87% of UK Professionals Pigeonhole Meditation as a "Sleep Aid," Risking Innovation and Resilience

Wednesday 7 January, 2026

FOR IMMEDIATE RELEASE: 07/01/2026

87% of UK Professionals Pigeonhole Meditation as a "Sleep Aid," Risking Innovation and Resilience

The Competitive Edge: Why UK Leaders are Overlooking a Key Performance Asset

Manchester, UK, 7th January 2026: A new report released today (https://www.klarosity.com/the-untapped-asset) reveals a startling "perception gap" in British business culture. While elite athletes and Silicon Valley executives increasingly rely on meditation as a cognitive strategy to reshape the brain and optimise output, the vast majority of UK business leaders fail to recognise its impact on professional performance.

The report, titled "The Untapped Asset: 2026 Perceptions of Meditation & Performance" was commissioned by klarosity (https://www.klarosity.com), a platform dedicated to meditation for high-performance environments. The findings indicate that while UK leaders face unprecedented pressure to innovate, they are ignoring one of the most evidence-based tools available to help them do so.

The Wellness Trap

The independent study of 300 UK professionals, managers, and C-Suite executives found that the business community overwhelmingly views meditation solely through the lens of wellness and relaxation, rather than cognitive training.

1. 87% of respondents associate meditation primarily with "Relaxation" or "Sleep".
2. Only 11% associate the practice with improving "Innovation".
3. A mere 4% see meditation as a tool for building "Leadership Skills".

The Science vs. The Perception

This widespread skepticism contradicts decades of neuroscientific research. The report highlights that meditation is not a passive act of "zoning out," but an active cognitive exercise that induces neuroplasticity, the brain's ability to reorganise itself structurally and functionally.

Contrary to the view that meditation is just for "calming down," the report cites evidence showing that consistent practice leads to measurable performance gains:

1. **Sharpened Decision Making:** MRI studies have shown that meditation can increase cortical thickness in the prefrontal cortex, the area of the brain responsible for executive function, planning, and complex decision-making.

2. **Resilience Under Pressure:** Research demonstrates that meditation practice decreases grey matter density in the amygdala, the brain's "fight or flight" center. This structural change correlates with a leader's ability to maintain cognitive control and lower reactivity during high-stress situations.

3. **Cognitive Focus:** Studies on meditation have shown that even short-term meditation practice significantly improves attention span and conflict resolution scores compared to relaxation training alone17.

The "Innovation Deficit"

Simon Jones, Founder & Managing Director of klarosity and externally accredited Meditation Teacher, comments:

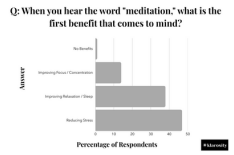
“In high-performance environments like elite sport, meditation is no longer viewed as a 'wellness perk'. It is deployed as a critical strategy to sharpen focus and build resilience. Our data shows that UK business

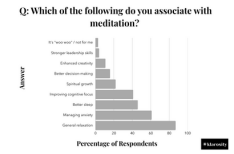
Media:



klarosity
Meditation for Performance







Related Sectors:

Business & Finance :: Education & Human Resources :: Health :: Men's Interest :: Women & Beauty ::

Related Keywords:

Cognitive Training :: Performance Meditation :: Leadership Skills :: Innovation Deficit :: Brain Plasticity :: Mental Fitness :: Executive Function :: UK Business C ::

Scan Me:

culture has not kept up. We are seeing a clear 'Innovation Deficit.' In an economy that demands creative solutions and strong leadership, it is concerning that 87% of professionals still associate meditation primarily with relaxation and sleep, rather than performance. By pigeonholing meditation as just 'relaxation,' British businesses are leaving a massive competitive advantage on the table".

About the Report

The full report, "The Untapped Asset: 2026 Perceptions of Meditation & Performance" details the specific barriers preventing professionals from adopting meditation and outlines the performance benefits currently being missed. It is available for download at https://www.klarosity.com/the-untapped-asset.

Methodology

The research was conducted via Prolific on November 17, 2025. The sample ($N=300$) consisted entirely of full-time employees within the United Kingdom, with a specific focus on decision-makers. The demographic split included 57.3% in leadership and management roles (C-Suite, Directors, Senior Managers) and 42.7% individual contributors.

About klarosity

klarosity is a meditation platform built for ambitious professionals, executives, and entrepreneurs working in high-performance environments. Unlike traditional wellness apps, klarosity focuses on the performance benefits of meditation. Through evidence-based teaching, the company helps high-achievers develop the focus, resilience, leadership, and creativity required to succeed in demanding careers.

Contact
Simon Jones DipBSoM, Founder, klarosity
Email: simon@klarosity.com
Website: www.klarosity.com
Phone: 07465 663 740

###

Company Contact:

klarosity Ltd.

T. 07465 663 740
E. simon@klarosity.com
W. https://www.klarosity.com

View Online

Additional Assets:
The Full Report - The Untapped Asset - 2026 Perceptions of Meditation & Performance

Newsroom: Visit our Newsroom for all the latest stories:
https://www.klarosity.pressat.co.uk