SERENA

SERENA STUDIO · BETA · SUMMARY FOR YOUR COMMITTEE

Wellbeing that fits into the workday and is measured without exposing anyone.

SERENA Studio is one app with three products. Your team takes guided yoga, breathing and meditation breaks; you see how the group changed, always anonymous and aggregated.

FOR EACH PERSON

Practice

Guided yoga, meditation and breathing, 5 to 60 minutes, on iPhone, iPad and Mac, even offline. Free during the beta.

FOR YOUR TEAM

Events

An on-site guided break: people join by QR, no account; they follow the live agenda and answer anonymously on arrival and exit.

FOR ORGANIZERS

Studio Admin

Create the event from the Signature template, guide it live with the big screen and see the group's average change.

A 90-DAY CYCLE

Week 0
Baseline: a 3-question anonymous pulse.

Week 2
75-minute Signature event and first pause in Practice.

Weeks 2–5
21-day challenge, with leaders practicing with their team.

Days 30 and 60
Pulses with the same question: you see the trend, not the people.

Day 90
Aggregated quarterly report and decision on the next cycle.

WHAT GETS MEASURED

- Event attendance (QR)
- Group change in tension, arrival vs. exit (1 to 5)
- Activation and weekly practice
- 30-day retention and satisfaction

PRIVACY

- Anonymous surveys: no name or email.
- Results only with 5 or more people.
- We don't ask for health data.
- No one in the organization sees individual answers.

WHO GUIDES IT

Cristina Díaz, Head of SERENA Wellbeing in Monterrey: 10 years in holistic wellbeing and 2 in strategy consulting. CONOCER certified in Master-level Yoga Practice and in Meditation and Mindfulness; Yoga Alliance specializations. She has taught in the IDH Yoga RAM instructor diploma programs, yoga for addiction recovery at CIRAC, classes for children at schools, and yoga recovery at gyms and sports events.

HOW TO START

1. 20-minute demo with a test event.
2. Signature event with your team.
3. 90-day cycle with pulses and a report.

Founders Circle: the first 5 teams get close support and special terms.

SERENA helps manage everyday stress and complements your wellbeing strategy; it doesn't replace care from a health professional. Cycle targets are planning estimates, not promises.

Book a 20-minute demo
serenawellbeing.com/en/studio/events/#demo

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