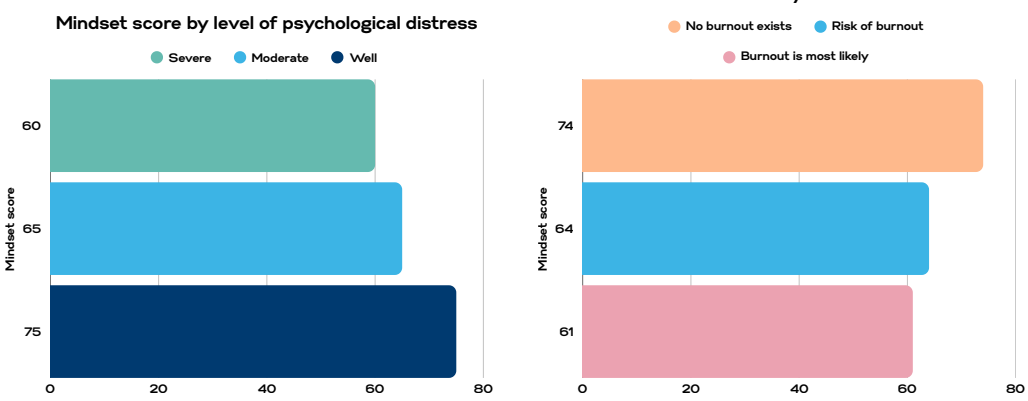


Mindset is measured by connection, emotional communication, switching off, health priority, and focus.



THE MINDSET RISK SIGNAL
Scores below 60 signal high vulnerability, while scores above 70 indicate protective wellbeing.

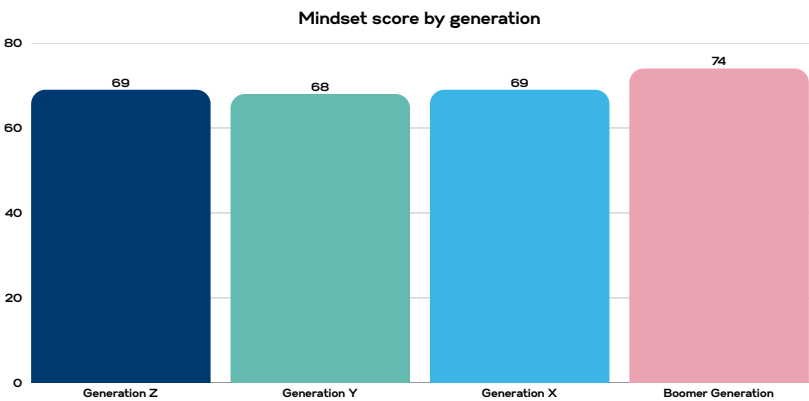
Individuals with higher Mindset scores experienced less psychological distress and burnout.



Stronger Mindset behaviours are linked to higher intent to stay and lower absenteeism and presenteeism.



The Baby Boomer generation recorded the highest Mindset scores particularly for social connection, while Gen Y and Gen Z scored lowest.



DOWNLOAD THE FULL REPORT
UNCOVER MORE INSIGHTS FROM MINDSET MATTERS: WHAT WELLBEING BEHAVIOURS REVEAL ABOUT MENTAL HEALTH, BURNOUT AND RETENTION.

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