

# TierPoint Prioritizes Self-Care with TONE “Time-Outs”

## Goal: Combat Burnout by Prioritizing Well-being

St. Louis-based TierPoint wanted to address the industry-wide challenge of recruiting and retaining women for STEM positions amidst skyrocketing attrition rates. With working women feeling increasingly overwhelmed and isolated, TierPoint turned to TONE Networks as a tool to provide their female employees with the resources and support to foster their personal and professional growth.

## Strategy: Encouraging TONE “Time-Outs” for Continuous Coaching and Mentoring

By publishing a monthly newsletter of upcoming TONE Talk events and highlighting various features, TierPoint gives their women permission to take the time to prioritize themselves with expert-led livestream coaching.

## Strategy: Playlist Sharing for Workday Microbreaks

In the same newsletter, TierPoint encourages its TONE members to create and share playlists of micro-coaching videos as a way to show support for short breaks while fostering growth and connection among its users. Research shows that these microbreaks help break up routine and lead to better mental clarity and an increased quality of work.

*We’ve been blown away by the response to TONE from our employees. They love the content and how it helps them focus and think strategically about their professional goals. We already view it as a key benefit for our employees and a differentiator for TierPoint.*

Mary Meduski  
TierPoint’s President and CFO

### Don't Miss These Upcoming TONE Talks!

#### Design Your Destiny:

Your Career Re-Imagined



Carolyn Buck Luce  
Executive Coach



Scot Safon  
Marketing Consultant

#### Design Your Destiny:

Your Career Re-Imagined

January 10, 2023 at 12pm CST/1pm EST

Start the New Year off right by taking control of your career with a plan for your success. Join TONE Talks with Executive Coach and Author, Carolyn Buck Luce, and host, Scot Safon, to learn the tools and skills you need to create a life by design, not by default. If you are not having fun, you are playing someone else’s game!

### CURATED PLAYLISTS!

Did you know you can create your own playlists on TONE? There are also playlists that were specifically curated for TierPoint women. These are full of quick videos that cover topics like effective communication skills, giving and receiving feedback, and finding the right mentor! Head to the **PLAYLISTS** tab on your TONE Networks home page OR the **MY COMPANY** Tab then select **PLAYLISTS** to check these out!

*It's highly relevant for working women and all the areas that impact us to make our lives more manageable.*

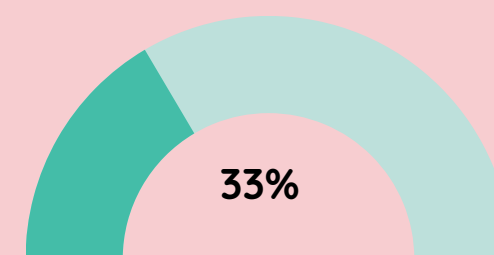
TierPoint TONE Member

## Results: Employees are Making Time for Personal and Professional Development

Engagement insights show that TierPoint employees value mental health and well-being. Employees are accessing continuous mentoring and coaching in the following ways:

183

Users watched a company playlist



Open rate for push content

86

Hours of livestream coaching watched

Ready to make strides towards gender equity in the workplace?

Email [hannah@tonenetworks.com](mailto:hannah@tonenetworks.com) to schedule a demo today!