



**THE 5**  
**SECRETS TO**  
**HIGHLY**  
**PROFITABLE**  
**CORPORATE**  
**MENTAL**  
**HEALTH**

Implement them when facilitating  
a process with your customers

**WeFocus**

# THE CHALLENGE

The cost of ignoring Mental Health in the workplace is very high. Over the years, as the modern society has put its mark on us - executives are becoming more and more aware and interested in mental health in the workplace.

91 million workdays are lost in the UK due to symptoms of bad mental health and it cost the economy approx. £70 billion annually.

# CORPORATE CONSEQUENCES

Bad mental health is bad business for your customers. When you are stressed or have bad mental health you become disengaged, have a low productivity level and focus. A classic example is from an engagement survey among many organizations that concluded the fact that 80% of employees go to work with their arms and legs, 15% go to work with their arms, legs and head and 5% go to work with their arms, legs, head and heart.

Think of it this way: there is an empty box in the middle of the hallway at the office. 80% will walk right by it, 15% will move the box and only 5% will take the time to think about why the box is even standing in the middle of the hallway. As business owners Corporate Mental Health can increase profit, motivation, innovation and productivity.

# THE 5 SECRETS

## #1 Motivation

As consultants, when working with increasing Corporate Mental Health, it is important that it is motivating for the employees to implement and work with mental health in their daily lives. Employee motivation is a critical aspect of the workplace which leads to the performance of the single departments and the company.

Motivated employees are more productive, so it is a win-win situation to make Corporate Mental Health attractive and motivating to the employees. From our experience the most motivating factor in working with Corporate Mental Health is that it increases work-life balance and in that way, the employees get more quality time with their families and have more energy to stay focused and productive at work.





## #2 High confidence

Often when employees have to undergo change, they can become stressed and uncertain about what the future holds. It is therefore important as consultants that we constantly support and make the employees confident in the fact that they will achieve their goals with Corporate Mental Health.

It works as a self-perpetuating factor which strengthens the employee's ability to reach their goals, both in the process that you facilitate, but also when it comes to aspects such as their work-life and private-life.



## #3 Clear objectives

Together with the people that we create the process with, we have to set clear objectives for what is going to happen, when and why in order to eliminate uncertainty. For example, when working with work-life balance, here it is good to start with defining what work-life balance is for them? And from this you can help define what you as a consultant should do throughout the process.

It also gives you a clearer vision and more correct evaluation of what is expected from the process and thereby it is easier for you to document and show your results on the objectives that you decide upon with your client.

Customers who can feel and see the results documented in front of them are also more likely to purchase a service or product from you again.



## #4 Regular routines

Imagine the formula 1 driver, a professional mental high performer. The reason why a formula 1 driver can drive his racing car with 300 km/h and speak to his team manager at the same time is because he has spent years on building a routine around driving a racing car!

If you as a consultant succeed with creating regular routines in collaboration with the individual employee on how to solve different tasks, then the employee will experience a higher energy and focus to solve their tasks.

By knowing exactly how to build a routine around a specific task the employee will also experience a surplus and bigger overview which creates both the small and big improvements in mental health.

# #5 A sharp arousal control

It is very different how low or high our arousal level should be in order for us to execute a specific task successfully. One thing is for sure, your arousal level is high right before a job interview or the annual salary negotiation.



It is important that we teach the employees how to understand why they are reacting a certain way in a specific situation. “Why I am talking so fast when I get nervous?”, “Why can’t I listen to my colleague while I am busy?” An effective tool for this is teaching strategies of arousal control which have their roots in both psychology and neuroscience.



# The Finale: Your business, your customer's businesses and the society

As a consultant you can use these 5 factors of mental high performance when you are facilitating a process where there is a focus on Corporate Mental Health. It will definitely create a stronger position for you in that field both at your existing and potential customers.

By creating a focus on Corporate Mental Health, you can profit highly from it because the potential and need is so big, but you are also working on solving a huge societal problem.

You can make your customers stand stronger and increase both their revenue and business.

You can offer a unique perspective on Corporate Mental Health and something valuable to your customers.

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