



VIRTUAL EVENT

TUESDAY 19TH NOVEMBER | 11:00 - 11:45 EST | 16:00 - 16:45 UK

# Prioritizing mental health & building a **wellbeing culture**

Developing practical strategies for HR leaders





# Overview

1. Understand the business case for prioritizing mental health in the workplace
2. Gain key strategies for building a holistic wellbeing culture (5 Step Model)
3. Explore self-care techniques
4. Leave with actionable insights and suitable resources

# The business case for MH

- Financial impact
    - Costs
    - ROI
  - Global Health & Trajectory
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# Executive buy-in for mental health initiatives

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- Highlight the financial impact
- Connect employee wellbeing to key business outcomes (e.g., increased productivity, enhanced retention, customer satisfaction)
- Align with strategic goals (e.g., sustainability, talent attraction)
- Emphasize the growing responsibility of leadership

# Costs

- US: poor mental health costs businesses approximately \$300 billion annually
- Globally: estimated to exceed \$1 trillion per year in lost productivity.
- Investing in mental health see a return of \$4 for every \$1 spent (some with returns as high as \$5 to \$6 in reduced absenteeism, improved productivity, and lower turnover).
- Financial impact of poor employee mental health increased by 16% since 2017 (mainly driven by presenteeism).
- Trajectory: by 2026 wellness programs are expected to exceed \$94.6 billion yet mental health challenges continue to rise globally.

# So how do we prioritize mental health and build a wellbeing culture?

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# Step 1: Understand your workforce

1. Thriving
2. Struggling
3. In Crisis

A successful program must cater to all three group, recognizing the mental health continuum

## Step 2: Assess needs and engage employees

Gather input from as many employees as possible (at all levels)

What's working, what's missing, and how to bridge the gaps.

Many mental health programmes suffer from low engagement  
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It's about designing tailored, more accessible and appealing initiatives.



# Step 3: Take a broader view

While mental health is the focus, it's essential to examine broader organizational factors that can influence wellbeing:

- Leadership styles and commitment
- Organizational culture
- Systemic challenges (e.g., discrimination and stigma)
- Workplace dynamics
- Policies and procedures

## Step 4: Analyze and act

Work with diverse  
group of stakeholders  
to analyze findings

What supports MH  
(protective factors),  
what hinders it (risk  
factors)?

Based on these insights,  
establish guiding  
principles for your MH  
Strategy (e.g., prevention,  
protection, and  
promotion).

Resulting actions should  
target three levels:

- Individuals
- Leaders
- The Organization

## Step 4: Analyze and act

### Holistic integration:

- Individual
- Interpersonal
- Organizational

### Individual:

- Tools and resources for personal wellbeing

### Interpersonal:

- Foster strong, supportive relationships and collaborations.
- Train leadership/management (awareness, psychological safety)

### Organizational:

- Address systemic issues
- Flexible options, job crafting, job demands-resources

# Step 5: Promote, evaluate, and evolve

- To ensure engagement create a clear communication plan highlighting benefits and availability
- Regularly evaluate its impact via feedback
- Create support networks
- Embed MH in everyday operations

# Prioritizing Your Wellbeing as an HR and TA Leader

Set boundaries

Leverage available resources

Delegate and share responsibility

Prioritize self-care

Seek peer and professional support



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# Setting good foundations

The power of timeout and putting yourself first



# Putting yourSELF first

Sleep

Eating and Exercising

Love, connection

Fun, flow

# Making self-care a habit

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- Start small
  - a. make it easy
  - b. reward yourself
  - c. track your progress
  - d. find a support system
- Understand Your Needs
- Don't Compare
- Practice Self-Compassion
- Give Yourself Permission

It takes around **8 weeks** to build a new habit, so be patient and consistent!



# Key Takeaways

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1. Understand your workforce (organizational mental health audit; gap analysis)
2. Assess needs and engage employees (design small, manageable initiatives; pilot programmes; regular check-ins)
3. Take a broader view (leverage external support; partner with mental health experts; EAPs and counselling services)
4. Analyze and act
5. Promote, evaluate, and evolve

Last but not least look after yourSELF!

# Ways to continue the conversation

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Regular workshops, webinars, and training

Wellbeing days

Open-door policies

Feedback loop

Commitment today

# Use of professional services to build sustainable change

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- Partnering with mental health experts like **Positive Psychology for Life (PPFL)** can provide the expertise and resources to design sustainable mental health initiatives that fit your unique organizational culture.
- At *PPFL*, we specialize in creating tailored mental health and wellbeing programs that focus on building positive, resilient workplaces through evidence-based practices like emotional intelligence enhancement programmes, resilience training, and strengths-based coaching.
- **tyllr** is a self-care and personal growth platform for managers.



We focus on building what's right, rather than only fixing what's wrong  
Incorporating services from us can help build a strengths-based culture where  
employees thrive.

Get in touch





THANK YOU

# Q & A

