

# “Mental Health as the new KPI for Business”

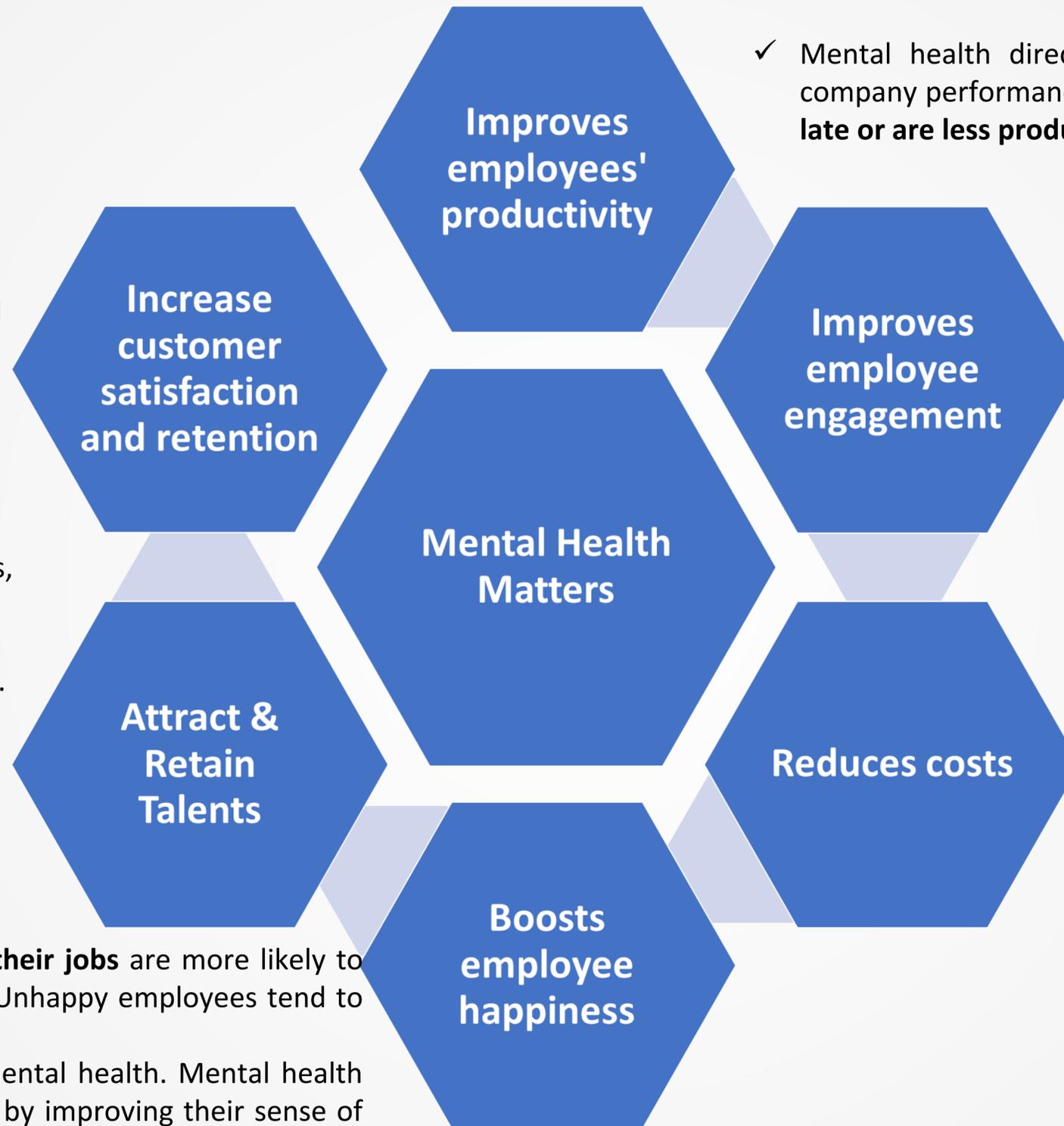
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# Why Mental Health is important for Business?

- ✓ **Customers** will pay a premium price of up to 13% - sometimes even 18% for luxury and indulgence services when they know their satisfaction is guaranteed and that the brand values them. The **heart of CX is empathy** and you need to have **mentally healthy employees** for that (Incept, 2022).

- ✓ Unhappy employees tend to leave companies, resulting in **companies losing talents**.
- ✓ **Gen Z employees** seek for companies with **caring, friendly** and **social conscious** cultures.
- ✓ **Burnout** and **lack of work-life balance** is the key reason Gen Z would quit their job.

- ✓ Employees who are **happy and satisfied with their jobs** are more likely to be **productive and stay** with their companies. Unhappy employees tend to leave companies.
- ✓ **Happiness** at work is an important factor in mental health. Mental health initiatives can help **boost employee happiness** by improving their sense of self-worth, increasing social support, and providing a sense of purpose.



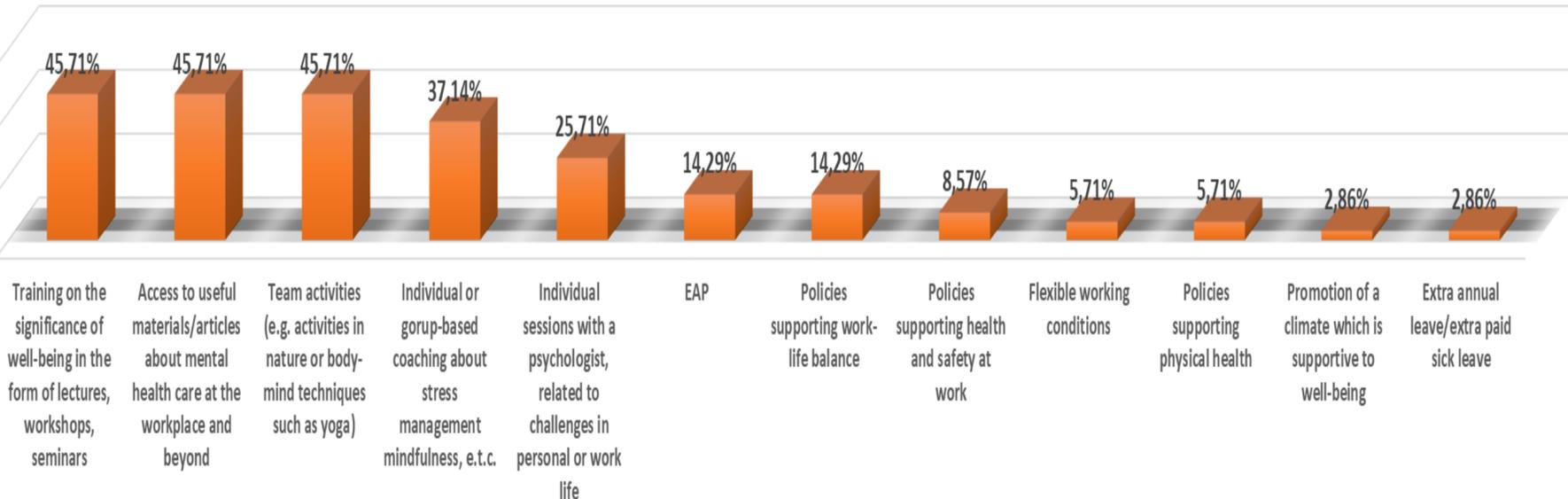
- ✓ Mental health directly impacts an **employee's productivity** and overall company performance, due to employees who are **absent from work, arrive late or are less productive** when they are at work.

- ✓ **Engaged employees** are **21% more productive** than those who are not engaged (Gallup, 2021).
- ✓ **Positive mental health** and the **prevention of mental illness** have emerged as important objectives in **improving employee engagement**.

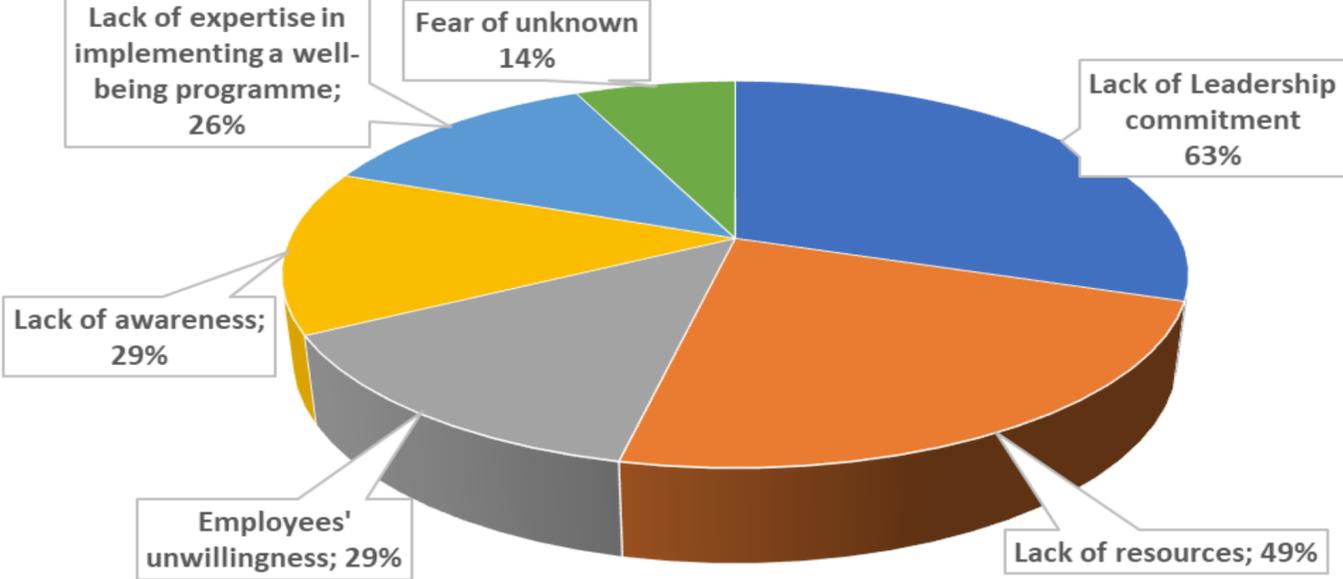
- ✓ Globally, an estimated **12 billion working days** are **lost every year to depression and anxiety** at a cost of **US\$ 1 trillion per year** in lost productivity (WHO, 2022).
- ✓ **"Mental disorders** are the leading cause of **work-related disability and accidents** (*National Institute for Occupational Safety and Health*).
- ✓ While there are variations depending on company, industry, and role, the **average cost of replacing** an individual employee is conservatively estimated to be **150% of their annual salary** (Gallup, 2016).

# What Greek Companies DO about Mental Health? (Thrive @Work Project)

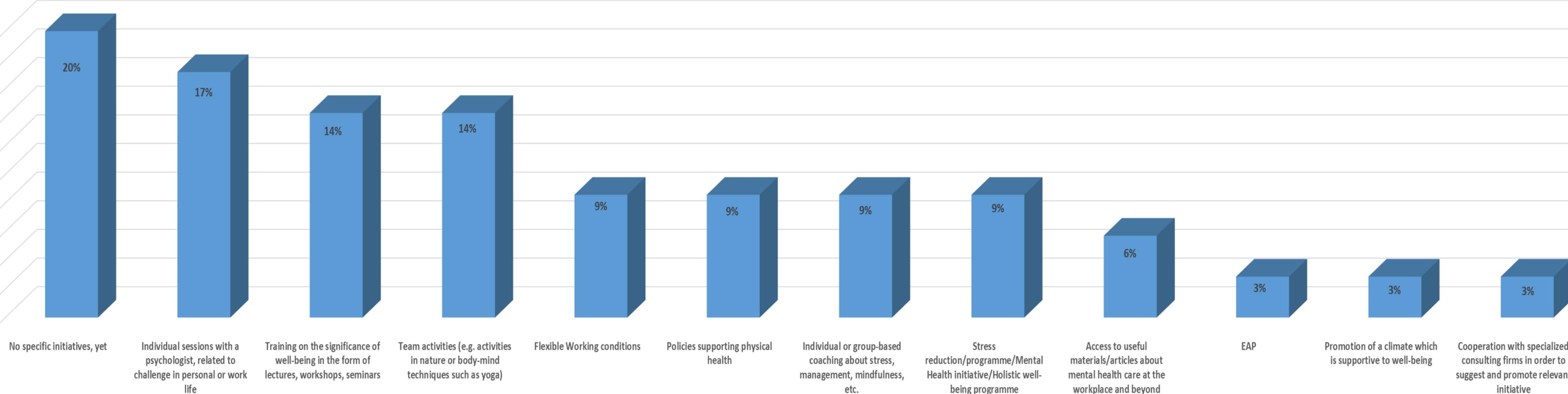
Initiatives/programmes/actions/processes that have been implemented the last 5 years



What are the obstacles?



Initiatives/programmes/actions/processes that you are planning to undertake the next 2 years

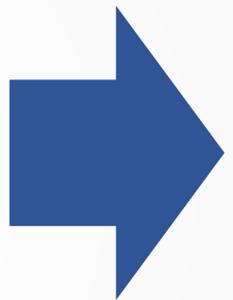
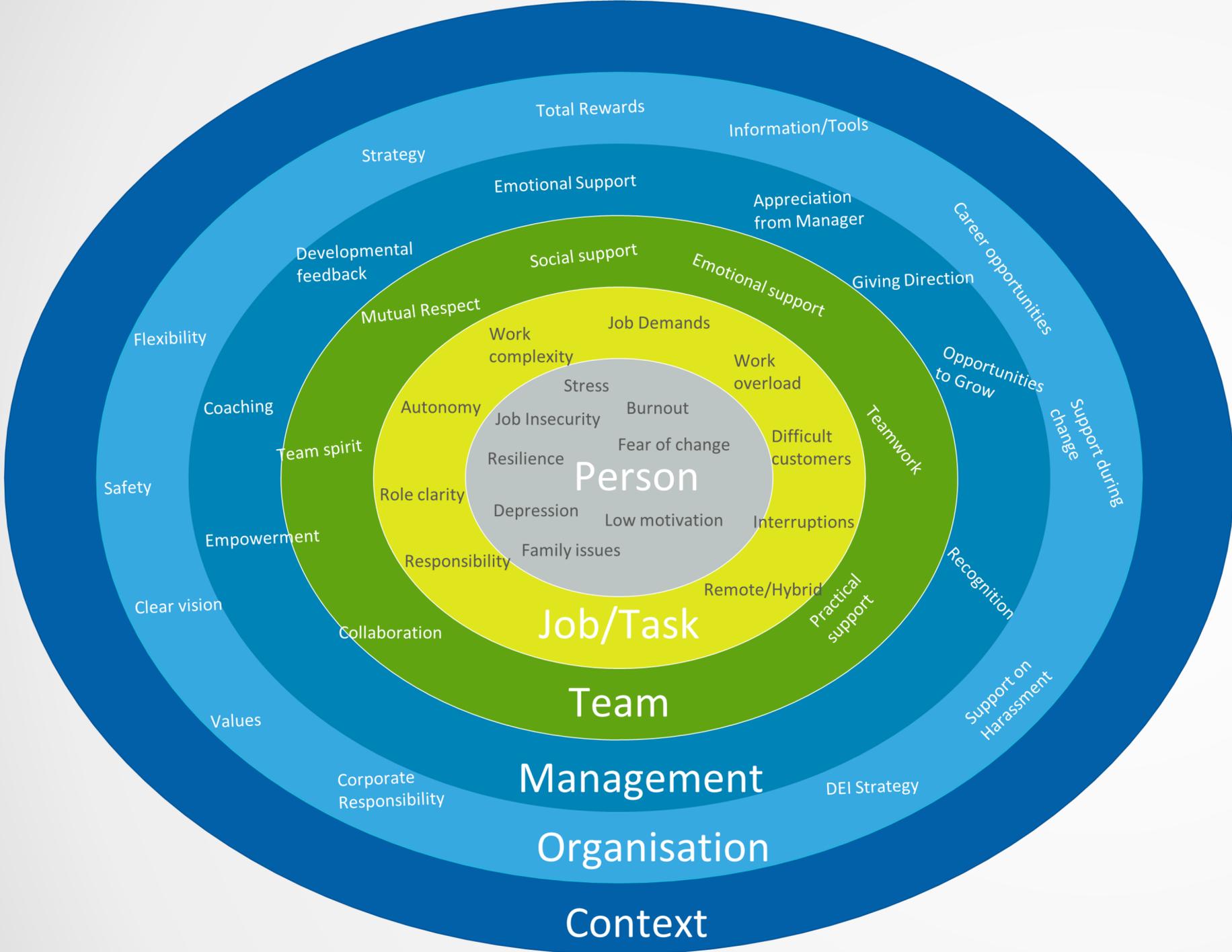


Only 55% of companies globally have a wellbeing strategy!

**Mental health interventions** can help improve employee engagement by improving communication, increasing trust, and creating a sense of community... but only for a short-time.

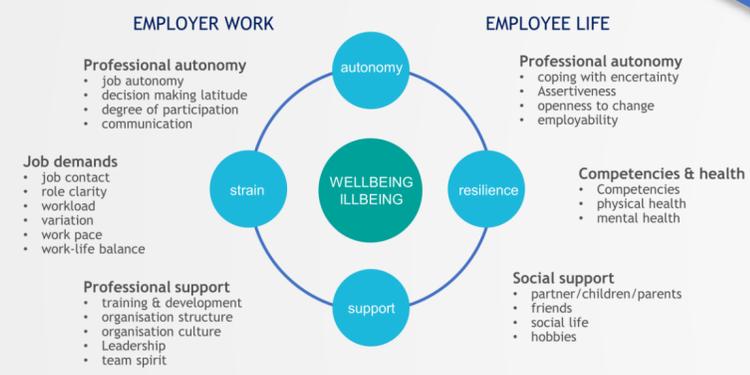


# Human factor at the center of the strategy, REFLECTING/EMBRACING THE PERSON AS A WHOLE



# A to Z guidance for an integrated well-being Strategy...

## PILLAR 2 Evaluation of risk factors and best practices within the organisation



## PILLAR 1 Strategic focus

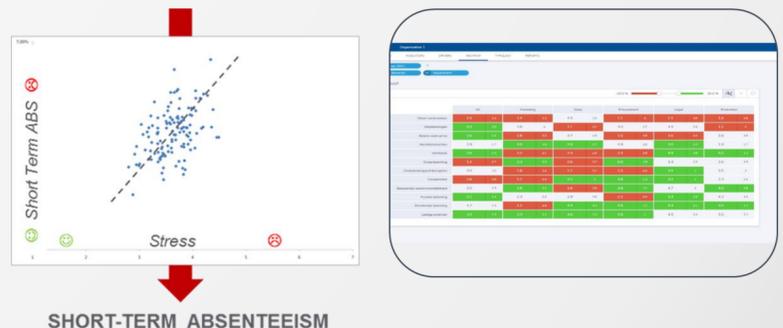
- 5 Specific strategic focuses
- Differentiation** Attract and retain employees
  - Performance** Optimise productivity, efficiency, quality, etc
  - Cost** Minimise absenteeism and presenteeism
  - Risk** Compliance, risk and image management
  - Added value** Attract and retain employees

## PILLAR 3 Support services for organization, management and employees

Prevention level	Employees		Facilitators		Organisation
	Individual	Group	Individual	Group	
<b>Primary</b>	E-mental health tools	Psycho-education	Management coaching	Psycho-education	Strategic projects: Change Culture Leadership Absenteeism Well-being Team performance
<b>Secondary</b>	EAP Stepped Care	Team interventions Workshop/Training	Management coaching	Workshop/Training	
<b>Tertiary</b>	EAP Case management long term absence	Supervision Mediation	Management coaching	Intervention/Supervision	

## PILLAR 4 Implementation and integration of desired actions e.g., EAP, Training, coaching, Mentoring

## PILLAR 5 Measuring and monitoring of the new reality



# ...to manage change and create the new culture...





THANK YOU!

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