

Building Healthy Foundations

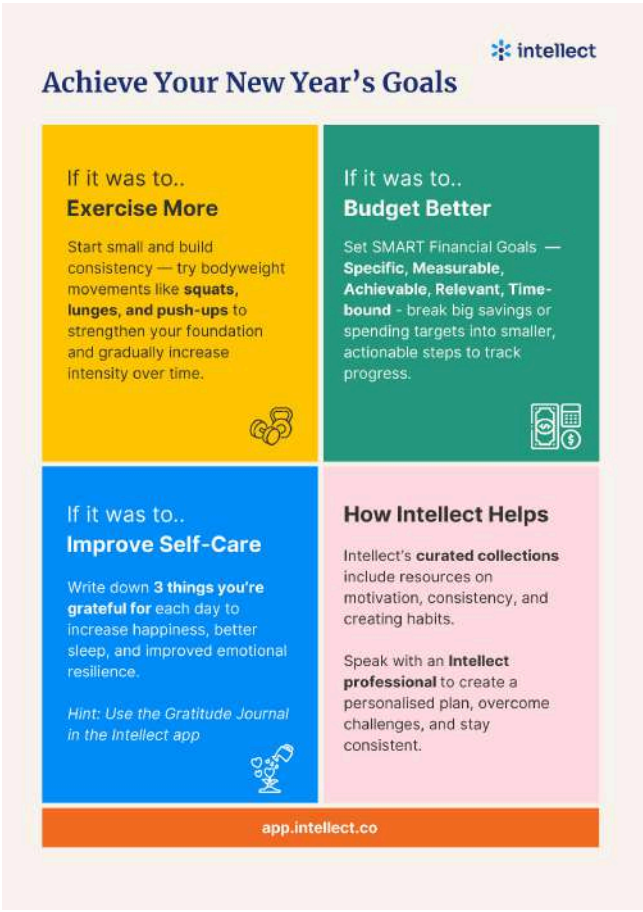
Available in English, Simplified Chinese, Traditional Chinese, Thai, Vietnamese, Japanese, Korean, Bahasa Indo, Spanish, Portuguese (Brazilian)

This campaign centers on helping individuals revisit their goals and resolutions through a lens of science and self-compassion. By understanding the psychology of habit formation and motivation, individuals can take meaningful steps toward building lasting habits and a strong foundation for the year ahead.

How to use: Copy the text below and attach the image as shown. Edit the text in red and delete the yellow highlighted text. Send over chat (e.g. Teams, Slack, Whatsapp, Telegram etc.) to your whole organisation. You may also include this in your company-wide newsletter.

Suggested send date: 24 March 2025

English

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<p>💡 How're those New Year resolutions holding up? Sticking to them can feel tough - and that's normal! Motivation naturally fades after the initial excitement. But here's the good news: building small, consistent habits is what truly makes lasting change.</p> <p>If you're feeling stuck, don't worry. Our wellbeing benefit, Intellect, provides science-backed tools and personalised coaching to help you refocus, adapt to setbacks, and stay on the path toward your goals.</p> <p>Get started with Intellect today on desktop/ mobile to book your first session.</p> <p>🖥️ On Web</p> <ol style="list-style-type: none"> 1. Visit app.intellect.co (please hyperlink here) 2. Enter access code CODE*/ Click "Continue with SSO"** 3. Create your account using your work email address <p>📱 On App</p> <ol style="list-style-type: none"> 1. Select 'I'm new here', then 'With your organisation' 2. Use the code CODE*/ Click "Continue with SSO"** 3. Sign up using your work email address <p>*please use your organisation's unique access code **for organisations with SSO only</p>	<p>Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.</p> <p>PNG version PDF version</p>  <p>The image is a promotional graphic for Intellect. It features the Intellect logo in the top right corner. The main title is "Achieve Your New Year's Goals". Below the title, there are four colored boxes arranged in a 2x2 grid:</p> <ul style="list-style-type: none"> Top Left (Yellow): "If it was to.. Exercise More". Text: "Start small and build consistency — try bodyweight movements like squats, lunges, and push-ups to strengthen your foundation and gradually increase intensity over time." Includes a dumbbell icon. Top Right (Green): "If it was to.. Budget Better". Text: "Set SMART Financial Goals — Specific, Measurable, Achievable, Relevant, Time-bound - break big savings or spending targets into smaller, actionable steps to track progress." Includes a calculator icon. Bottom Left (Blue): "If it was to.. Improve Self-Care". Text: "Write down 3 things you're grateful for each day to increase happiness, better sleep, and improved emotional resilience. Hint: Use the Gratitude Journal in the Intellect app." Includes a journal icon. Bottom Right (Pink): "How Intellect Helps". Text: "Intellect's curated collections include resources on motivation, consistency, and creating habits. Speak with an Intellect professional to create a personalised plan, overcome challenges, and stay consistent." Includes a person icon. <p>At the bottom of the graphic, there is a red bar with the text "app.intellect.co".</p>

Simplified Chinese

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<p>💡 新年伊始定下的目标现在进展如何啊？是不是觉得坚持下去有点难？别太担心，这再正常不过啦！刚开始时的那股热劲儿过去后，大家都会觉得动力不足。不过告诉你个好消息：真正能让我们改变的，其实就是那些看似微小但持之以恒的好习惯。</p> <p>如果你现在感觉有点迷失方向，不用着急。我们的心理健康福利平台 Intellect，能用专业且实用的方法为你加油打气，还会根据你的具体情况提供专业指导，帮你重新找到前进的动力，更从容地面对挫折，继续朝着目标稳步前行。</p>	<p>Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.</p> <p>PNG version PDF version</p>

如果您尚未注册, 请通过 **电脑/手机端** 注册 Intellect 并开始预约。

电脑端

1. 访问 app.intellect.co (please hyperlink here) 并点击“注册”
2. 输入访问码 **CODE*** / “使用 **SSO 登录**”**
3. 使用您的工作邮箱创建账户

手机端

1. 选择“**I'm new here**”, 然后选择“**With your organisation**”
2. 输入访问码 **CODE*** / 点击“**Continue with SSO**”**
3. 使用您的工作邮箱注册

*请使用您公司/机构的专属访问码

仅适用于已启用 **SSO 单点登录的公司/机构

新年目标, 一起来实现

如果你的目标是 **多运动**
从最简单的开始, 慢慢养成习惯 - 先试试不需要器械的运动, 像是深蹲、弓步和俯卧撑, 打好基础后再慢慢加大运动强度。

如果你的目标是 **学会理财**
用SMART原则来规划你的理财目标 - 也就是目标要具体、可量化、能做到、有意义、有期限 - 把大目标分解成一个个小目标, 这样更容易上手也更好跟进。

如果你的目标是 **照顾好自己**
每天记录3件让你感到感恩的事, 这样不仅能让你心情变好, 还能帮助你睡得更香, 心态更稳。
小提示: 快来试试Intellect里的感恩日记功能吧

Intellect伴你同行
Intellect为你精心准备了丰富的学习资源, 帮你保持动力、坚持目标、养成好习惯。
Intellect的专业顾问会根据你的情况制定专属计划, 陪你一起战胜困难, 坚持到底。

app.intellect.co

Traditional Chinese

Copy

💡你的新年新目標進展如何? 堅持目標可能並非易事, 不過這十分正常! 剛開始的衝勁消退後, 很容易動力不足。不過有個好消息: 建立簡單而能夠持之以恆的習慣, 才能夠讓我們真正改變。

如果你感覺停滯不前, 不用擔心。我們的健康夥伴 Intellect 提供有科學根據的工具和個人化指導, 助你重拾焦點, 面對難關, 穩步邁向目標。

如你未預訂任何課程, 在 **電腦/手機** 上聯絡 Intellect, 即時啟航。

網頁版

1. 瀏覽 app.intellect.co (please hyperlink here) 然後按一下「註冊」
2. 輸入登入代碼 **CODE*** / 點擊「使用 **SSO 登入**」**
3. 使用你的工作電子郵件創建帳戶

App版

1. 選擇「**I'm new here**」, 然後選擇「**With your organisation**」
2. 輸入登入代碼 **CODE*** / 點擊「**Continue with SSO**」**
3. 使用你的工作電子郵件創建帳戶

*請使用你所在企業的唯一登入代碼

**只限支持單一登入的企業

Images to attach

Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.

[PNG version](#)

[PDF version](#)

實現你的新年目標

如果你想 **多做運動**
從最简单的運動開始, 逐步養成習慣 - 嘗試做自重訓練, 例如深蹲、弓步、掌上壓, 加強你的基礎, 並逐漸隨時間增加強度。


如果你想 **妥善理財**
制定 SMART 財務目標 - 具體、可衡量、可達成、相關、有時限 - 將大筆儲蓄或開支拆分為更小、容易執行的步驟, 從而追蹤進度。

如果你想 **照顾好自己**
寫下每天你感恩的三件事, 令你更快樂、改善睡眠, 並提升情緒抗壓能力。
提示: 利用 Intellect 應用程式裡的感恩日誌

Intellect 與你同行
Intellect 精心提供豐富資源, 助你保持動力、堅持和養成習慣。
與 Intellect 專家聊天, 創建個人化方案, 迎難而上, 堅持到底。

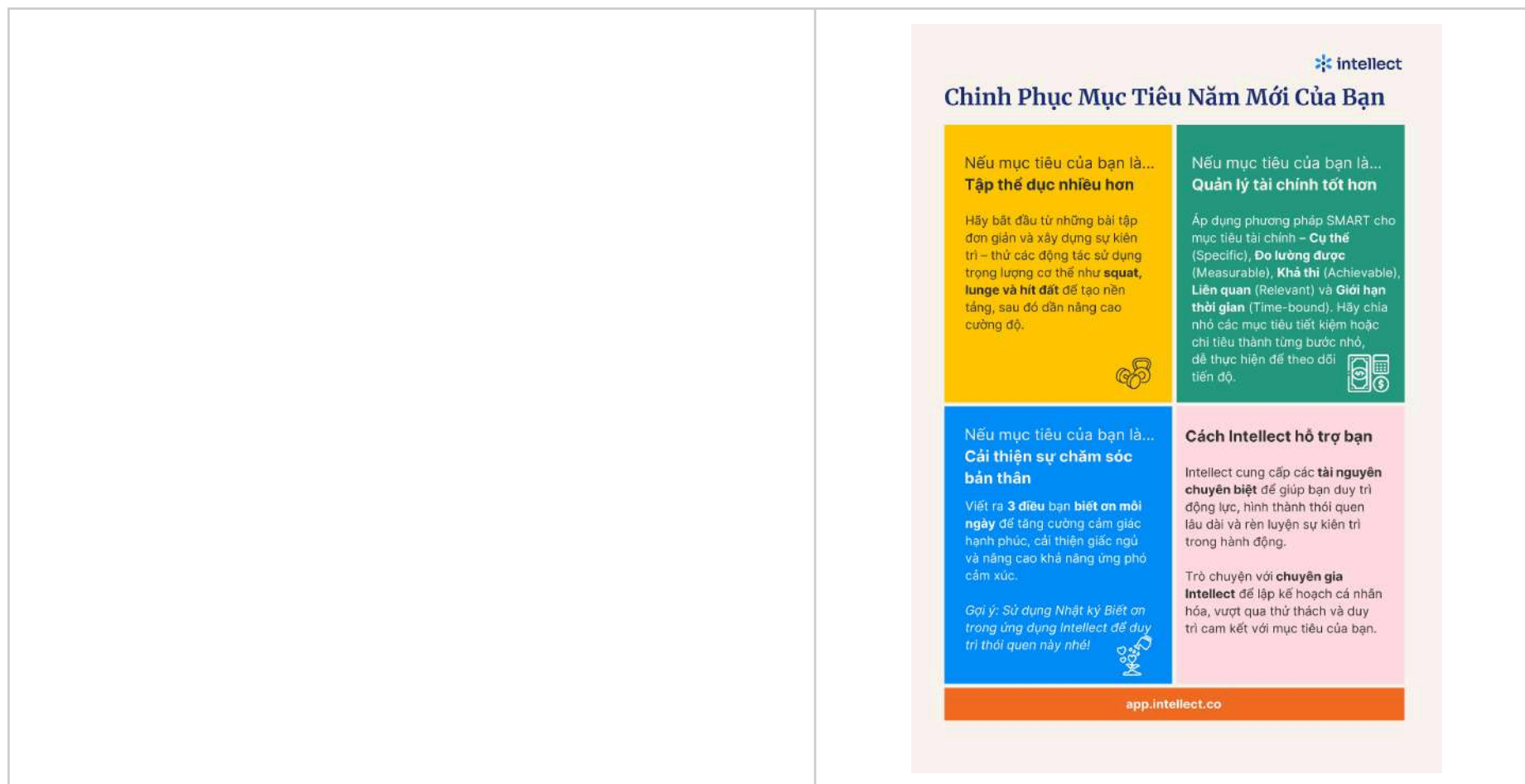
app.intellect.co

Thai

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<p>💡 ปณิธานประจำปีใหม่ไปถึงไหนแล้ว ไม่ใช่เรื่องแปลกที่จะรู้สึกว่าการยึดมั่นในปณิธานมันช่างยากเหลือเกิน เพราะพอมันถึงช่วงที่ยังตื่นเต้นเมื่อไร แรงผลักดันที่มีก็พลอยหายตามกันไป แต่อย่าเพิ่งถอดใจ สิ่งที่จะทำให้เราเปลี่ยนตัวเองได้อย่างยั่งยืนคือการสร้างกิจวัตรเล็ก ๆ อย่างสม่ำเสมอจนกลายเป็นนิสัย</p> <p>ถ้ารู้สึกไปต่อไม่ถูกก็หายห่วงได้เลย เพราะ Intellect ที่เป็นสวัสดิการด้านสุขภาพของเราพร้อมนำเสนอเครื่องมือที่มีวิทยาศาสตร์รองรับและการโค้ชที่ปรับมาให้เข้ากับคุณโดยเฉพาะ เพื่อเป็นตัวช่วยให้กลับมาตั้งมั่น ปรับตัวรับอุปสรรค และก้าวเดินบนเส้นทางสู่การพิชิตเป้าหมายได้ต่อไป</p> <p>ถ้ายังไม่เคยใช้ Intellect มาก่อน คุณจะเริ่มเข้าไปลองเชสชั่นได้ผ่านทาง เดสก์ท็อป/ อุปกรณ์เคลื่อนที่</p> <p>ผ่านเว็บไซต์</p> <ol style="list-style-type: none"> 1. เข้าไปที่ app.intellect.co (please hyperlink here) และคลิก “สมัครใช้งาน” 2. ป้อนรหัสสิทธิ์เข้าถึง CODE*/ คลิกที่ “ดำเนินการต่อด้วย SSO”** 3. ใช้ที่อยู่อีเมลที่ทำงานของคุณเพื่อสร้างบัญชี <p>ผ่านแอป</p> <ol style="list-style-type: none"> 1. เลือก “I’m new here” ตามด้วย “With your organisation” 2. ใช้รหัส CODE*/ คลิกที่ “Continue with SSO”** 3. ใช้ที่อยู่อีเมลที่ทำงานของคุณเพื่อสมัครใช้งาน <p>*โปรดใช้รหัสสิทธิ์เข้าถึงขององค์กรของคุณโดยเฉพาะ **สำหรับองค์กรที่ใช้ระบบ SSO เท่านั้น</p>	<p>Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.</p> <p>PNG version PDF version</p> 

Vietnamese

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<p>💡 Những quyết tâm đầu năm của bạn thế nào rồi? Việc duy trì chúng có thể không dễ dàng – và đó là điều hoàn toàn bình thường! Động lực thường giảm dần sau những ngày đầu hứng khởi. Nhưng tin tốt là: chính những thói quen nhỏ, duy trì đều đặn mới tạo nên sự thay đổi bền vững.</p> <p>Nếu bạn đang cảm thấy chững lại, đừng lo lắng. Quyền lợi chăm sóc sức khỏe tinh thần – Intellect – cung cấp các công cụ dựa trên khoa học và chương trình coaching cá nhân hóa, giúp bạn lấy lại động lực, thích nghi với thử thách và tiếp tục tiến về phía mục tiêu của mình.</p> <p>Nếu bạn chưa sử dụng Intellect, hãy bắt đầu trên máy tính/ điện thoại để đặt buổi tư vấn ngay hôm nay.</p> <p>Trên máy tính</p> <ol style="list-style-type: none"> 1. Truy cập app.intellect.co (please hyperlink here) và nhấp vào “Đăng ký” 2. Nhập mã truy cập CODE* / Nhấn “Tiếp tục với Đăng nhập một lần (SSO)”** 3. Tạo tài khoản bằng email công việc của bạn <p>Trên ứng dụng</p> <ol style="list-style-type: none"> 1. Chọn “I’m new here”, sau đó chọn “With your organisation” 2. Nhập mã truy cập CODE* / Nhấn “Continue with SSO”** 3. Đăng ký bằng email công việc của bạn <p>*mã truy cập duy nhất sẽ do tổ chức của bạn cung cấp</p>	<p>Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.</p> <p>PNG version PDF version</p>



Japanese

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<p>💡 新年の目標、その後いかがですか？</p> <p>新しい年の始まりに立てた目標、順調に続けられていますか？最初はやる気に満ちていても、時間が経つとモチベーションが落ちてしまうことはよくあることです。でも、大切なのは一度に大きく変わろうとするのではなく、小さな習慣を積み重ねること。それこそが、長続きする変化を生み出します。</p> <p>もし「なかなか続かない」「うまくいなくて挫折しそう」と感じていても、大丈夫。メンタルウェルビーイングサポート Intellect では、科学的に裏付けられたツールや個別コーチングを通じて、目標に向かって無理なく歩み続けるためのサポートを提供しています。モチベーションを取り戻し、困難を乗り越え、着実に前進するお手伝いをします。</p> <p>まだの方は、デスクトップまたはスマートフォンからIntellectを開いてみましょう。</p> <p>🖥️ ウェブで</p> <ol style="list-style-type: none"> 1. app.intellect.coにアクセス (please hyperlink here) そして「続ける」をクリックする 2. アクセスコードCODEを入力*/「SSOで続ける」**をクリック 3. 勤務先のメールアドレスを使用してアカウントを作成します。 <p>📱 アプリの場合</p> <ol style="list-style-type: none"> 1. 「I'm new here」を選択し、「With your organization」を選択します。 2. CODE*/「Continue with SSO」**をクリックします。 3. 勤務先のメールアドレスを使用してサインアップする <p>*組織固有のアクセスコードを使用してください。 **SSOを持つ組織のみ</p>	<p>Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.</p> <p>PNG version PDF version</p>

Korean

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<p>💡 새해 결심을 잘 지키고 계신가요? 결심을 지켜 나가는 건 쉽지 않지요. 정상이에요! 새해를 맞아 새롭게 결심할 때의 흥분감이 지나가면 동기가 자연스럽게 사그라들게 마련이니까요. 하지만 좋은 소식이 있습니다. 작지만 꾸준한 습관을 들이면 오래 지속되는 변화를 만들어낼 수 있어요.</p> <p>막다른 길에 도달한 느낌이 들더라도 걱정하지 마세요. 웰빙 서비스 Intellect가 과학적으로 입증된 도구와 개인 맞춤형 코칭을 통해 집중력을 되찾고, 문제에 적응하고, 목표를 향한 목적의식을 유지하도록 도와드리겠습니다.</p> <p>아직 시작하기 전이라면, 데스크톱/모바일에서 Intellect 세션을 예약하십시오.</p> <p>🖥️ 웹 버전</p> <ol style="list-style-type: none"> 1. app.intellect.co에 방문합니다 (please hyperlink here) 를 클릭하고 “로그인”을 클릭합니다 2. 활성화 코드 CODE를 입력합니다*/ “SSO로 계속”을 클릭합니다** 3. 자신의 직장 이메일 주소를 사용하여 계정을 만듭니다 <p>📱 앱 버전</p> <ol style="list-style-type: none"> 1. “I’m new here”를 선택한 다음, “With your organisation”을 선택합니다 2. 활성화 코드 CODE를 사용합니다*/ “Continue with SSO”을 클릭합니다** 3. 자신의 직장 이메일 주소를 사용하여 가입합니다 <p>*조직의 고유 활성화 코드를 사용하십시오 **SSO를 사용하는 조직만 해당합니다</p>	<p>Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.</p> <p>PNG version PDF version</p> 

Bahasa Indo

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<p>💡 Bagaimana kabar resolusi Tahun Baru Anda? Memenuhinya memang bisa menjadi tantangan - dan itu wajar! Motivasi sering kali menurun setelah semangat di awal memudar. Namun, kabar baiknya: perubahan yang tahan lama justru berasal dari kebiasaan kecil yang konsisten.</p> <p>Jika Anda merasa jalan di tempat, jangan khawatir. Manfaat kesejahteraan kami, Intellect, menyediakan alat bantu berbasis riset dan pelatihan terpersonalisasi guna membantu Anda kembali fokus, bangkit dari kemunduran, dan tetap berada di jalur untuk mencapai target.</p> <p>Jika belum buat jadwal, akses Intellect di laptop/ponsel untuk mulai memesan sesi.</p> <p>🖥️ Di Web</p> <ol style="list-style-type: none"> 1. Kunjungi app.intellect.co (please hyperlink here) dan klik “Lanjutkan” 2. Masukkan kode akses KODE*/ Klik “Lanjutkan dengan SSO”** 3. Buat akun menggunakan alamat email kantor Anda <p>📱 Di Aplikasi</p> <ol style="list-style-type: none"> 1. Pilih “I’m new here”, lalu “With your organisation” 2. Masukkan kode akses KODE*/ Klik “Continue with SSO”** 3. Daftar menggunakan alamat email kantor Anda <p>*harap gunakan kode akses unik organisasi Anda</p>	<p>Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.</p> <p>PNG version PDF version</p>

****hanya bagi organisasi yang memiliki SSO**



Spanish

Copy

💡 ¿Cómo van tus propósitos de Año Nuevo? Sabemos que mantenerlos puede ser un desafío, ¡y es completamente normal! La motivación inicial suele desvanecerse, pero la buena noticia es que los hábitos pequeños y constantes son los que realmente generan un cambio duradero.

Si sientes que te has estancado, no te preocupes. Nuestro beneficio de bienestar, Intellect, te ofrece herramientas respaldadas por la ciencia y asesoramiento personalizado para ayudarte a reenfocarte, superar obstáculos y mantenerte en el camino hacia tus objetivos.

Si aún no lo has hecho, accede a Intellect desde tu **computadora** o **celular** y empieza a disfrutar de sus beneficios:

🖥 En la web

1. Visita app.intellect.co. (please hyperlink here) y haga clic en "Inscribirse"
2. Ingresa el código de acceso CODE* o selecciona "Continuar con SSO".**.
3. Crea tu cuenta con tu correo electrónico laboral.

📱 En la app

1. Selecciona "I'm new here" y luego "With your organisation".
2. Ingresa el código CODE* o selecciona "Continue with SSO".**.
3. Regístrate con tu correo electrónico laboral.

*Usa el código único de acceso de tu empresa.

**Solo para empresas con SSO.

Images to attach

Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.

[PNG version](#)

[PDF version](#)



Portuguese (Brazilian)

Copy

💡 Como andam aquelas resoluções de Ano Novo? Manter-se firme nelas pode ser desafiador – e isso é totalmente normal! É natural que a motivação diminua depois da empolgação inicial. Mas aqui vai uma boa notícia: construir pequenos hábitos de forma consistente é o que realmente gera mudanças duradouras.

Se estiver com dificuldades, não se preocupe. O benefício de bem-estar, Intellect, disponibiliza ferramentas apoiadas pela ciência e coaching personalizado para ajudar você a retomar o foco, superar contratempos e continuar avançando em direção aos seus objetivos.

Se você ainda não o fez, comece com a Intellect em **desktop/móvel** para agendar uma sessão.

🖥️ Na Internet

1. Acesse app.intellect.co (please hyperlink here) e clique em “Cadastrar-se”
2. Insira o código de acesso CÓDIGO*/Clique em “Continuar com o SSO”**
3. Crie sua conta usando seu endereço de e-mail de trabalho

📱 No aplicativo

1. Selecione “I’m new here” e em seguida “With your organisation”
2. Utilize o código CÓDIGO*/Clique em “Continue with SSO”**
3. Registre-se usando seu endereço de e-mail de trabalho

*use o código de acesso exclusivo da sua organização

**somente para organizações com SSO

Images to attach

Select either the PNG version or PDF version. Once this has opened up in a new tab on your browser, right click the image then select "Save image as" to save the image.

[PNG version](#)

[PDF version](#)

The infographic is titled "Alcance suas metas de Ano Novo" and features the Intellect logo in the top right corner. It is divided into four colored sections, each with a specific goal and advice:

- Yellow section:** "Se for para... Se exercitar mais". Advice: "Comece com calma e crie consistência — experimente exercícios usando o peso do próprio corpo, como agachamentos, afundos e flexões, para fortalecer sua base e ir aumentando a intensidade gradualmente com o tempo." Includes a small icon of a person exercising.
- Green section:** "Se for para... Planejar melhor o orçamento". Advice: "Defina metas financeiras SMART (Específicas, Mensuráveis, Alcançáveis, Relevantes e com Prazo definido) e divida grandes objetivos ou gastos em etapas menores, facilitando o acompanhamento do progresso." Includes a small icon of a wallet and a calculator.
- Blue section:** "Se for para... Aprimorar o Autocuidado". Advice: "Anotar três coisas pelas quais você sente gratidão todos os dias para aumentar a felicidade, melhorar o sono e fortalecer a resiliência emocional." Includes a small icon of a person with a thought bubble.
- Pink section:** "Como a Intellect pode te ajudar". Advice: "A curadoria de conteúdos da Intellect abrange recursos sobre motivação, consistência e criação de hábitos. Converse com os profissionais da Intellect para criar um plano personalizado, superar desafios e manter a consistência." Includes a small icon of a person talking.

The bottom of the infographic features the URL "app.intellect.co" on a dark orange background.