

Auntie

2025 user study

Introduction



Working life is in a state of constant transformation, requiring organisations to continuously strengthen their ability to adapt, learn, and perform in conditions of uncertainty. Auntie’s annual user study examines how users of Auntie’s services perceive the impact of the service and how preventive support can address the realities of modern working life in practice—supporting the success of both individuals and organisations.

The 2025 user study is based on responses from individuals who have used Auntie’s services within the past year. The study also assessed the impact of the service over the longer term, following the completion of service use.

The importance of human support in the age of artificial intelligence

As we are living in the age of artificial intelligence, the user study also explored respondents’ attitudes towards the use of AI in matters related to mental wellbeing. A total of 56% of respondents felt that they would not want to address mental health or wellbeing-related issues with artificial intelligence. The finding highlights the importance of human interaction. While AI plays an important role in many workplace processes, confidential, person-to-person interaction is still perceived as central when supporting mental wellbeing.

“When organisations invest preventively in their employees’ mental wellbeing, they systematically build learning capacity, readiness for change, and the quality of decision-making — the very capabilities that future growth and competitiveness are built on. At an organisational level, this translates into better focus, stronger performance, and the ability to execute strategy more rapidly.

Preventive support is one of the few investments where human and economic perspectives truly align.”

— Immo Salonen, CEO, Auntie

The following section examines four key observations related to today’s working life. These observations are based on international research evidence and are reflected against the results of Auntie’s 2025 user study and the perceived impact of the service.

Sources for the observations: McKinsey Health Institute & McKinsey Quarterly – Resilience, adaptability and future workforce capabilities, Gallup – Manager impact, engagement and performance, World Economic Forum – Future of Jobs Report, Google re:Work / Project Aristotle – Psychological safety and high-performing teams, Deloitte – Mental health, productivity and return on investment

Four observations on working life



1. Resilience and adaptability are key skills in working life

International research shows that resilience, adaptability, and the ability to regulate one's own workload are essential skills in today's and tomorrow's working life. These capabilities support both individual wellbeing and organisations' ability to operate effectively in conditions of change and uncertainty.

In Auntie's study, the majority of respondents reported strengthened resilience as a result of using the service. 81% of those who had used the service more than six months earlier reported that they continue to benefit from Auntie's support in their everyday lives. As individuals' functional capacity is strengthened, organisations' ability to perform and adapt to change also improves.

2. Individual capacity is directly linked to organisational performance

Research shows that work performance rarely declines suddenly. More often, performance decreases gradually as strain increases: concentration becomes more difficult, decision-making slows down, and the ability to absorb new information weakens well before visible absence or more serious work ability issues emerge.

In the user study, 71% of respondents reported getting more done at work after using the service. At the same time, strengthened motivation and a reduction in mental health-related sickness absence were also reported. The results indicate that preventive support at the individual level functions as an investment at the organisational level, supporting sustainable performance and reducing costs.

3. Interpersonal skills are increasingly important – particularly in leadership

International research shows that managers play a central role in team performance, engagement, and workplace climate. Psychological safety is built through everyday interactions and enables learning, openness, and experimentation. At the same time, managers balance their own wellbeing with the demands placed upon them – and they, too, require support.

In Auntie's user study, respondents in managerial roles reported stronger-than-average positive impacts on resilience and work productivity. This highlights the importance of developing managers' mental skills, both in supporting their own wellbeing and in strengthening team capacity and performance.

4. Stress is a key source of strain and requires preventive support

Stress remains the most common reason for seeking Auntie's services. Increased strain does not always manifest outwardly, but when prolonged, it undermines work performance and increases the risk of reduced work ability.

Auntie's user study shows that early, low-threshold support helps individuals manage strain before situations become more complex. The service focuses on solution-oriented support for everyday challenges without diagnoses, enabling support in situations that are not illnesses in themselves but may, if prolonged, lead to work ability issues.

Sources for the observations: McKinsey Health Institute & McKinsey Quarterly – Resilience, adaptability and future workforce capabilities, Gallup – Manager impact, engagement and performance, World Economic Forum – Future of Jobs Report, Google re:Work / Project Aristotle – Psychological safety and high-performing teams, Deloitte – Mental health, productivity and return on investment

Auntie 2025 user study

Background and objectives of the study

Auntie conducts an annual user study to understand how the use of the service impacts individuals' wellbeing, work ability, and experiences in working life. The 2025 study focused on users who had utilised the service within the past year. In addition to examining the immediate benefits of the service, the survey also explored how these impacts are reflected in everyday life over the longer term following the completion of an Auntie discussion package.

The aim of the study is to examine Auntie's impact from the user's perspective and to identify how individual-level experiences are reflected more broadly within organisations. The results are used to support service development and to assess the impact of the service.

Study design and methodology

The 2025 user study is based on responses from Auntie users. A total of 1,222 users participated in the study, making it the largest user study conducted in Auntie's history. The respondents represent a wide range of industries, roles, and organisations.

The study was conducted in October 2025 as an anonymous online survey. Participants included users from across the globe, with a particular focus on Auntie's core European markets.

N = 1,222



Respondent backgrounds – 2025 user study



Profile of respondents

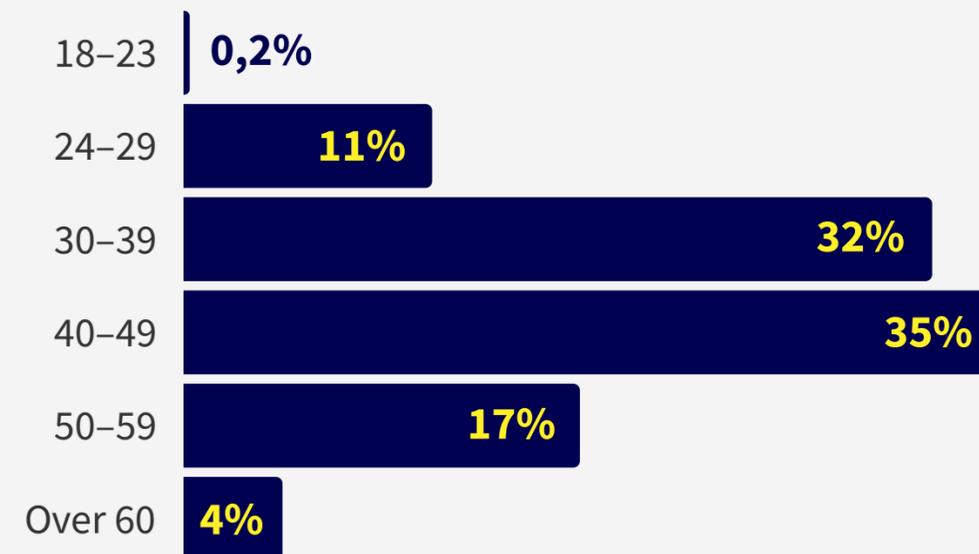
The following section presents the key background characteristics of the respondents to the 2025 user study. This background information provides context for the interpretation of the study results and helps to illustrate the roles, life stages, and organisational settings in which Auntie's users operate.

Of the respondents (N = 1,222), 20.5% reported being in a managerial or supervisory role. Among the age groups, respondents aged 30–49 formed by far the largest group, accounting for 67.7% of all respondents.

Respondents' role in their organisation



Respondents' age groups

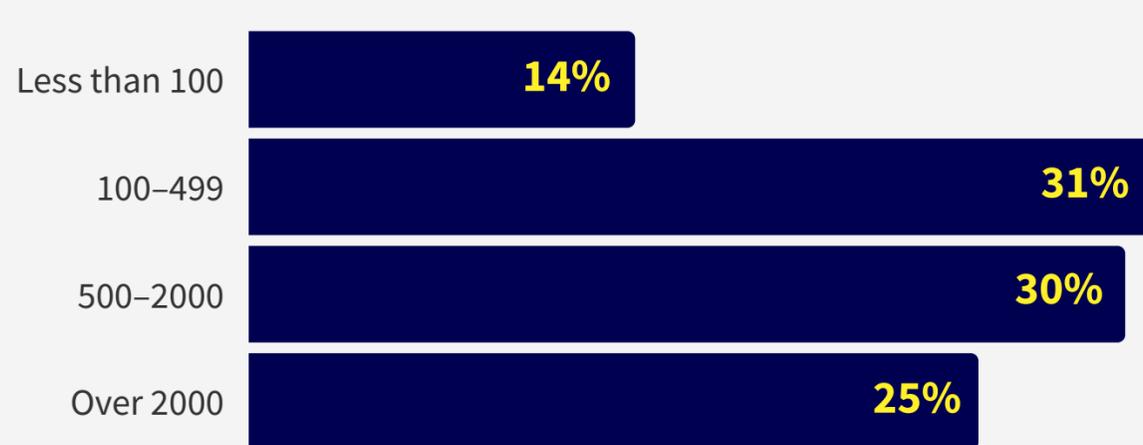


Source: Auntie 2025 user study, N = 1,222

Profile of respondents

The respondents represent a broad range of industries and organisations of different sizes. Participants include users from expert organisations, the public sector, as well as companies in the industrial and service sectors. The size of the organisations ranges from small companies with fewer than 100 employees to large organisations with more than 2,000 employees.

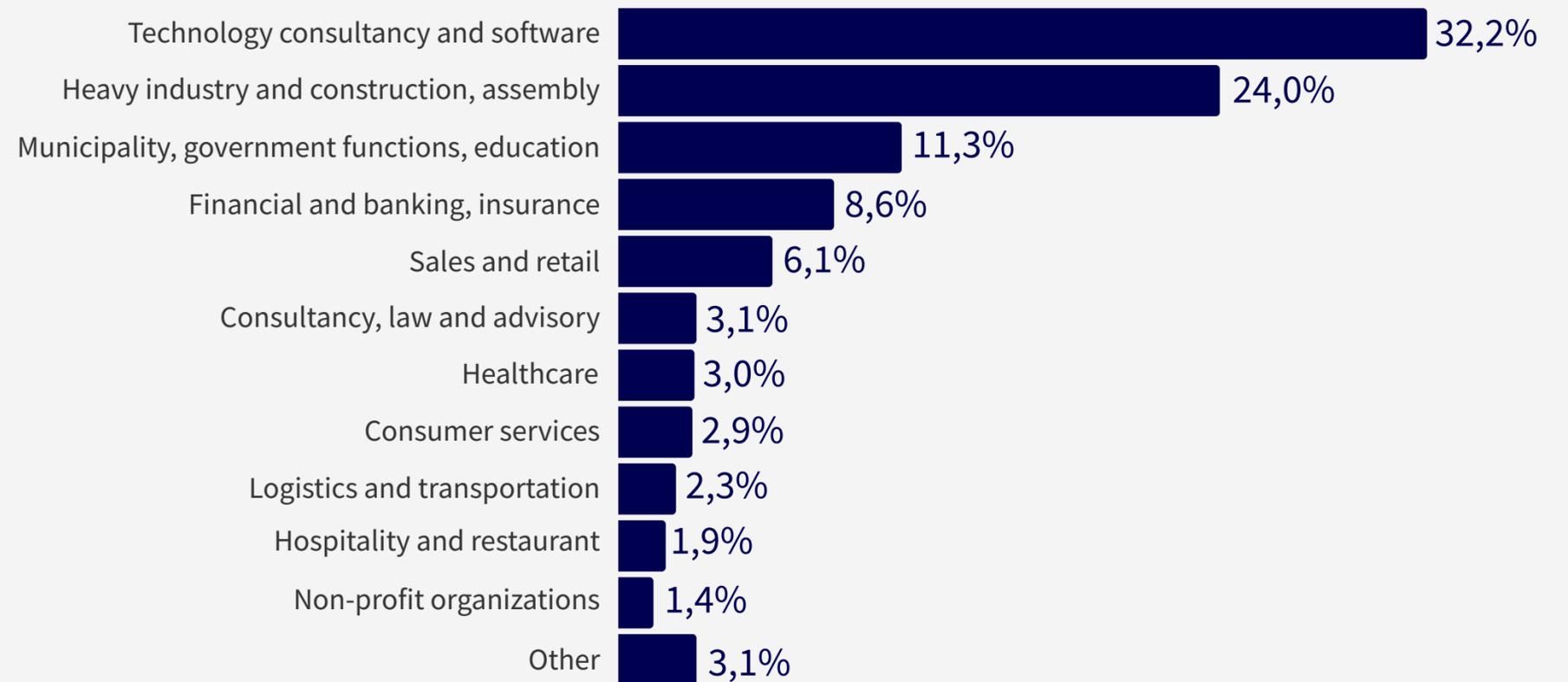
Company size (number of employees)



Source: Auntie 2025 user study, N = 1,222

The diverse representation of industries and organisational sizes supports the examination of the results across different working environments and strengthens the generalisability of the findings. No significant differences between industries were observed in the responses, further reinforcing that the impact of the service is not limited to specific target groups.

Industry



Geographical distribution of respondents

Responses to the 2025 user study were collected from 27 countries. While the data is primarily weighted towards Europe, responses were also received from outside Europe.

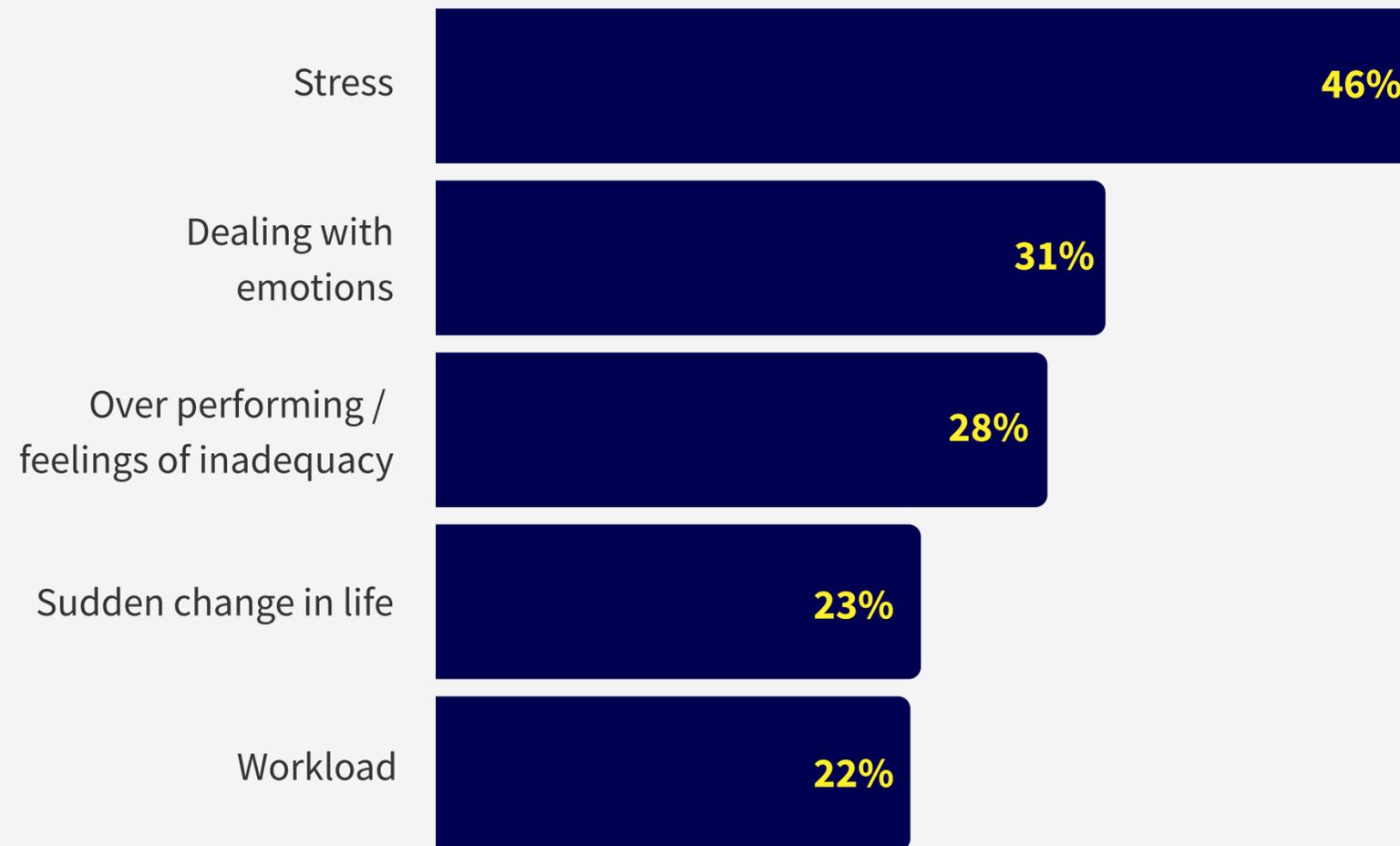


Source: Auntie 2025 user study, N = 1,222

Reasons for using the service

The reasons for using the service describe why respondents sought support from Auntie’s services. The most common reasons for using the service identified in the 2025 user study are presented below.

The reasons for using the service reflect similar themes to those identified in Auntie’s previous research data, indicating consistency in user needs over time. Respondents were able to select more than one reason for using the service.



Other reasons for using the service

Other reasons for using the service included, among others, time management, self-development, motivation-related challenges, work-life balance, issues related to family situations or personal relationships, as well as challenges associated with managerial roles.

Nearly half of respondents in managerial or supervisory roles (45%; n = 251) sought support for issues related to managerial responsibilities, including challenges in managing others and developing as a manager or leader.

Source: Auntie 2025 user study, N = 1,222

Auntie's impact in numbers

Results from the 2025 user study



Strengthened mental skills – impact in everyday work

Auntie’s impact is reflected in the strengthening of mental skills. Users report improved wellbeing, more effective recovery, and a greater ability to manage everyday strain. These effects form a foundation for long-term benefits at both the individual and organisational levels. Of those who participated in the study, 33% had last used Auntie’s services more than six months prior to the survey.

“Improved resilience, self-awareness, and self-confidence, as well as greater trust in the future.”

Why mental skills matter now

In today’s working life, performance as well as people’s ability to learn and develop are increasingly based on meta-skills: the mental and emotional capabilities that support sustainable performance, adaptability to change, and collaboration. These skills also enable humane leadership, which delivers results through trust, clarity, and psychological safety.

According to McKinsey, resilience and adaptability are key skills for the future of work and essential for organisational success in an environment of continuous change. Auntie supports the systematic development of these skills at an individual level.

Source: Auntie 2025 user study, N = 1,222; respondents to the resilience-related question, N = 1,211
McKinsey: Developing a resilient, adaptable workforce for an uncertain future (2024)
User open-ended response
What concrete benefits did you gain from Auntie?

92%

feel that Auntie has helped them to feel better.

81%

feel that their resilience has strengthened.

66%

feel a positive impact on their motivation.

81%

report continued benefits more than six months after their last discussion

Positive impact on work effectiveness and productivity

When mental skills are strengthened, the impact is reflected in everyday work. Users report smoother work and increased productivity, contributing to greater work effectiveness, engagement, and organisational performance.

71%

report getting more done at work



71% of respondents feel they are more productive at work after using Auntie's services.

50%

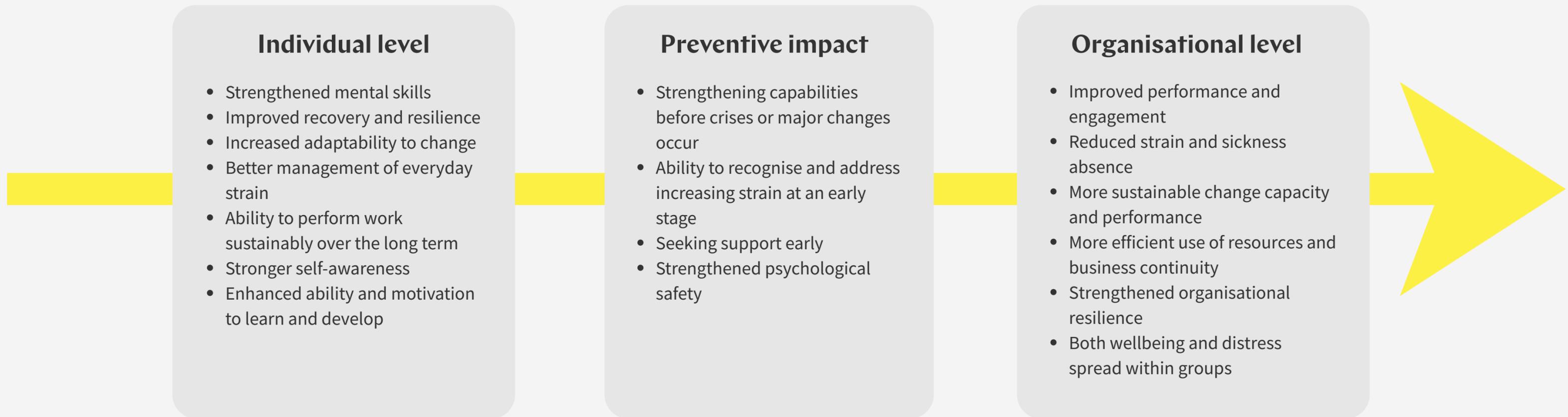
feel their engagement has strengthened



50% of respondents feel their engagement with their employer has strengthened.

“By structuring my thoughts together with a professional, I was able to focus on my work for longer periods without interruption than before using Auntie’s services.”

Individual wellbeing translates into organisational performance



“When support reaches a person at the right time, it has real impact. Early support can deliver significant human and economic benefits.”

— Katja Kainulainen, Head of Wellbeing, Futurice

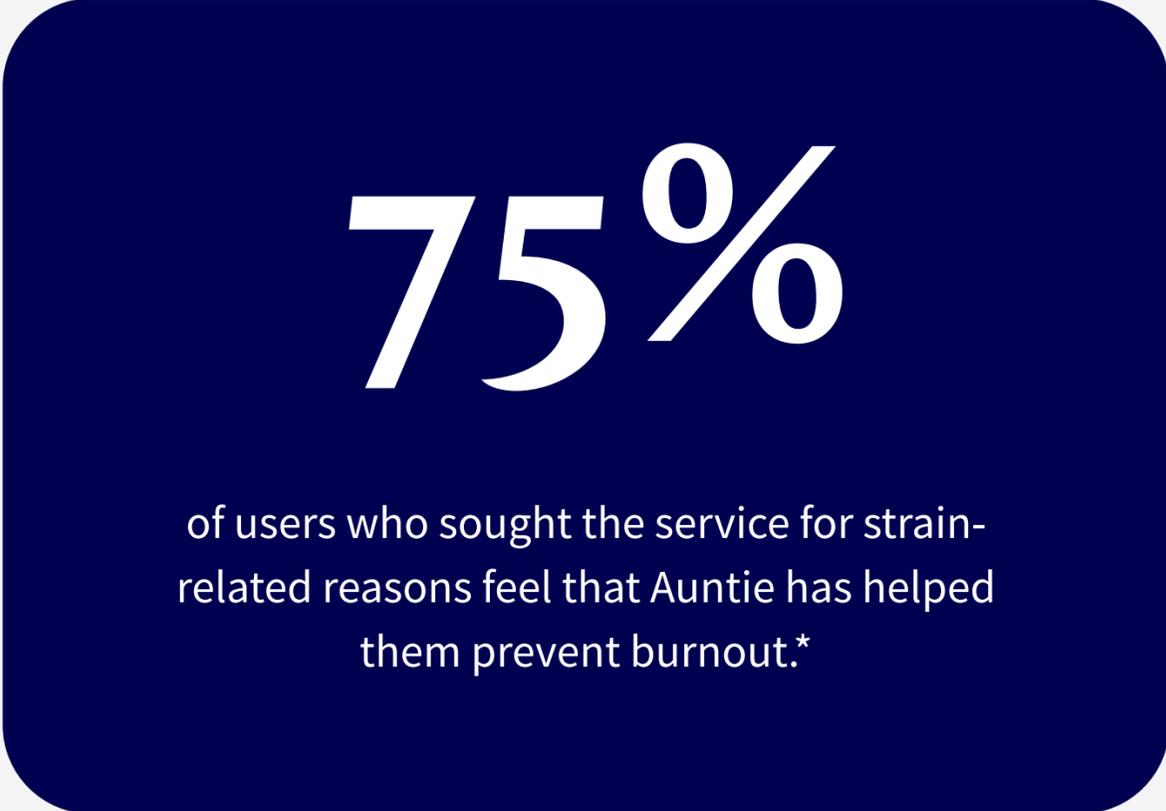
Preventive support reduced the risk of burnout

Preventing burnout has been at the core of Auntie’s work from the very beginning. The 2025 user study shows that preventive support is reflected in users’ perceived ability to manage workload and strain. The relevance of this issue is further highlighted by the World Health Organization, which has identified burnout as an occupational phenomenon resulting from chronic workplace stress that has not been successfully managed.



Burnout does not develop in a single moment – nor can it be prevented through a single action

Developing mental skills strengthens employees’ ability to recognise strain at an early stage, regulate stress, and recover in everyday life. When strain is addressed early, its accumulation and prolonged impact can be prevented.



** The question was presented to users who sought the service due to stress, overperformance, workload, or work-life balance-related reasons (n = 750).*

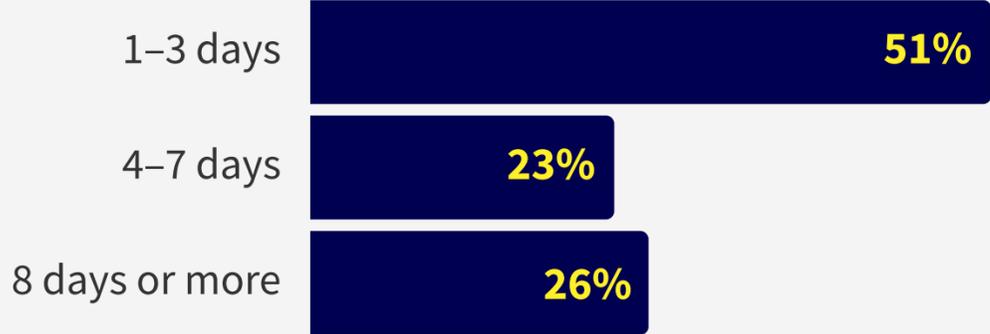
Source: Auntie 2025 user study; World Health Organization (WHO), Burn-out – an occupational phenomenon (ICD-11)

Impact on sickness absence related to mental health

Preventive support is also reflected in tangible impacts on the need for mental health-related sickness absence. Nearly half of respondents feel that their sickness absence has decreased as a result of using Auntie’s services over the past year.

49%
of respondents feel that using Auntie’s services has reduced their mental health-related sickness absence over the past year.

Estimated reduction in sick leave days



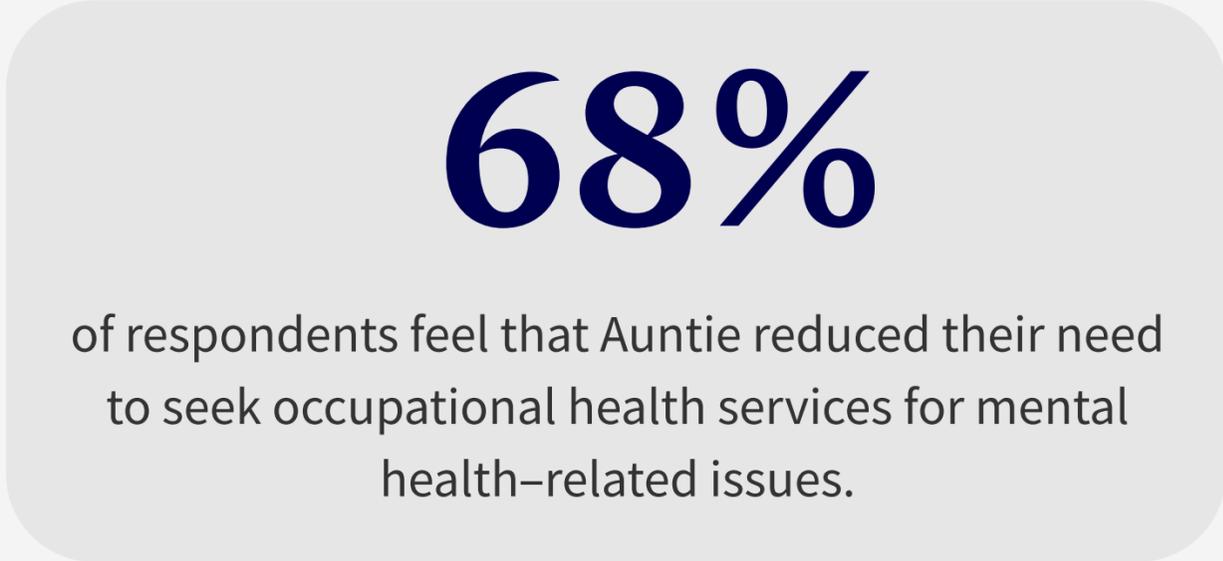
Approximately one in four respondents who reported a reduction in sickness absence estimated that their number of sickness absence days had decreased by eight days or more.

“My sessions with Auntie helped prevent what would almost certainly have been burnout and gave me the confidence to discuss mentally demanding issues with my manager.”

Source: Auntie 2025 user study, N = 1,222. Estimated reduction in sickness absence days, N = 501. Open-ended response to the user question: “What concrete benefits did you gain from Auntie?”

Supporting work ability starts before occupational health care

Auntie provides preventive and goal-oriented support for managing strain, which can help reduce pressure on occupational health services. In working life, situations of strain and difficult emotions can become medicalised too easily if support is sought only once challenges have already prolonged, or primarily through treatment-focused services. Auntie enables early support in situations that are not illnesses in themselves but may, if left unaddressed, lead to a decline in work ability.



Source: Auntie 2025 user study, N = 1,222

In contrast to occupational health services, Auntie’s services do not involve diagnoses. Instead, they focus on solution-oriented development of mental skills and on supporting individuals in managing everyday challenges. The earlier an individual receives support, the more quickly their wellbeing and work performance are strengthened. This also delivers rapid benefits for organisations: everyday performance improves, the “silent decline” in work effectiveness is halted, and hidden costs are reduced.

Did users address the same issue with occupational health services?



Only 34% of respondents reported having addressed the same issues with occupational health services.

Which service was easier to access?



Most respondents found accessing the services equally easy. When a difference was perceived, Auntie was clearly chosen more often. The question was presented only to respondents who had used both services (N = 413).

Psychological safety and leadership

According to the user study, mental wellbeing is clearly recognised as important in working life. However, it does not always appear as a day-to-day priority in leadership practices. At the same time, discussion culture is strengthening in many workplaces: 71% of respondents feel they can talk about mental wellbeing with colleagues, and 62% also with their manager. This provides a strong foundation for psychological safety, but the results suggest that the next step is to make support for mental wellbeing more visible within leadership structures and everyday management practices.



Key finding

Mental wellbeing is recognised as a leadership priority by 91% of respondents, but only 35% feel it is reflected in everyday practices.

Psychological safety refers to a working climate in which people feel safe to express their views, ask questions, challenge assumptions, and learn from mistakes without fear of negative consequences. It is a key prerequisite for high-quality decision-making, effective collaboration, and sustainable performance. Impact is strengthened when leadership makes psychological safety a visible priority in everyday practices.

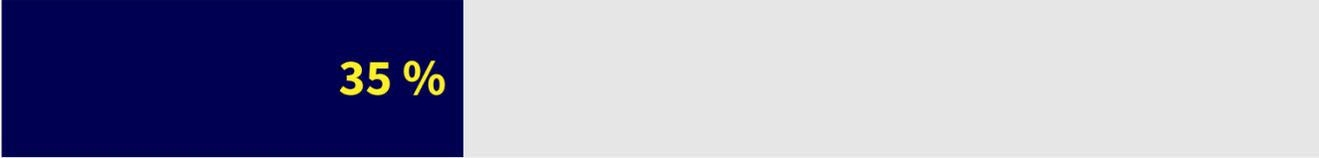
Source: Auntie 2025 user study, N = 1,222

● Yes ● No

Do you think that mental wellbeing should be a management priority in your organisation?



Do you think that mental wellbeing is a management priority in your organisation?



Do you think that mental wellbeing issues can be discussed openly in your organisation?



Do you feel able to discuss these issues with your colleagues?

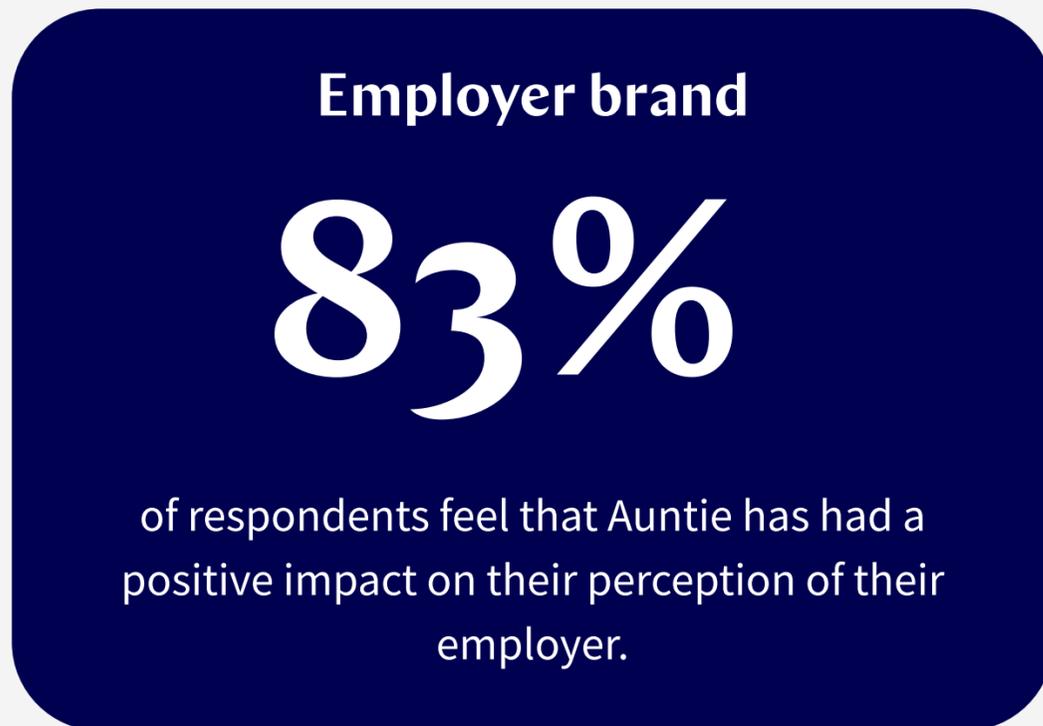


Do you feel able to discuss these issues with your team leader, supervisor or manager?



Auntie strengthens employer brand

The availability of Auntie within the organisation strengthens a culture that supports mental wellbeing and enhances the employer brand.



Has Auntie's availability affected your perception of your employer?



Source: Auntie 2025 user study, N = 1,222

Mental wellbeing support influences employer choice

20 % of respondents consider the availability of mental wellbeing support a mandatory criterion when choosing a workplace, while 66 % view it as an important additional benefit.

If you were to change employer, how important would access to mental wellbeing support be in your choice of employer?



Managers play a key role

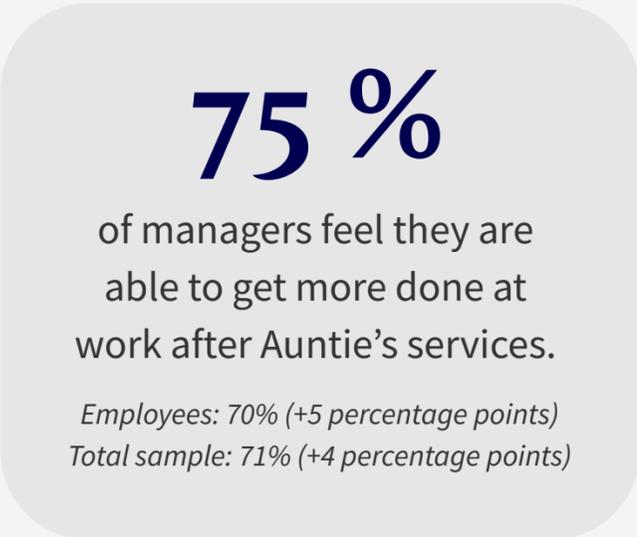
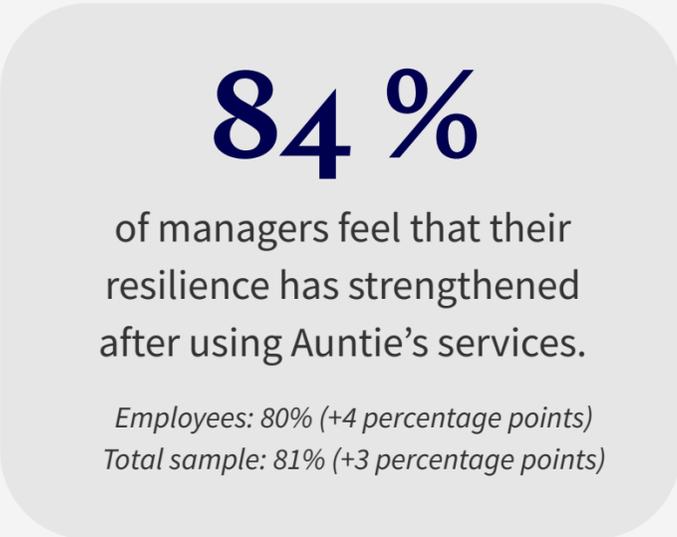
Managers have a significant impact on employee wellbeing and team performance. According to Gallup, up to 70% of team engagement can be attributed to managers. At the same time, managers balance their own wellbeing with the demands of leading others and themselves. This highlights the need for concrete support for managerial work, as well as opportunities to develop interpersonal and people skills.

Observation: Managers' responses highlight strengthened resilience and improved productivity. At the same time, managers are clearly more likely than employees to feel that mental health can be discussed openly, indicating role-based differences in the experience of psychological safety.



Discussion culture is strengthening, but experiences vary

Key impact figures from managers: resilience and work efficiency



Source: Auntie 2025 user study; Gallup, State of the Global Workplace

What concrete benefits did you gain from Auntie?

“Strengthened resilience, the opportunity to speak confidentially with a professional about work-related challenges, and concrete tools for managing workload and stress.”

“My sessions with Auntie helped prevent what would almost certainly have been burnout and gave me the confidence to discuss mentally demanding issues with my manager.”

“By structuring my thoughts together with a professional, I was able to focus on my work for longer periods without interruption than before using Auntie’s services.”

“Talking with a professional provided perspective and helped me resolve a difficult situation in a close personal relationship.”

“Reflecting on my own ways of working was extremely helpful when I started a new job. I received support in shaping my role, planning work processes, and structuring and managing my workload.”

“I received support, understanding, and advice — practical guidance that helped me navigate a new challenge.”

“I have learned to use my working hours more effectively and to reduce overthinking when it comes to planning.”



Conclusions and recommendations for organisations



Conclusions and recommendations for organisations

Uncertainty and continuous change place strain on workplaces and challenge everyday performance. When strain increases, productivity rarely declines all at once — instead, it weakens gradually: concentration falters, recovery becomes more difficult, and adapting to change grows harder. For organisations, this appears as “hidden costs” that emerge even before potential sickness absence.

Resilience is not just an individual trait. It is reflected in the organisation’s overall ability to succeed in times of change. When people maintain their functional capacity, organisations perform better even under pressure. This supports both business results and the maintenance of work ability, especially in situations characterised by multiple stress factors and rapid change.

The key benefit of preventive support lies in its ability to interrupt the cycle of strain before it escalates and to prevent unnecessary medicalisation of everyday challenges. When employees have the opportunity to structure their situation, identify stress factors and develop mental skills in real-life contexts, work performance improves and adaptability strengthens. This protects productivity, reduces the hidden costs of strain and supports overall organisational resilience.

Where organisations should invest

-  Development of competence and working-life skills
-  Psychological safety in practice
-  Resilience and adaptability in everyday work
-  Stress management, recovery and self-leadership
-  Prioritisation and focus
-  Interaction and communication skills

The workforce is ready — now leadership is needed

The most popular Auntie webinar topics in 2025 (focus, mental skills, growth in change) demonstrate that these capabilities already generate broad interest. Organisations can now build on this readiness by embedding structured and preventive support into everyday practices.

Conclusions and recommendations for organisations

Mental skills development is directly linked to an organisation's learning capacity and readiness for change — and it requires employees' functional capacity. When work becomes demanding and uncertainty increases, competence does not translate into everyday practice: concentration weakens, decision-making becomes more difficult, and learning new things slows down. This is why mental skills such as stress management, self-leadership and recovery are not a separate wellbeing topic, but a prerequisite for people's ability to learn, perform and adapt under everyday pressure. The greatest impact is achieved when mental wellbeing and mental skills are elevated to a strategic priority and managed as systematically as other areas of the business.

When goals, responsibilities and metrics are clearly defined, mental skills development becomes an integral part of organisational learning and capability building. Individuals are no longer merely recipients of support but become a strategic resource: the organisation is better able to maintain functional capacity through change and build sustainable performance over the long term.

How to take mental skills development into practice

-  Ownership: HR, leadership and managers
-  Metrics: for example eNPS, workload, resilience, absence
-  Objectives: for example performance, adaptability, engagement

“Managers play a key role in shaping everyday team life — how teams operate, perform and how team members feel. The responsibility is significant, which is why managers also need support. Strengthening mental skills supports both team wellbeing and performance, and Auntie provides concrete support for both managers and employees.”

— Sanna Konsti, Lead Psychology Expert, Auntie

Managers play a critical role in supporting mental wellbeing and performance within teams. Being closest to everyday work, they are best positioned to identify sources of strain and often act as the first point of contact when challenges arise. Strengthening managers' mental skills is therefore essential: the ability to lead oneself, regulate workload and engage in constructive dialogue directly impacts team performance and climate. At the same time, managers' behaviour sets a concrete example of how wellbeing is supported in daily work.

Conclusions and recommendations for organisations

A psychologically safe environment is, in practice, the foundation for learning, renewal, sustainable performance and innovation – especially in situations where uncertainty, change and strain challenge everyday work.

Future work skills such as analytical thinking, creative problem-solving and continuous learning cannot be strengthened through training alone. They require an environment where people feel safe to express their thinking openly and where strain is actively managed. Here, mental skills act as a critical lever: stress management, self-leadership and recovery directly influence the ability to focus, make decisions and perform under pressure.

Successful organisations are built on people’s functional capacity. Growth, renewal and problem-solving require clarity of thought, learning ability and creativity even amid uncertainty. Strain, however, does not always show immediately in performance – instead, it gradually erodes concentration, decision-making and innovation, precisely the capabilities most needed in times of change. This is why developing mental skills and providing preventive support are not separate wellbeing initiatives, but strategic prerequisites for organisational performance and adaptability.



Future skills require psychological safety

- Creative thinking and problem-solving
- Analytical thinking and decision-making
- Learning capability and adaptability in change
- Courage to experiment, ask questions and challenge

Managers enable psychological safety

- Managers directly influence the everyday climate and whether strain is addressed early
- They balance their own capacity while supporting others
- Supporting managers is therefore one of the fastest ways to strengthen overall organisational capability

When managers receive support for self-leadership, the performance of the entire team improves.

Source: Google re:Work / Project Aristotle; World Economic Forum – Future of Jobs.

Psychological safety

Why: Enables openness, learning and experimentation

Recommendation: Make “speak up early” practices visible in everyday work (managers + teams)



Checklist for success

Prioritisation & focus

Why: Productivity is created through focus, not increasing busyness.

Recommendation: Clarify goals and reduce “noise” (e.g. focus weeks, meeting practices).

Managers (key impact channel)

Why: Managers set the direction of everyday work. They directly influence psychological safety, workload management and team performance.

Recommendation: Support managers with concrete everyday tools (self-leadership, recognising strain, focus & recovery) and embed wellbeing leadership as a core element of the managerial role.

Resilience & adaptability

Why: Strengthens functional capacity and flexibility under pressure, uncertainty and change.

Recommendation: Support proactive identification of strain and establish recovery routines.

Interaction & communication

Why: Clear and constructive interaction strengthens collaboration, trust and smooth daily work.

Recommendation: Build shared principles for feedback and raising concerns – make good interaction a daily skill.

Protect analytical and creative thinking

Why: The future of work requires learning, problem-solving and renewal.

Recommendation: Build an environment where people feel safe to experiment, ask questions and learn → psychological safety and mental skills in place.

“As a global technology company, we want to take care of the wellbeing of our people. It is without a doubt one of the pillars on which our success is built. As the world around us changes rapidly and technology takes huge leaps forward, people are required to show ever more resilience in facing change.

For us, Auntie’s services have been one way to enhance the wellbeing of our employees, and they are widely valued across our workforce. Both men and women have found their way to Auntie’s services, and many return to use them again when needed. It is great that such low-threshold mental health services are easily available – and that they demonstrably work.”

-Hanna Kivelä, CEO, Fujitsu Finland Oy



Fujitsu Finland has been an Auntie client since 2022.

Healthy minds, brighter business.



Why investing in Auntie makes sense

Auntie is not a one-off wellbeing initiative, but a continuously evolving service offering that responds to changing workplace needs in a customer-centric way. It provides scalable preventive support and mental skills development for individuals, as well as data-driven insights into mental wellbeing development at the organisational level. As a truly international service, organisations can offer equal support and a consistent user experience regardless of location or language.

Preventive support is also a financially sound investment. With Auntie's ROI calculator, organisations can estimate payback time and projected benefits arising from improved work ability and better management of strain. Research supports this: according to Deloitte, every euro invested in mental wellbeing delivers multiple returns.

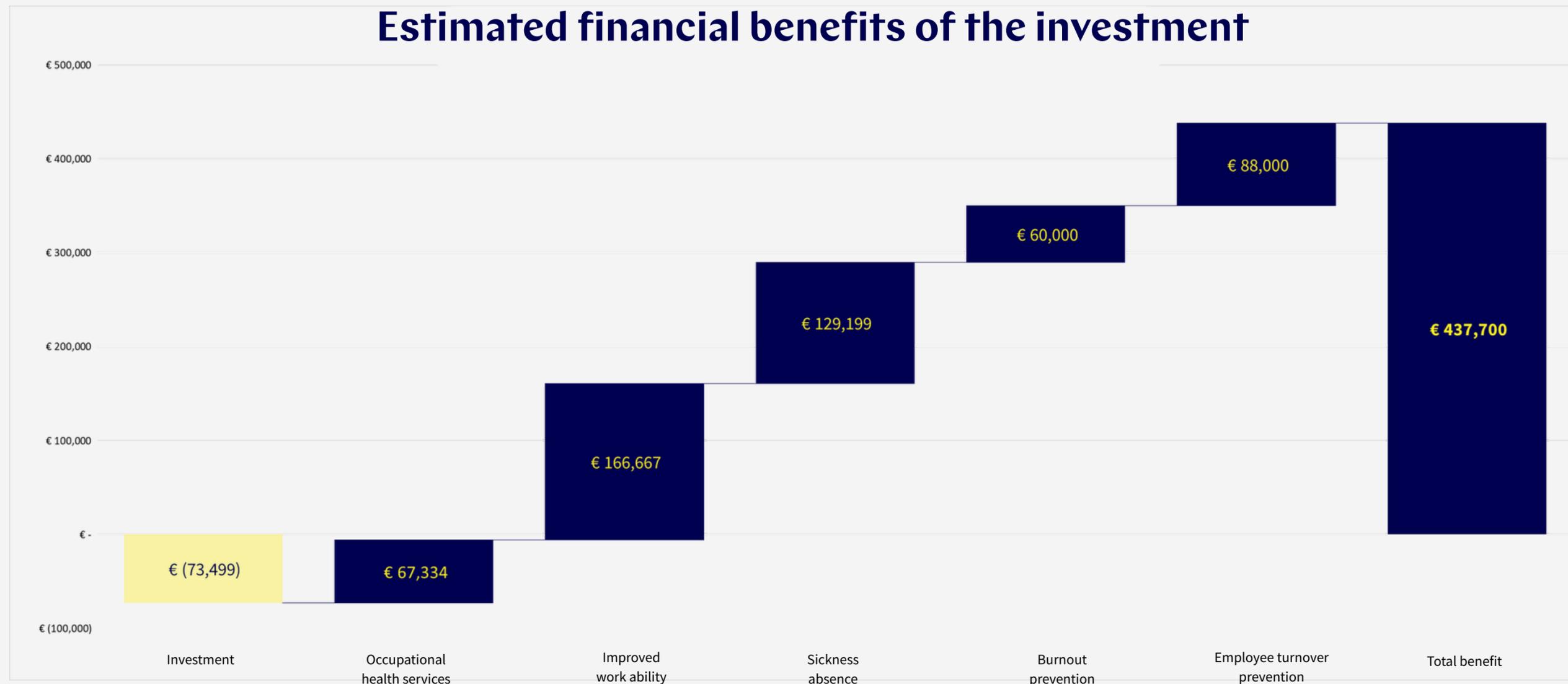
Auntie's impact is also reflected in the user experience: 97.7% of end users in long-term user data report that they would recommend Auntie. Open-ended responses are often exceptionally comprehensive and thoughtful, indicating strong engagement and perceived value. Among client organisations, Auntie's most recent NPS score was 73 (2025).

When Auntie is embedded into core HR processes, the benefits become holistic:

-  Onboarding & early career: Supports adaptation to a new role and work community, and strengthens self-leadership.
-  Change and uncertainty: Strengthens resilience and clarifies direction in times of transition.
-  Early support model: Lowers the threshold for seeking help and accelerates access to support.
-  Managerial work & everyday leadership: Supports individuals and strengthens team capability in practice.
-  Learning and capability development: Strengthens self-awareness and creates conditions for continuous learning.

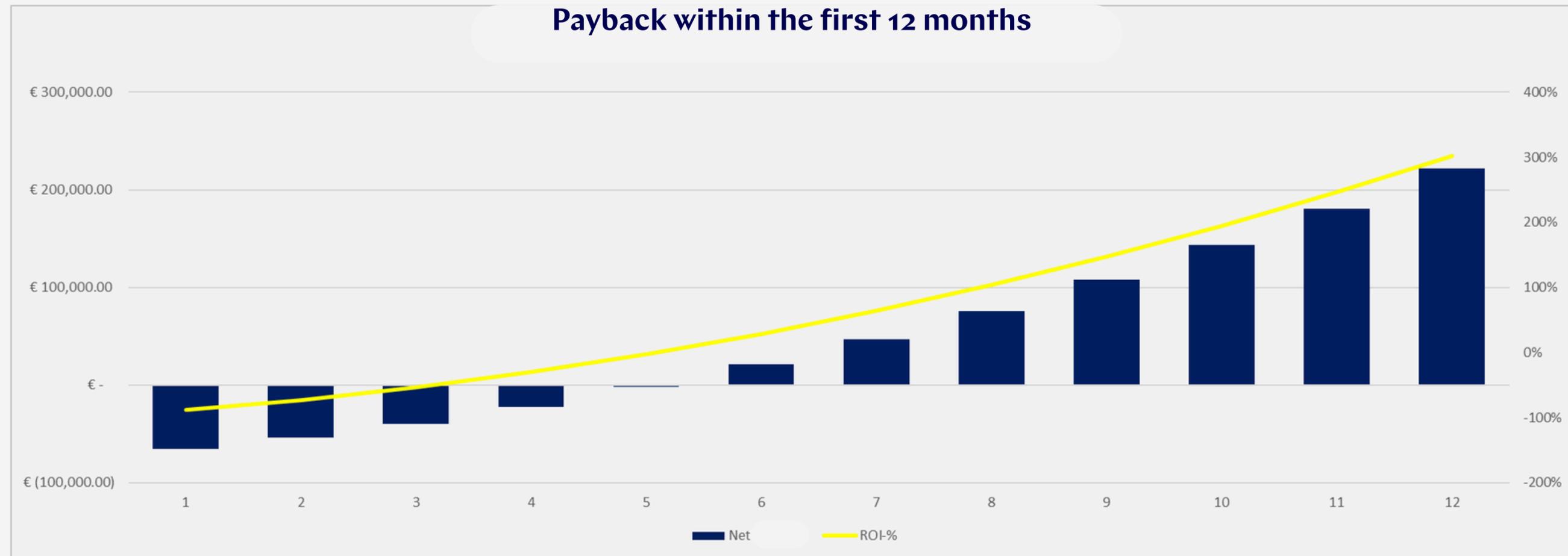
Prevention delivers measurable value

Example from the ROI calculator: Estimated benefits of the investment.
The example is based on data from a company operating in the technology consulting and software industry, with 500 employees.



Prevention delivers measurable value

Example from the ROI calculator: Payback period, first year.



Auntie evolves alongside the changing needs of working life

Auntie’s support is not limited to individual conversations or short-term interventions. It is designed as a comprehensive service offering that combines individual-level support with organisational development. Auntie conversation packages provide support in everyday strain situations and enable the development of mental skills together with a professional, while webinars and learning materials strengthen the capabilities of the entire work community and create a shared language around mental wellbeing.

At the organisational level, Auntie Insights supports decision-making by making the development of mental wellbeing measurable and trackable. A more impactful version of the Insights offering will be released in February 2026. Continuous service development is also reflected in content: for example, in spring 2025 the offering was strengthened with resilience-focused packages that directly address increasing uncertainty and change pressures in working life. In addition, services designed for groups will be piloted during 2026.

“We boldly lead the way in service development, but our decisions are grounded in customer feedback, our care model, and broader developments within the industry.”

— Toni Laturi, CPO, Auntie

A globally scalable service ecosystem

Auntie Insights

Reporting and insights for HR and leadership

Business impact

Strengthened work ability and capability development
Productivity, engagement and sustainable performance
Reduced mental health-related absence

Support for leadership and HR:

Auntie HR Circle & Leader Circle communities
Future-of-work themes for HR and managers

Auntie webinars:

Shared learning and mental skills development
Monthly webinars on timely mental wellbeing topics

Individual support:

5 × 45-minute personal conversations

Coming next: Group-based services: facilitated group discussions and workshops

Anonymity and low threshold enable early support

Mental wellbeing is still associated with stigma, which can prevent people from seeking support early. Auntie provides anonymous, low-threshold support that enables individuals to address strain and everyday challenges or proactively develop their mental skills without fear of stigma. At the core of the service are structured conversation packages offering goal-oriented and solution-focused support for a range of workplace situations — whether strain is already present or the aim is to strengthen personal capability and performance. These packages are complemented by materials and webinars that enable broader mental skills development across the organisation and encourage early, preventive support before situations escalate or become medicalised.

What does Auntie offer to employees?

Auntie supports individuals both in challenging work-life situations and when the goal is personal development and strengthening functional capacity. The service enables continuous development of mental skills that are essential in today's and tomorrow's working life:

- Resilience and stress management
- Recovery and sustainable work performance
- Adaptability and learning capability
- Strengthening interaction and emotional skills
- Self-awareness and self-leadership

What does Auntie offer to organisations?

Auntie supports organisations in building sustainable performance by combining individual-level support with data-driven insight into workplace wellbeing development:

- Preventive work ability support that reduces costs even before sickness absence occurs
- Measurable data and development insights (Auntie Insights) to support decision-making and leadership
- A consistent and equitable user experience globally, regardless of location or language
- A scalable model that supports individuals, teams and the entire organisation
- A complementary role alongside occupational health services, without creating opposition

What does Auntie offer to managers and leaders?

Auntie provides managers with low-threshold support for everyday leadership situations and personal resilience. The service strengthens mental skills that are essential for people leadership, building psychological safety and ensuring sustainable performance.

With Auntie, managers can:

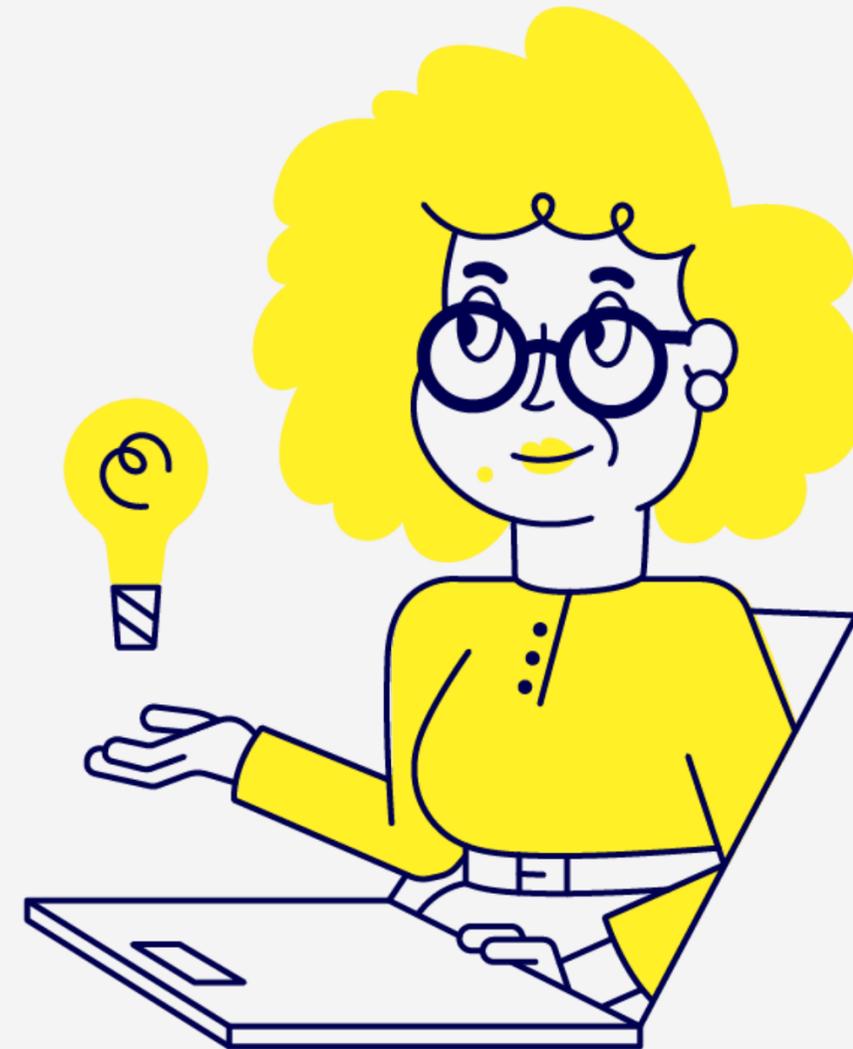
- Strengthen self-leadership, emotional intelligence and stress management
- Recognise and address strain at an early stage
- Support open communication and psychologically safe team culture
- Balance demanding leadership responsibilities with personal recovery

Auntie – 10 years of building a more sustainable working life

Auntie’s story began in 2015 with the observation that burnout had become an increasingly common part of everyday working life, yet support often came too late — only once the strain had already escalated. This insight emerged from a deeply human experience and from Auntie’s founder, Mervi Lamminen, and her desire to change how working life approaches wellbeing, strain and burnout.

From the very beginning, preventing burnout has been at the core of Auntie’s mission. The idea of timely, human-centred support has guided Auntie’s development throughout the years and remains a fundamental part of Auntie’s DNA.

Over time, however, the understanding of prevention has deepened. Alongside burnout prevention, the development of mental skills has become central: the ability to recover, regulate strain and strengthen resilience in everyday life. Supporting these skills takes prevention one step further — towards a more sustainable working life.



Auntie – 10 years of building a more sustainable working life

Today, over 500 pioneering organisations — ranging from small expert companies to large international corporations and public sector organisations — trust Auntie’s services across the Nordics and Europe.

Auntie’s 130+ mental wellbeing professionals, working in more than 25 languages, enable truly accessible, inclusive and impactful support across diverse work communities and operating environments.

Auntie is a global and scalable service ecosystem that combines individual-level support with measurable, data-driven organisational development. In addition to conversation packages, the service includes webinars and learning materials that strengthen mental skills across the entire work community. In this way, Auntie acts not as a series of isolated interventions, but as a long-term strategic partner in developing mental wellbeing and work ability.

The support Auntie provides is not only beneficial for individuals — it is a strategic component of sustainable organisational performance. When support is available early and with a low threshold, individual-level benefits multiply into organisation-level impact, strengthening performance, engagement and long-term success

Auntie in numbers

- 500+ client organisations, tens of thousands of users
- NPS 73 (2025)
- 97.7% of users recommend the service (all-time)
- ≈ €20M estimated annual savings from reduced mental health-related sickness absence
- 5× ROI

Auntie Insights – measured impact on mental skills development

Perceived stress

-22%

(based on 10,000+ pre- and post-assessments)

Perceived work performance

+15%

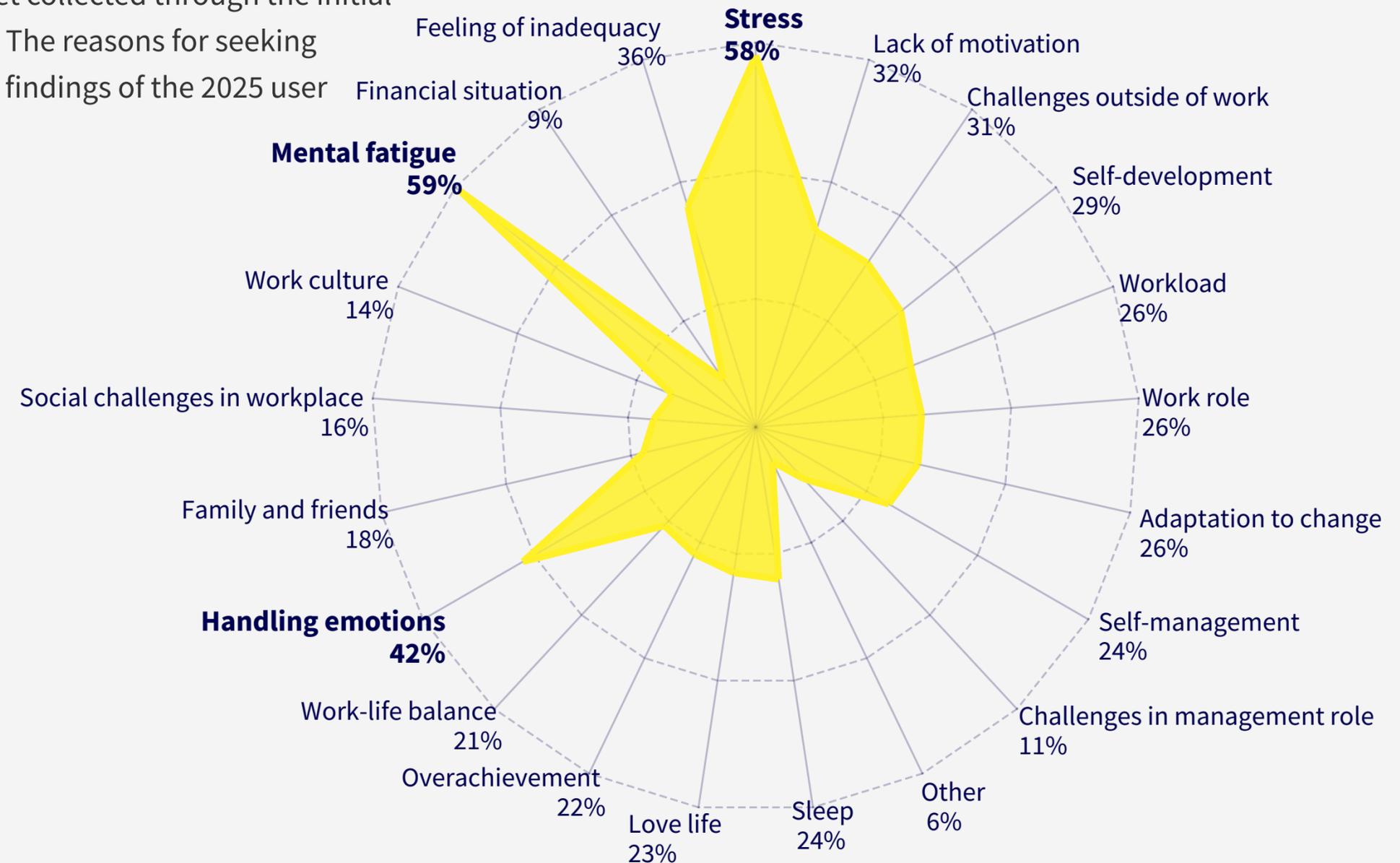
(based on 10,000+ pre- and post-assessments)

Why is Auntie used?

This page presents Auntie’s full historical dataset collected through the initial assessment survey completed by service users. The reasons for seeking Auntie’s services are largely consistent with the findings of the 2025 user study.

Most common reasons for seeking Auntie’s services

- Mental exhaustion (59%)
- Stress (58%)
- Dealing with emotions (42%)
- Feelings of inadequacy (36%)
- Motivation challenges (32%)

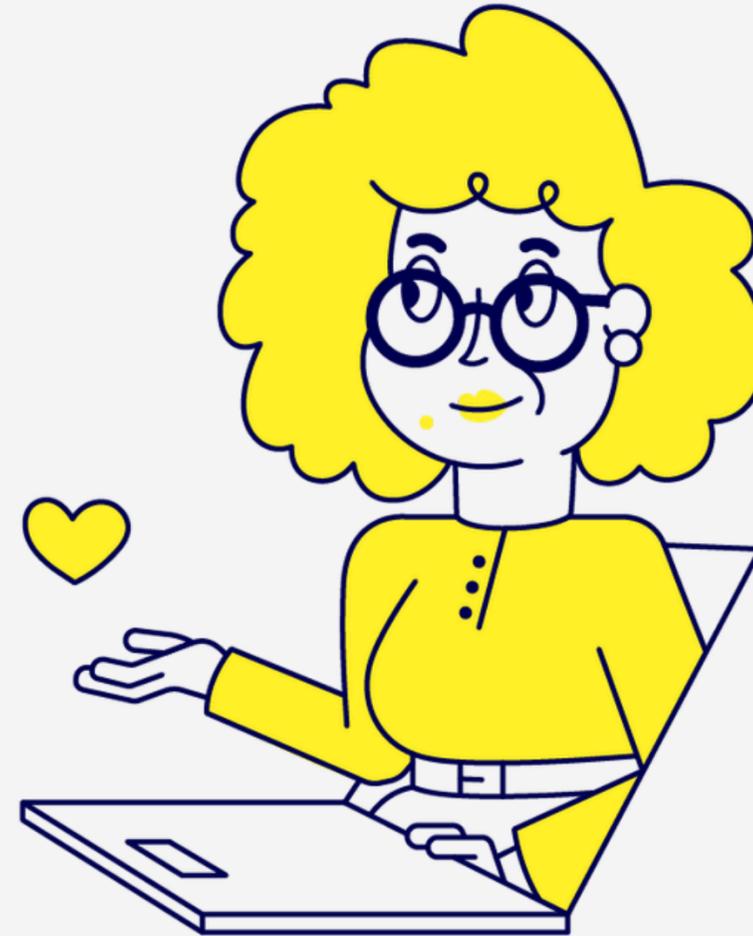


Source: Auntie Insights: users’ reasons for seeking support, initial assessment survey (full historical dataset)

Let's discuss next steps

Would you like to discuss the study results in more detail or explore how Auntie can support your organisation in leading mental wellbeing and work ability, while developing your employees' mental skills?

[Get in touch](#)



Auntie supports individuals and organisations in building a sustainable working life.

Auntie

Healthy minds, brighter business.