

A Movember x International Men's Day campaign

The Future Is Every Man.

A workplace campaign for HR & L&D leaders who believe men deserve more than just a Movember mo.

November 2026 · Four ways to make it happen



↑ 60 men lost every hour. This one still has time.

Why we're doing this

For years,
we celebrated
Women's Day.

*Now let's honour
the men, too.*

A space to be heard.

A space to be seen.

A space to be valued.

Men's health matters. We care.

The Future Is Every Man · Movember × International Men's Day 2026

Our values, in action

We walk
the talk.

- 01 Care**
For every person under our roof — men, women, everyone in between.
- 02 Humility**
To admit we haven't talked enough about men's mental health.
- 03 Ownership**
Of the culture we build — and who feels seen inside it.
- 04 Passion**
For our people. Loud enough to break the silence men carry.
- 05 Safety**
Physical. Emotional. Psychological. All of it.

*Both days.
Both stories. Both matter.*

01 • The moment we're in



Every minute, the world loses one man to suicide.

And most of them wore a smile to work that morning.

60

men lost to suicide
every hour, globally.

Source: Movember 2026

4.5_{yr}

the gap men die
earlier than women.

Source: Movember 2026

10.8_M

men living with
prostate cancer worldwide.

Source: Movember Institute, July 2026

02 · And at work...

The workplace is where it shows up first.

55%

of employees currently
experiencing burnout.

Source: Worktime, 2026

1 in 5

men experience a mental
health issue each year.

Source: BPS, IMD 2026

12.5%

of men live with a diagnosable
mental health disorder.

Source: British Psychological
Society, 2026

"Men don't call in sick for their minds. They just quietly disappear."



Movember meets International Men's Day.


Movember

Since 2003.
6M+ Mo Bros & Mo Sistas.

- Funding 1,300+ men's health projects.
- Focus: mental health & suicide prevention.
- Focus: prostate & testicular cancer.

19
Nov

International Men's Day

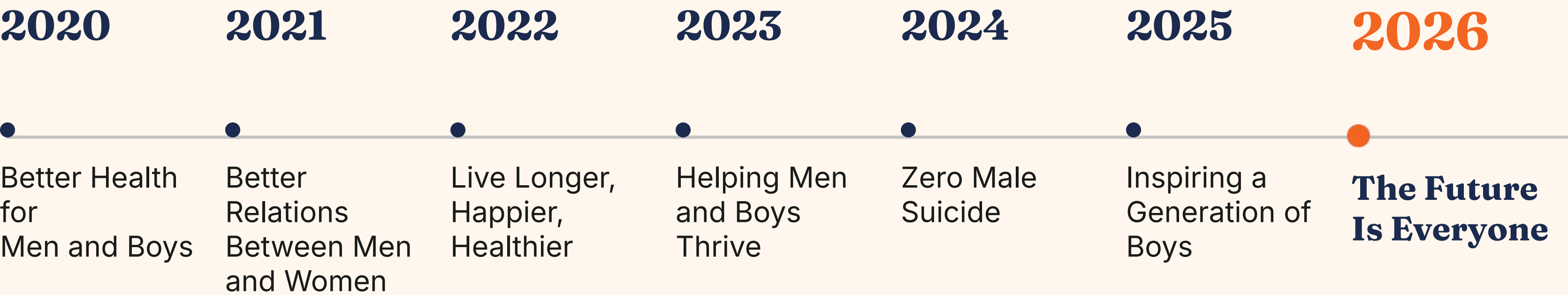
Since 1999.
80+ countries.

- 2026 theme: **"The Future Is Everyone."**
- A call for shared humanity.
- Boys, men, and the future we shape.

November is the month. This is the campaign.

Six years of listening.

Every year, International Men's Day chooses a theme. Read them in order — you can feel the world starting to talk about men differently.





The playbook

Four ways to make it happen in your org.

Pick one. Combine two. Or run the full campaign across November.

01

Workshop

Reflection & mindset

02

Self-Care

Practical health habits

03

Keynote

Inspiration at scale

04

2-Week Sprint

Behaviour change

01

Experiential workshop

Option 01

The Future Is Everyone.

2.5 hours · In-person or hybrid · Up to 30 participants

Best for → Reflection & mindset shift. Teams that need to feel it, not just hear it.

Act 1 · 30 min

Sort the Qualities.

Groups sort human traits into *masculine, feminine, unsure*.

Then discover men who embody the "feminine" ones every day.

Act 2 · 35 min

Welcome to 2045.

In an AI-transformed workplace, character is the last competitive edge.

Teams choose a leader among five character archetypes.

Act 3 · 10 min

Closing Circle.

Each participant closes with one sentence:

"For the future, I would like to borrow *[name]'s[quality]*."

"What cannot be automated is character."

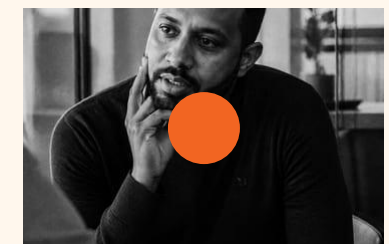
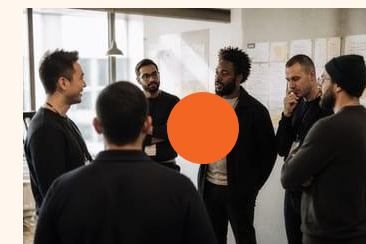
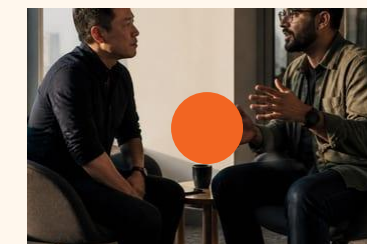
The Future Is Every Man · Movember × International Men's Day 2026

“

It's one of the best sessions I've ever had — fun, interactive, and it stayed with the team long after.

Participant, Wellbeing at Work
FocusU Mauritius

Video testimonials



Option 02

Men's Self-Care at Work.

3 hours · Practical · Masculine-language · High-performance framing

Best for → Practical health habits. Men who don't do "wellness". They do performance.

The Framework

ZEN — Zone of Energy & Nurture.

Z

Zone In

Grounding techniques to reset the nervous system.

E

Energy

Purposeful movement to recharge vitality — the "car idling" analogy.

N

Nurture Self

Controlled breathing as fuel. Self-appreciation as maintenance.

Four pillars of impact

Stress & Mental Fitness · Preventive Health · Sustainable Energy · Stronger Relationships

"Strong men don't just build careers — they protect their health, energy and relationships."





We had a warm welcome. The team was dynamic, professional and caring. We had fun — and we learned so much from each other.

Client, Corporate Wellness Workshop

FocusU Mauritius

Also featured

FocusU Mauritius Testimonials

Option 03 · Keynote speaker

Two voices. One message: it's okay to be human.

Best for → Inspiration at scale. Town halls, leadership circles, transformation kickoffs.



⚡ **The Corporate Monk**

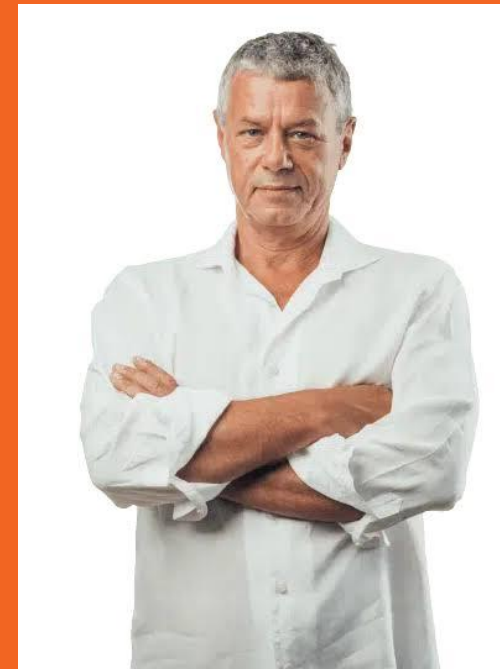
Manish Bundhun

Chief People Officer, Rogers Group
3× Published Author · Executive Coach
MBA · NLP Master Practitioner

Signature theme

"Clarity of Mind. Kindness at Heart."

Best for HR-led sessions · culture town halls · leadership circles.



🌍 **Consciousness Booster**

Marc-Antoine Tschopp

Ex-McKinsey Consultant · Former CEO
Psychologist · Executive Coach for CEOs
Author & Speaker

Signature theme

"Leading with serenity in times of disruption."

Best for Senior leadership · CEO forums · transformation launches.

60–90 min keynote · Q&A · Optional fireside format · English & French available



A conversation that shifted how our leaders see themselves — not as job titles, but as human beings first.

L&D Head, Corporate Best Self Journey

FocusU Mauritius

Note

Video testimonials available on request.

14 days. One conversation a day. A whole organisation changed.

2 weeks · Slack / Teams / WhatsApp / email · Whole company · 5 min a day

Best for →

Behaviour change at scale. When one workshop isn't enough — and you need momentum, not moments.

The mechanic

- Daily 5-min micro-challenge.
- Solo challenges + team leaderboards. Themed weeks. Badges.
- Closing celebration. Optional Movember fundraising layer.

Week 1 "Notice"

Awareness & permission to feel.

DAY	CHALLENGE	POINTS
Mon	Post a photo of a man who shaped you.	10
Tue	Take the 2-min Movember mental fitness check.	15
Wed	Text a mate: "how are you, really?"	20
Thu	Book that health check you've been avoiding.	25
Fri	Share one thing you're proud of this week.	10

Option 04 · Continued

Week 2 "Act"

Habits, help, and hope.

DAY	CHALLENGE	POINTS
Mon	20-min walk without your phone.	15
Tue	Learn one grounding technique (ZEN drop-in).	20
Wed	Have one honest conversation with a colleague.	25
Thu	Grow a Mo, wear an orange pin, or change your avatar.	10
Fri	Nominate a "Mate of the Month" in your team.	30

The mechanics

- Team leaderboard with weekly winners.
- "Mo Champion" per department.
- Company-wide closing on Nov 19 or Nov 30.
- Impact report to HR: engagement, wellbeing NPS lift.



Engagement went from "another HR thing" to "when's the next one?" — the daily challenges built real momentum.

HR Business Partner

FocusU Mauritius engagement programme

Compare at a glance

Pick your play.

Four options. Different reach. Different depth. All Movember-fit.

	01 Workshop	02 Self-Care	03 Keynote	04 Sprint
DURATION	2.5 hours	3 hours	60–90 min	2 weeks
REACH	Up to 30	Up to 30	100–1,000+	Whole company
FORMAT	In-person / hybrid	In-person	In-person / virtual	Digital daily
BEST FOR	Reflection & mindset	Practical health habits	Inspiration at scale	Behaviour change
MOVEMBER-FIT	✓	✓✓	✓	✓✓✓

Why this campaign works

Why this lands.

01

Language men respond to.

Performance. Energy. Resilience.

Not "wellness fluff."

02

Safe spaces. Real conversations.

Designed to hear men,
not lecture them.

03

Backed by evidence.

Movember research. IMD themes.

The ZEN framework.

04

Business ROI.

Reduced absenteeism. Better focus.

Stronger retention.

A quote to sit with

“

***Time doesn't ask whether
we are men or women.***

*The future will always ask
who you choose to become.*

— The Future Is Everyone, 2026

Let's make it happen

This November, do something men will remember.

01

Pick

Your option(s).

Workshop · Self-Care · Keynote · Sprint.
Or the full arc.

02

Co-design

With us.

30-min scoping call. Tailored to your culture and audience.

03

Launch

By Nov 1.

Full campaign ready in 3 weeks from kick-off.

Book a scoping call →

hello@focusu.com
focusu.com/mu

focusu 



Because the future
isn't waiting.
And neither are your men.