

SPEAK[®]

Mental Wellbeing
Point of difference



1. Real costs	1.5 hours training time. Minimum impact on business in cost to deploy and implement
2. Psychological safety	Practical corporate approach; avoids clinical focus on disorders
3. Branding (optional)	Creates buy-in and ownership
4. Acronym	Powerful acronym that mitigates stigma
5. Systemic organisational impact	Facilitates a positive culture shift for 'whole of organisation' towards a high performing culture
6. Relevant for senior leaders	Scientific, evidence based with detailed referencing
7. Individual coaching support (optional)	One on one sessions support practical application
8. Easy to use Program Booklet	Succinct and easily accessible information
9. Integrates well with other programs	Works well with other mental health programs
10. Highly trained facilitators	Over 30 years' experience
11. Train the Trainer (optional)	Ability to expand across the organisation: national and global level
12. Rigorous program development Governance	Evidence based research; peer reviewed with subject matter experts
13. National and international award finalist	Finalist across the globe

1. Real costs - 1.5 hours training time. Minimum impact on business in cost to deploy and implement

Difference	Description	Advantage												
Minimal business impact: Training	<p>1.5-hour training time (no pre coursework required).</p> <p>Minimal time investment required for the participant to master the program.</p> <p>1.5-hour personalised coaching support (where necessary).</p>	<p>Significant difference in mitigating business impact.</p> <p>Minimal time taken out of business for training participation. 1.5 hours vs other courses that range between half to two days training time.</p> <p>Recovery of 1.5 hours of work time over five days may be easily achieved.</p>												
1.5 hours to deploy	<p>Less cost to deploy, given minimal time taken out of the business for training participation.</p>	<p>Wage cost comparison for partner on \$650,000.00 to attend course:</p> <table border="0"> <tr> <td>SPEAK</td> <td>\$493</td> </tr> <tr> <td>Other courses</td> <td>\$1,233 (half a day)</td> </tr> <tr> <td></td> <td>\$4,935 (two days)</td> </tr> </table> <p>Wage cost comparison for employee on \$80,000.00 to attend course:</p> <table border="0"> <tr> <td>SPEAK</td> <td>\$92</td> </tr> <tr> <td>Other courses</td> <td>\$242 (half a day)</td> </tr> <tr> <td></td> <td>\$615 (two days)</td> </tr> </table> <p>Cost comparison does not include dollars lost from fee earning employees.</p>	SPEAK	\$493	Other courses	\$1,233 (half a day)		\$4,935 (two days)	SPEAK	\$92	Other courses	\$242 (half a day)		\$615 (two days)
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Minimal business impact to implement process	<p>SPEAK's goal is to triage quickly to professionals.</p>	<p>Mitigates excessive investment of time by participant and leader (referrer)</p>												

2. **Psychological safety - Practical corporate approach; avoids clinical focus on disorders**

Difference	Description	Advantage
<p>Framework considers psychological safety</p>	<p>Does NOT provide training on specific mental disorders.</p> <p>The program focus is about identifying Signs® an individual is experiencing a mental health concern and to facilitate prompt triage to professionals (where necessary).</p>	<p>Focus is on the Signs® an individual is experiencing a mental health concern not specific mental health disorders. This facilitates psychological safety by mitigating leader pathologizing self and colleagues.</p> <p>Mitigates therapeutic conversations in the workplace.</p> <p>Training on specific disorders may cause more harm than good.</p> <p>Maintains program focus of referral to professionals.</p> <p>Less impact on business: less time spent thinking about and/or ascertaining disorders.</p>
	<p>Non clinical focus</p> <p>Process focused on 'getting help', rapid triage / referral.</p>	<p>SPEAK provides training that supports a referral process.</p> <p>Leaders are equipped to navigate affected employees onto professional help.</p> <p>The program and language used teaches the leader and employees to facilitate a prompt referral process and not to act as a counsellor (conduct clinical conversations) and/or to attempt clinical diagnosis.</p>
	<p>Pre course considerations.</p>	<p>Human resources to consider the impact of participating in the SPEAK program on participants with a background of mental health concerns and/or currently impacted by mental health concerns.</p> <p>Considering privacy issues, impact of employee attendance to be discussed with the SPEAK® Facilitator.</p>
	<p>Co facilitator assigned that is internal to organisation: Head of HR or Wellness Head to manage/ follow-up to ensure participants/ leaders are not adversely impacted by the program.</p>	<p>Rigorous follow-up post program to ensure participant psychological safety.</p>
	<p>Responsibility on individual for their recovery.</p>	<p>The considered questioning process places the responsibility on the individual employee for their own recovery.</p>

3. Branding (optional) - Creates buy-in and ownership

Difference	Description	Advantage
Demonstration of management's commitment to the wellbeing of staff	<p>SPEAK is customised for your firm/ organisation.</p> <p>Customisation includes:</p> <ul style="list-style-type: none"> - organisation's name; - relevant leader sponsorship; - organisation's values; and - organisation's colour palette 	Creates buy-in and ownership, by whole of organisation.
COVID 19 customisation	Program customised for virtual deployment given COVID-19 restrictions.	<p>Can be delivered remotely.</p> <p>Mitigates requirement to travel.</p> <p>Supports and normalises psychological impacts of COVID-19.</p>
Marketing with clients	That the organisation supports the health of their employees.	<p>Creates client confidence that consultants are supported with respect to their mental wellbeing and are mentally healthy.</p> <p>Market leverage.</p>

3. Optional - Branding Includes

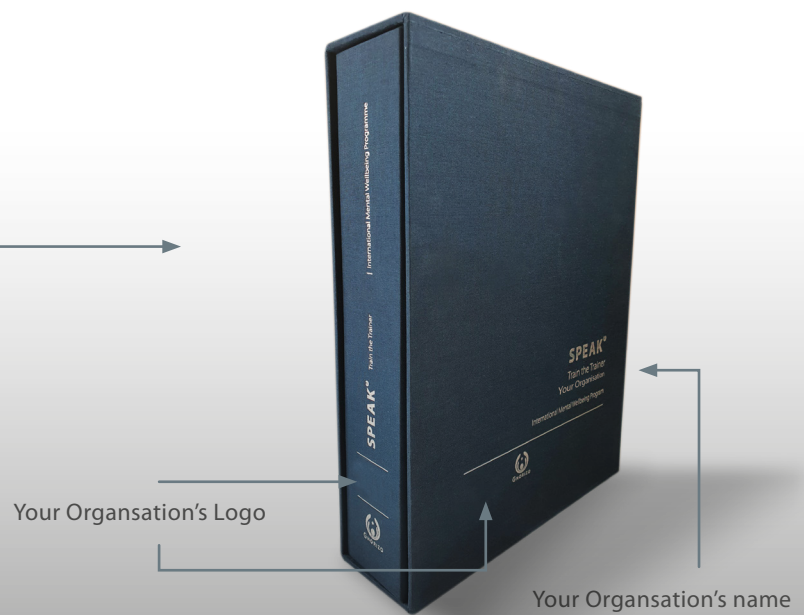
SPEAK Program Booklet



PowerPoint Presentation



Train the Trainer Pack



4.	Acronym - Powerful acronym that mitigates stigma	
Difference	Description	Advantage
SPEAK Acronym®	Easy to remember.	Creates a culture shift: catalyst for culture change.

5.	Systemic organisational impact - Facilitates a positive culture shift for 'whole of organisation' towards a high performing culture	
Difference	Description	Advantage
Leader led orientation	Supports leaders to understand, initiate and role model effective mental health wellbeing practices.	Top-down approach for supporting mental wellbeing within the firm/organisation. Framework provides leaders and employees with an easy to use support base.
Does not include training on specific mental health concerns	Focus on getting help (triage process) and identifying the Signs®, not on specific mental health disorders which may facilitate labelling.	Mitigates stigma. Normalises the Signs® and that employees may feel stressed. The quality of the conversations facilitated by SPEAK are about support and triage, not about diagnosis.
Corporate focus	Language and examples used applicable to the workplace.	Creates relevance and buy-in.
Trains groups within the organisation	Allows for the discussion of organisational systemic issues.	Identifies and reports on systemic issues.
Short training time	Easy to expand throughout the organisation.	Easily creates a cultural shift to reduce stigma and efficiently manage mental health concerns.

6. **Relevant for senior leaders - Scientific, evidence based with detailed referencing**

Difference	Description	Advantage
Program relevant for C Suite and senior leaders	SPEAK is a sophisticated, scientific program that informs and supports high performing leaders.	<p>Identifiable for high performers and senior leaders.</p> <p>Program content is clear, concise, and accessible allowing less impact on time executive allocates to the training.</p> <p>Provides scientific information: highly referenced increasing program credibility and thereby leader buy-in.</p> <p>Succinct and to the point.</p> <p>Empowers senior leaders to have a strategic eye on their employees.</p>
Applicable to Australian and international leaders	References to local and international evidence-based research and data.	Program can be deployed nationally and internationally, thereby provides a consistent approach across the organisation.
SPEAK [®] facilitates awareness for senior leaders to quickly assess and manage a situation	Does not leave management of concern to front line employees who have very little authority to support affected employee within the organisational context.	Staff feel supported and understood by senior leaders/ management: creating trust; the basis of a high performing culture.

7. **Individual coaching support (optional) - One on one sessions support practical application**

Difference	Description	Advantage
Specific coaching	Upon completing the SPEAK program, leaders may be allocated a coach to discuss specific workplace concerns.	<p>The leader gains knowledge and support on mental health issues relevant to their specific workplace needs.</p> <p>Reinforces learning and/or message.</p>

8. Easy to use Program Booklet - Succinct and easily accessible information

Difference	Description	Advantage
<p>SPEAK[®] Program Booklet</p>	<p>SPEAK provides leaders and employees with easy to use guidelines, strategies and resources for understanding, identifying, responding to and managing individual mental health concerns, and supporting mental wellbeing across the organisation.</p> <p>Comprises high quality, comprehensive information that is easily accessible.</p>	<p>Clear, easy to use strategies and guides.</p> <p>Examples used relate specifically to managing mental health in the workplace.</p>
<p>Language</p>	<ul style="list-style-type: none"> • Engaging; • Succinct; and • Up front. 	<p>As the focus is on triage, the end user does not need to concern themselves on the language around clinical issues or disorders.</p>
<p>Toolkit design. Easy to use tool kit</p>	<p>Provides clear step by step guidelines on:</p> <ol style="list-style-type: none"> 1. Managing conversations about mental health concerns; 2. Managing/how to respond to a mental health crisis; 3. Supporting an individual in the workplace experiencing a mental health concern; 4. Selfcare; and 5. Extensive referral resources, websites, apps and books that may support an individual's wellbeing in the workplace. 	<p>Step-by-step guides in managing mental health conversations and engaging relevant support for self and others.</p>

9. Integrates with other programs - <i>Works well with other mental health programs</i>		
Difference	Description	Advantage
Focus on triage and referral	Concise information that quickly equips leaders with skills, understanding and language to manage mental health concerns in the workplace and support middle management, Human Resources and other employees.	Program integrates with other, more intense, programs.

10. Comprehensively trained facilitators - <i>Over 30 years' experience</i>		
Difference	Description	Advantage
Facilitator competency	<p>Facilitators include:</p> <ul style="list-style-type: none"> • Gnorizo Director and SPEAK program founder, Mina Candalepas (senior psychologist and corporate executive coach) and; • SPEAK Facilitators who undergo a rigorous selection and training process and are industry executive coaching professionals with over 30 years' experience in corporate and clinical settings. Facilitators are supported/ supervised by the program founder. 	Clinical expertise to respond to complex client needs.

11. Train the Trainer (optional) - <i>Ability to expand across the organisation: national and global level</i>		
Difference	Description	Advantage
Train the trainer option available	Option available for organisation to be upskilled and to deploy SPEAK at a national and international level.	<p>Significant decrease in cost to deploy.</p> <p>Easy to expand across the organisation.</p>

12. Rigorous program development strategy - <i>Evidence based research; peer reviewed with subject matter experts</i>		
Difference	Description	Advantage
Program development	<p>Program developed by a psychologist with over 30 years' experience in clinical practice and organisational settings. Psychologist has treated over 5,000 clients.</p> <p>Program development was in consultation with psychiatrists/psychologists who are subject matter experts in relevant field and senior Human Resources managers.</p>	Practical yet evidence based best practice approach to managing concerns relating to mental wellbeing in the workplace.
Peer reviewed	<p>Rigorous peer review process by:</p> <ul style="list-style-type: none"> • Counselling psychologist; • Clinical psychologist; • Organisational psychologists; • Executive coaches; • Suicide risk specialist (psychologist); and • Motivational interviewing specialist (psychologist). 	
End user review	<p>Feedback received through evaluation and qualitative data analysis.</p>	

13. **International and award-winning finalists national and international** - *Finalist across the globe*

Difference	Description	Advantage
<p>Award winning program</p>	<p>Achieved national and international finalist status as a part of mental wellbeing process for a large global law firm (40 countries and 11,371 employees)</p> <p>In Australia finalists in the:</p> <ul style="list-style-type: none"> • Australasian Law Awards 2020, Excellence in Employee Health and Wellbeing Category • Lawyers Weekly Awards 2020, Wellness Initiative of the Year category <p>In the UK shortlist for:</p> <ul style="list-style-type: none"> • People in Law Awards (Recognising the very best people achievements across the industry in UK & Ireland: entered into 'Best Health & Wellbeing Initiative (for firms 750+) <p>In Asia finalist in the:</p> <ul style="list-style-type: none"> • Asia Employee Wellbeing Awards (Finalist for Emotional Wellbeing category out of 3055 submissions) 	<p>Program implemented nationally and internationally across four continents:</p> <p>United Kingdom, Europe Asia, South Africa, Oceania</p> <p>Continued successful uptake and international deployment</p> <p>Created a culture change within whole of organisation</p>