

# Mental Health Champions

*A Strategic Solution for Workplace Wellbeing*

Equip your people.  
Empower your culture.  
Lead with care.



# Equip Your Organisation to Lead a Culture of Wellbeing

In a world where stress, burnout, and poor mental health are on the rise, ticking a box with reactive training isn't enough. What organisations need is a proactive, ongoing solution that embeds mental wellbeing into the DNA of the workplace.

That's where our Mental Health Champions (MHC) programme comes in.

*This is more than a one-off course. It's a culture shift.*

Delivered globally by International Wellbeing Insights, MHC is a strategic, preventative approach that empowers selected employees to become advocates and champions for positive mental health within their teams. These individuals are not therapists—but they are trained to recognise early signs of distress, start supportive conversations, and connect colleagues with the right resources before things escalate.

## **In summary:**

### **The Mental Health Champions (MHC) Programme**

- **A strategic, preventative solution designed to embed mental wellbeing into the workplace.**
- **Delivered globally by International Wellbeing Insights.**
- **Supports early intervention, proactive mental health culture, and peer-led wellbeing.**
- **Not therapy—Champions are trained to spot signs, start conversations, and connect to support.**



# Why Mental Health Champions Is the Future of Workplace Wellbeing

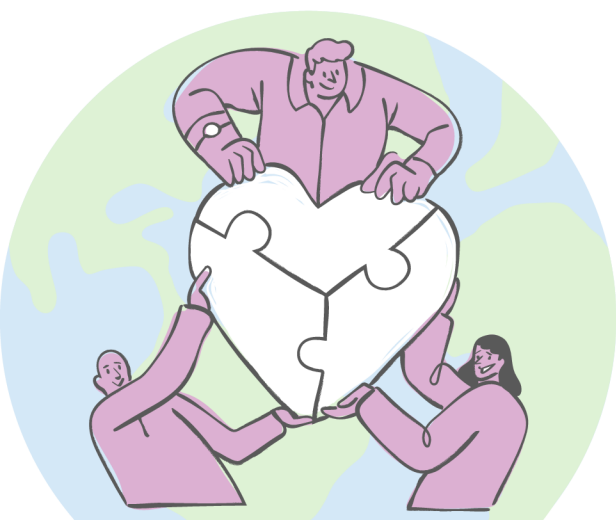
Right now, 1 in 4 of your employees is struggling with their mental health. More than 70% won't speak up. And your business is already paying the price—in absenteeism, presenteeism, disengagement, and quiet quitting.

Let's face it: most workplace mental health initiatives don't go deep enough. A poster or a one-off session won't prevent burnout. It won't support someone in crisis. And it definitely won't change your culture.

Mental Health Champions is a transformative, culture-shifting approach to mental health and psychological safety in the workplace—trusted by global leaders like Mars, Adecco, Avetta, and Philips. That means we are experienced at delivering programmes globally and at scale.

We don't just raise awareness—we create a visible, empowered network of trained team members who:

- ✓ **Spot early warning signs before crises escalate**
- ✓ **Have difficult conversations with confidence and compassion**
- ✓ **Connect colleagues to the right support early**
- ✓ **Foster trust and psychological safety across your culture**



# What Sets Mental Health Champions Apart

The MHC programme takes a sustainable, proactive, culture-driven approach to workplace mental health, embedding wellbeing into daily operations. Unlike traditional programmes which focus on crisis response, MHC empowers employees with practical tools, ongoing support, and a structured framework for long-term impact. This is why leading companies like Philips and Mars have adopted MHC to create a healthier, more engaged workforce.

## Key Advantages of Mental Health Champions Over MHFA:



### Real-Life, Practical Tools

Champions receive structured, practical frameworks like the Wellbeing GPS, Bridge Analogy, and H.A.R.D. Conversations



### Proactive & Preventative Training

Embeds mental health as an ongoing priority, driving long-term cultural change



### Ongoing Support and Supervision

Monthly check-ins, quarterly debriefs, annual refreshers, and expert mentoring ensure sustained impact



### Customisable for Your Needs

Tailored to reflect your organisation's policies, structure, and sector



### Health and Wellness Support

Delivered in multiple languages (English, Spanish, German, Dutch, Portuguese, and more)  
Culturally adaptable and globally trusted



### Integrated Support Pathways

Champions actively promote existing support resources (e.g., EAPs), increasing early intervention

# Why Ongoing Support & Supervision Matter

The MHC programmes ensures Champions receive continuous development and guidance, including:

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## Monthly Check-ins

Regular support sessions to discuss challenges, share experiences, and receive guidance.

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## Quarterly Debrief Sessions

Structured reviews to assess effectiveness, address challenges, and reinforce best practices.

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## Regional & Global Check-ins

Tailored support based on team dynamics and cultural differences.

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## Coaching & Mentoring

Ongoing one-to-one and group support to refine skills and build confidence.

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## Digital Support Hub

A central hub for best practices, knowledge sharing, and continuous learning resources.

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## Annual Skills Development Sessions

Ensuring Champions stay current with mental health strategies, keeping their skills sharp and relevant.



# The Tools Behind the Transformation

Mental Health Champions use simple, powerful frameworks to take action. Our proven methodology includes:

## The Wellbeing GPS



Guides employees in mapping out their personal and professional wellbeing journey, navigating mental health conversations with confidence.

## The Bridge Analogy



Helps employees recognise stress limits in themselves and colleague, moving from struggle to support.

## H.A.R.D. Conversations



A structured approach to engage in difficult conversations with empathy and skill.

## Empathy Mapping & Rapport Building:



Strengthens meaningful connections and early intervention efforts.

## IDEALS Methodology:

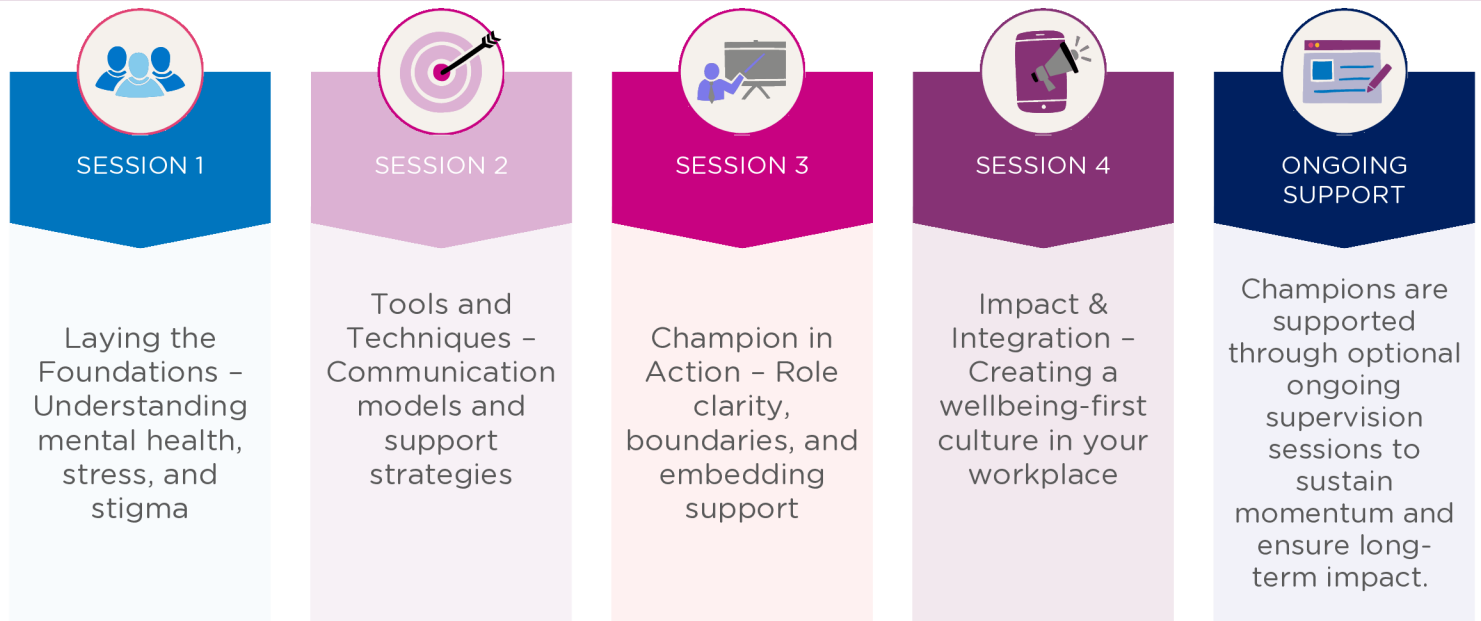
- Identify
- Develop rapport
- Engage
- Actively Encourage
- Listen without judgement
- Safeguard, support & follow up

These tools are offered through an engaging, practical and reflective learning experience, helping Champions feel confident and empowered to act—not just trained in theory. **PLUS:** Monthly meetings and ongoing support and supervision ensure your Champions stay confident and effective long after training ends.



## How It Works: Structure & Format

The Mental Health Champions programme runs across four engaging sessions over 1-4 weeks, each lasting 2.5 hours, delivered virtually or in person.



## Here's what happens next:

**Week 1-2:** We assess your current mental health landscape and customise the programme

**Week 3:** Launch with your selected champions cohort

**Week 4-15:** Deliver core training with practical application between sessions

**Month 4+:** Ongoing supervision and culture integration support

**Within 6 months:** You'll have a network of confident, skilled champions driving positive change across your organisation

# Your Programme, Your Way

By choosing Mental Health Champions, your organisation is investing in a sustainable, proactive, and impactful mental health strategy—one that moves beyond crisis response to create a thriving, mentally healthy workplace. We will be happy to tailor an implementation plan based on your company's specific structure and challenges.



We offer delivery models that work for organisations of all sizes:

- Virtual, in-person, or blended formats
- Scalable global rollout for multi-region teams
- Multilingual delivery with cultural sensitivity
- Suitable for SMEs to multinational corporations
- Can be embedded within existing wellbeing strategies
- Optional recorded content for flexible or educational settings

## The Core Objective: Embedding a Sustainable Mental Health Culture

The ultimate goal of Mental Health Champions is to shift mental wellbeing from an HR-led initiative to a company-wide business priority. MHC achieves this by:

- **Fostering a Culture of Openness & Psychological Safety:** Normalising conversations around mental health without fear of stigma or judgment.
- **Focusing on Early Intervention & Prevention:** Equipping Champions to Identify and address early signs of stress, burnout, and mental ill-health before they escalate.
- **Improving Employee Wellbeing & Productivity:** Reducing absenteeism, presenteeism, and staff turnover by creating a more engaged, resilient workforce.
- **Strengthening EAP Utilisation & Support:** Pathways Ensuring employees access and are comfortable using available mental health resources.
- **Developing Mental Wellbeing Leadership:** Training Champions to drive lasting change across the organisation.



# Programme Structure & Journey

## Core Programme

- 4 x 2.5-hour sessions delivered over 1–4 weeks
- Interactive, reflective, and practical
- Led by qualified stress management and wellbeing professionals

## Session Breakdown:

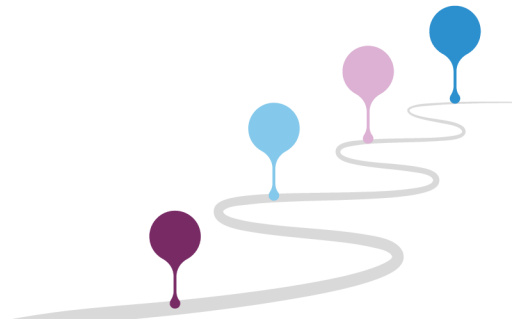
- Laying the Foundations – Understanding mental health, stress, and stigma
- Tools and Techniques – Communication models and support strategies
- Champion in Action – Role clarity, boundaries, and initiating dialogue
- Impact & Integration – Building a wellbeing-first culture, remote support, and effective signposting

## Ongoing Support:

- Monthly supervision and coaching
- Global peer network and debriefs
- Annual skills development sessions
- Central digital hub with resources and best practice sharing



# Implementation Timeline



Week 1-2



**Assess your organisation's current mental health landscape**

Week 3



**Launch your first Champions cohort**

Weeks 4-15



**Deliver core training and support practical application**

Month 4+



**Continue support through ongoing supervision and integration activities**

Month 4+



**A confident, connected Champion network begins shifting your workplace culture**

# Measurable Impact & ROI

## Real Impact. Real Results.

We don't just train—we measure:

### Organisations report:

- Significant drop in mental health-related absence
- 15-40% increase in EAP utilisation
- 99% recommend the programme to peers
- 85% of Champions feel confident supporting colleagues after 6 months
- 300–500% return on investment within the first year

### KPIs We Track:

- Absenteeism and presenteeism
- Champion engagement and activity
- EAP utilisation
- Psychological safety and engagement scores
- Retention and wellbeing sentiment

Custom KPI tracking tools are available to measure long-term cultural impact.



## Challenge

- 150,000+ associates worldwide
- Multinational presence in EMEA, LATAM, Asia, and North America

## Our Partnership

- Delivered MHC aligned with their "Be Well Together" framework
- Regional adaptations to meet cultural and language needs
- Integration with internal support systems (e.g., EAP)
- Ongoing supervision and refresher sessions

## Outcomes

- Improved team cohesion
- Greater wellbeing leadership
- Embedded Champion communities across the globe

## What Mars Says:

"We now talk about our minds as 'bridges,' ask each other how we're really doing, and offer support that truly lands."

— Anne, MARS, Middle East Africa

"IWI didn't just deliver training — they partnered with us. They challenged us, understood us, and co-created something we now consider essential to our culture."

— Julie, MARS, Global Health and Wellbeing Specialist

# Client Testimonials



"This programme gave me the confidence to speak about mental health at work and beyond. It highlighted why we need to change the way we view and talk about mental health—and showed me how to make it okay to not be okay. The skills I gained help me support colleagues, friends, and family. I highly recommend it."

**Floor, AniCura, Netherlands**

"IWI didn't just deliver training — they partnered with us. They challenged us, understood us, and co-created something we now consider essential to our culture. They're fast, thoughtful, and the ideas never stop flowing."

**Julie, Mars, Global Health and Wellbeing Specialist**



I cannot say enough about the Mental Health Champion programme. Participating in it has equipped me with skills I didn't know I didn't have! The training provided me with actionable things to do when colleagues are struggling and realising that no one is alone on their journey. I now use these strategies daily when interacting with friends, family, co-workers, and even people I don't know well.

**Melissa, Philips**

"A fantastic programme and one to most definitely not miss out on. I found this extremely useful and a real eye opener. It has helped and encouraged me to give the best support and advice whilst being there for my colleagues, friends and family.

**Bianca, One Consulting Group**



"This has changed the language we use — we now talk about our minds as 'bridges, ask each other how we're really doing, and offer support in ways that truly land. The MHC community at Mars is making a difference every day."

**— Anne, MARS, Middle East Africa**

# Ready to Make a Difference?

Every week you delay, more of your people are struggling in silence. But every Champion you train becomes a beacon of hope—someone who can spot problems early, offer genuine support, and help create the psychologically safe workplace your people deserve.

Let's talk.

**Book a Discovery Call:** 020 3142 8650

**Email:** [info@stress.org.uk](mailto:info@stress.org.uk)

**Learn more:** [www.wellbeing.work](http://www.wellbeing.work)

We adapt to you — your people, your sector, your culture

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- Virtual, in-person or hybrid
- Multilingual, global rollout capability
- Suitable for SMEs to Fortune 500s

*Empower people. Shift culture. Sustain change.*

