

blu  
nov  
us.

# YOUR COMPANY IS SUFFERING FROM I'M FINETIS



INNOVATE TO  
**ELEVATE**

# HAPPIEST STATES IN AMERICA RANKED

**2<sup>nd</sup>** **UTAH**



\*According to a September 2020 WalletHub Study - Surveys conducted within each state based on work, community, and state environments and emotional and physical well-being.

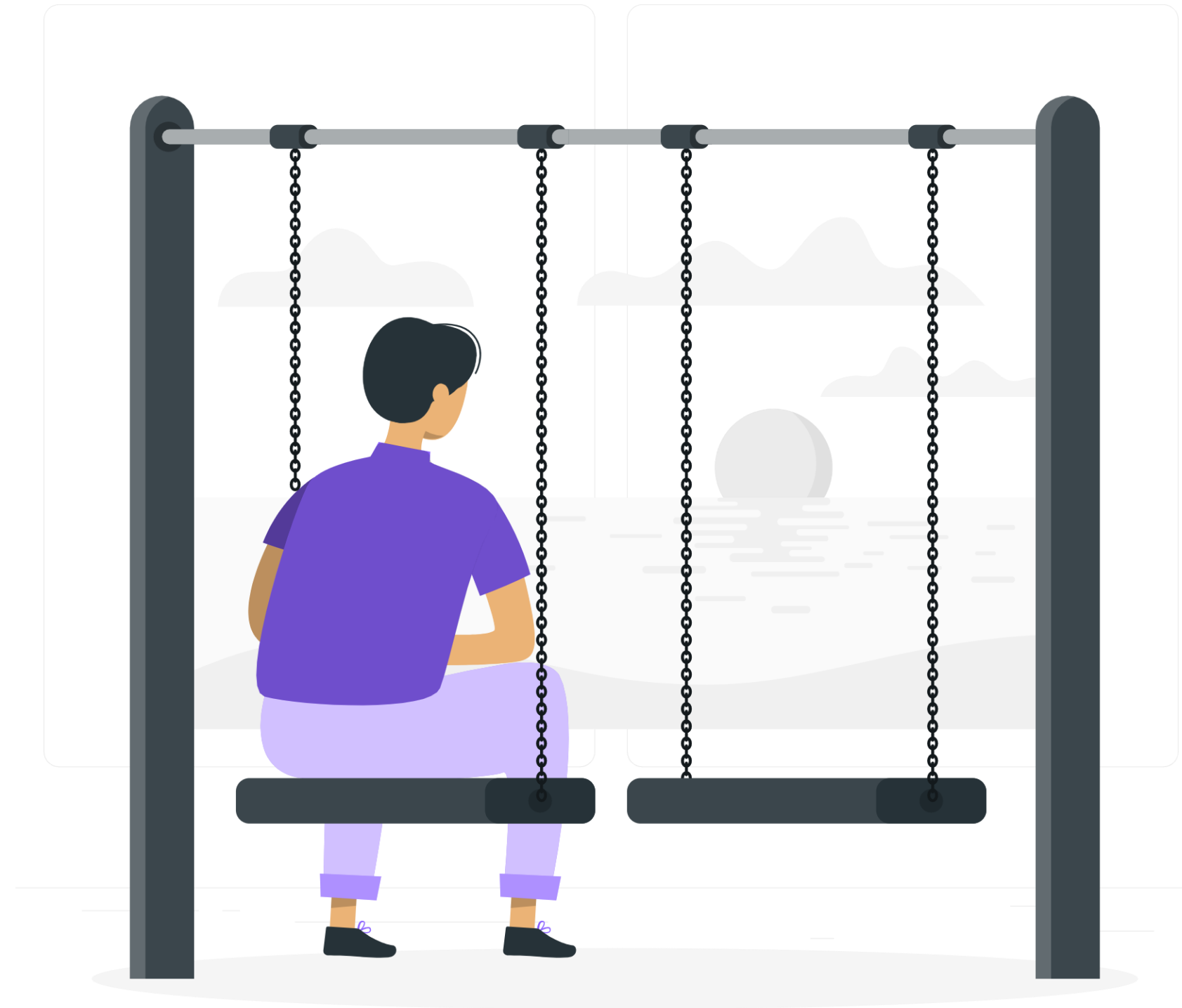
# WHERE UTAH RANKS

1<sup>st</sup>

**DEPRESSION**

5<sup>th</sup>

**SUICIDE**

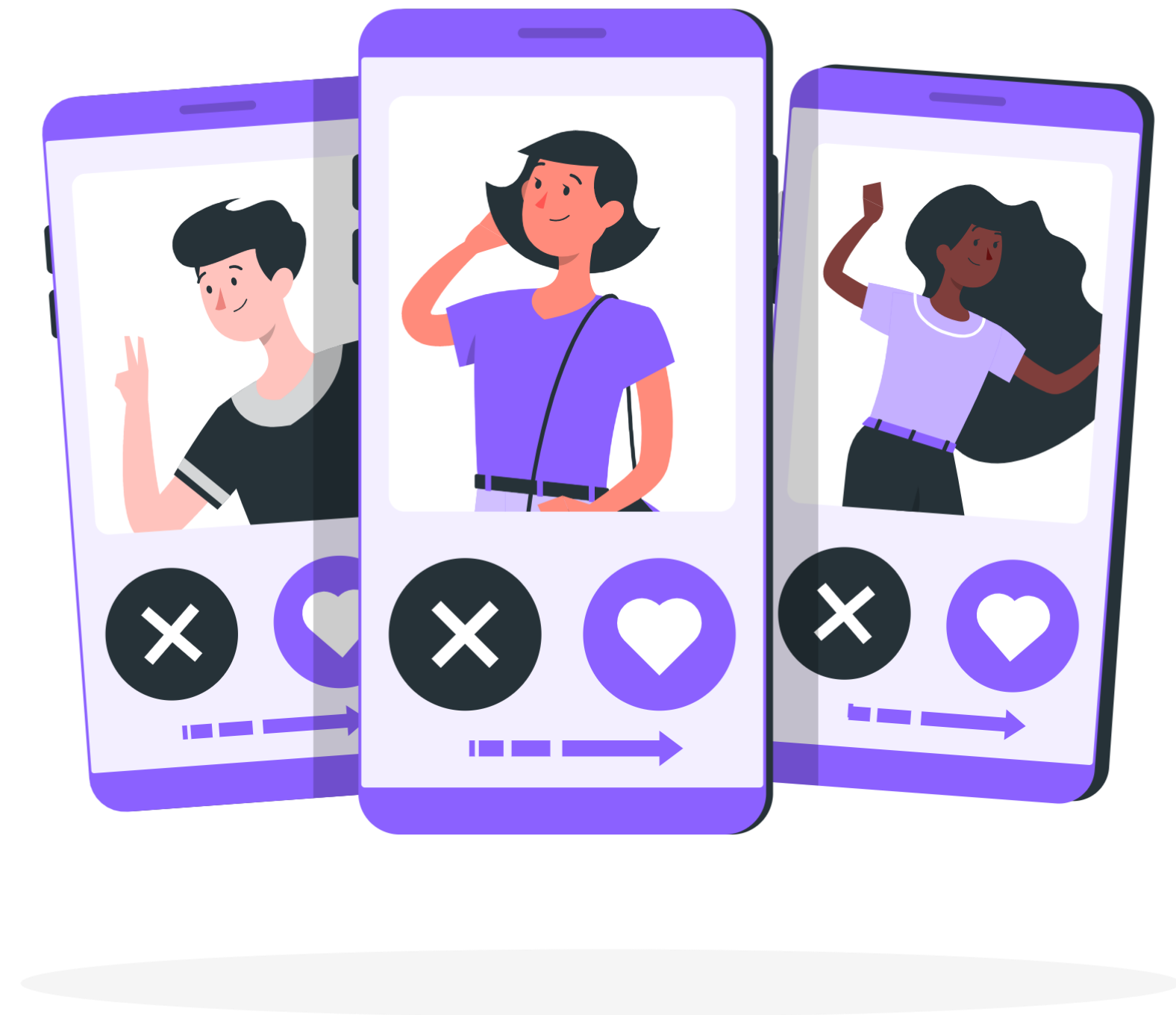


\*According to NAMI, insuranceproviders.com, and the American Foundation for Suicide Prevention.

# Making the case

## WE SUFFER FROM “I’M FINE-ITIS”

- Built into society and company culture
- Inherent expectations at work
- Hides who we really are
- Drives disconnection
- Feels like we are “less than”
- Reinforces stigma





# WHEN I WAS DOING “FINE”

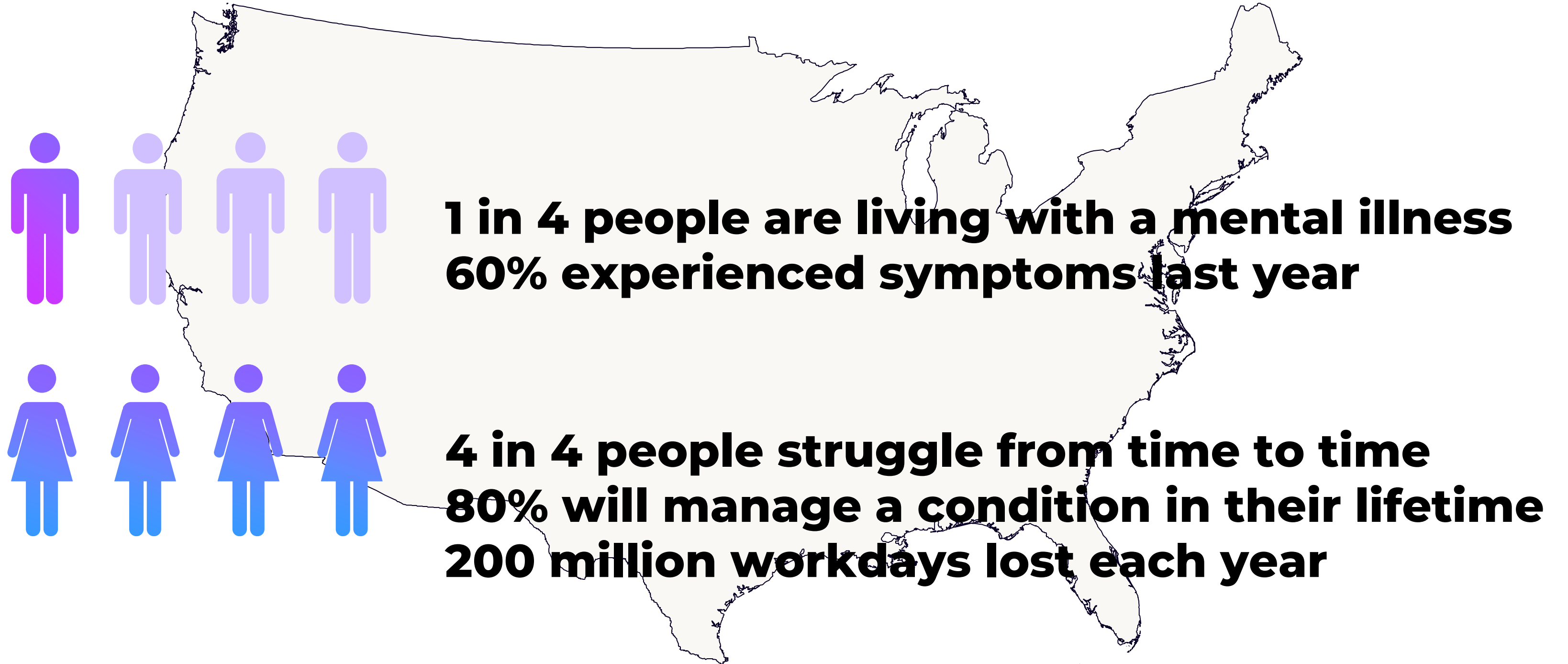


**EARLY 2000's**

## PERSONAL EXPERIENCE

- ✓ 31 years old
- ✓ 26th fastest growing company
- ✓ 3 psych wards
- ✓ 2 rehab stays
- ✓ Overdoses and suicidal
- ✓ Transformational event

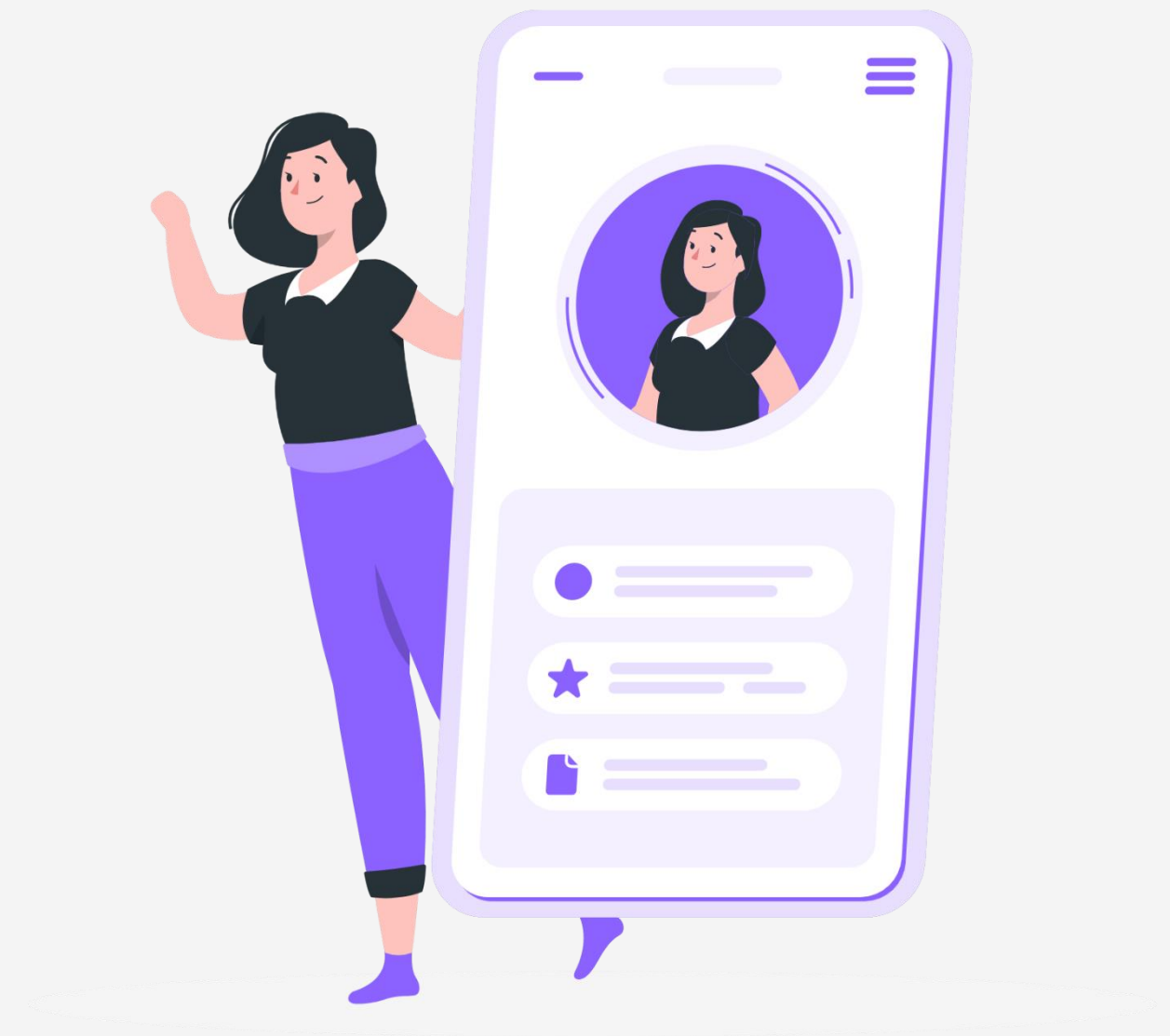
# MENTAL HEALTH IN AMERICA



\* According to NIMH, SAP, Qualtrics, and the Harvard Business Review.

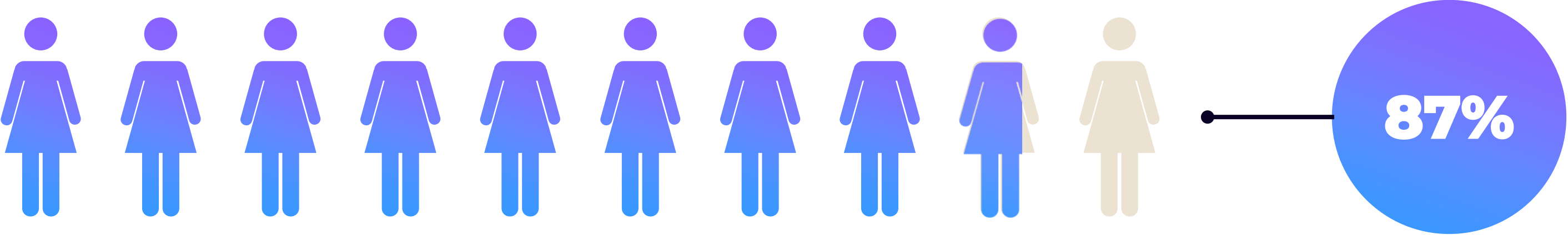
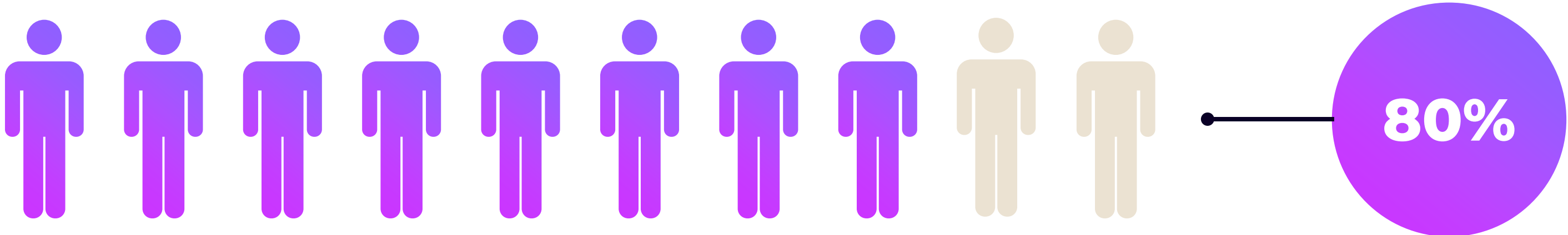
# BEAUTY SKETCHES

[https://www.youtube.com/watch?v=XpaOjMXyJGk&ab\\_channel=DoveUS](https://www.youtube.com/watch?v=XpaOjMXyJGk&ab_channel=DoveUS)



# A FORGOTTEN STORY

**People don't reach out for help**



**Leaders don't receive training**



# WHY WE ACT LIKE WE'RE "FINE"



## STIGMA & JOB CONCERN

- People feel embarrassed and afraid. They remain quiet rather than asking for support or resources.
- 60% of employees have never spoken to anyone at work about their mental health.

\*According to NAMI, Mental Health of America, and the Harvard Business Review.

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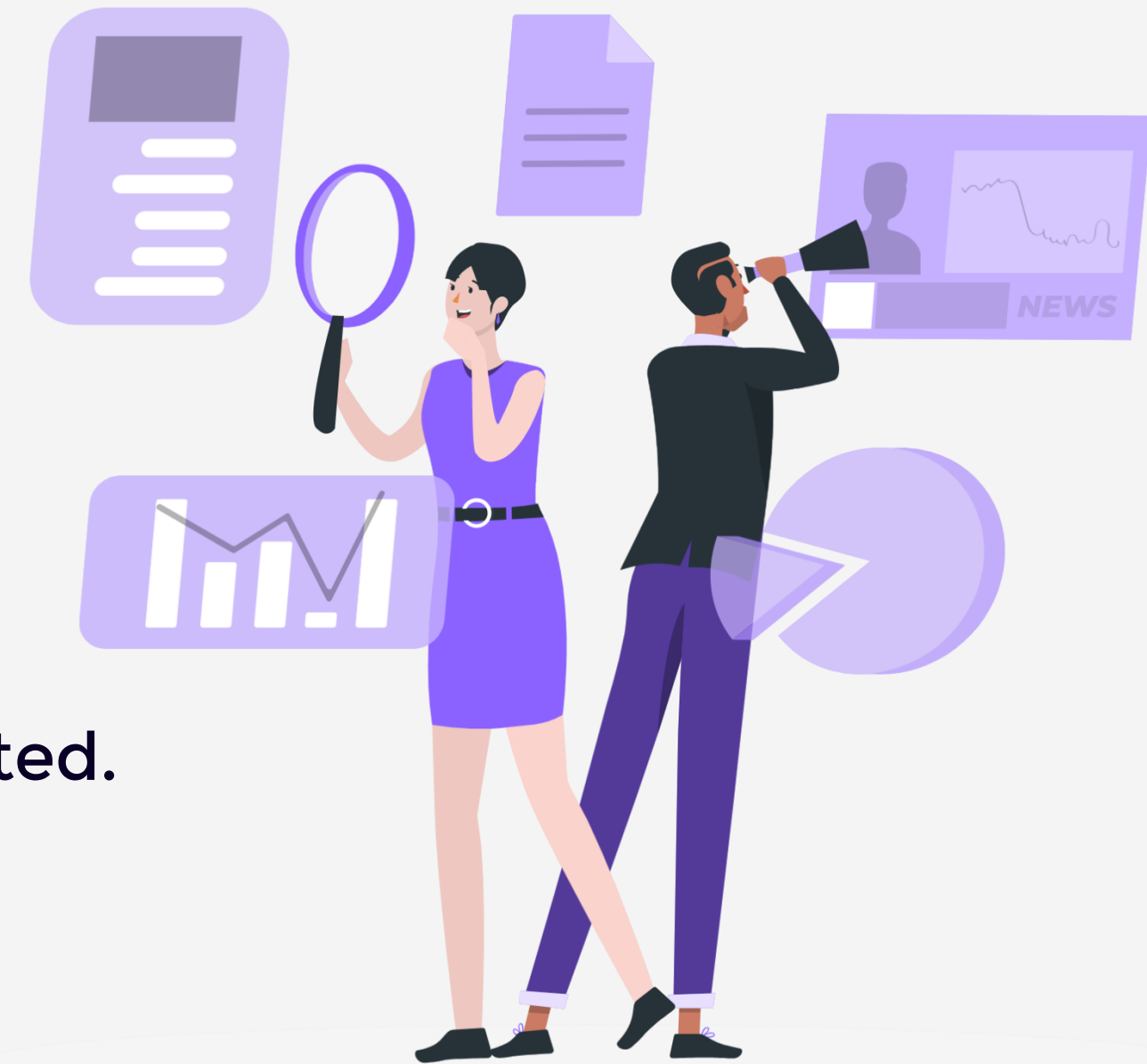
**NO CHANGE**

Doesn't address productivity or engagement issues.



# WELLNESS SURVEYS

1. They imply you're going to take action.
2. If you act like you care - you better!
3. 52% of the time, nothing is ever implemented.
4. May not give you a clear picture.



# WHEN THEY MISLEAD

In 1997, UPS was hit by a costly strike just ten months after receiving impressive marks on its regular annual survey on worker morale.



# PEOPLE LACK TRUST

1. Staff may not provide truthful answers, even on anonymous surveys.
2. Employees feel that anonymous surveys are exactly the opposite of anonymous.
3. If an employee has honest feedback about something, they may feel hesitant to report their concerns because they feel they'll be easily identifiable.



# Investing \$1 proactively in mental health = \$5 ROI



When people feel good, they perform better. Sales increase by 37% and leaders see productivity improve by 31%.

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# BE AUTHENTIC

Every interaction you have tells a story. Be open and vulnerable.

# COMMUNICATE

Keep employees informed, be more accessible, and give straight answers.

# CARE MORE

Make employee well-being a priority and demonstrate genuine concern.

# GIVE SUPPORT

Provide better access to mental health services that take a proactive approach.

# THE BIG QUESTIONS

1. What are you currently doing to proactively address life/work well-being?
2. What kind of mental health training are you providing your leaders today?
3. How are you fostering meaningful connection with your teams amid the pandemic?



# DUTCH COMMERCIAL

[https://www.youtube.com/watch?v=jD8tjhVO1Tc&t=42s&ab\\_channel=TV2Danmark](https://www.youtube.com/watch?v=jD8tjhVO1Tc&t=42s&ab_channel=TV2Danmark)



**ENGAGEMENT  
IS THE RESULT  
OF MEANINGFUL  
CONNECTION**





## SINCE THE PANDEMIC

**69%**

of employees have experienced burnout according to Monster.

**15%**

of employees say they feel engaged with their work says Gallup.

# IMAGINE

What if your leaders knew how to show up and support their teams and your employees trusted in those leaders enough to engage and open up about their challenges?



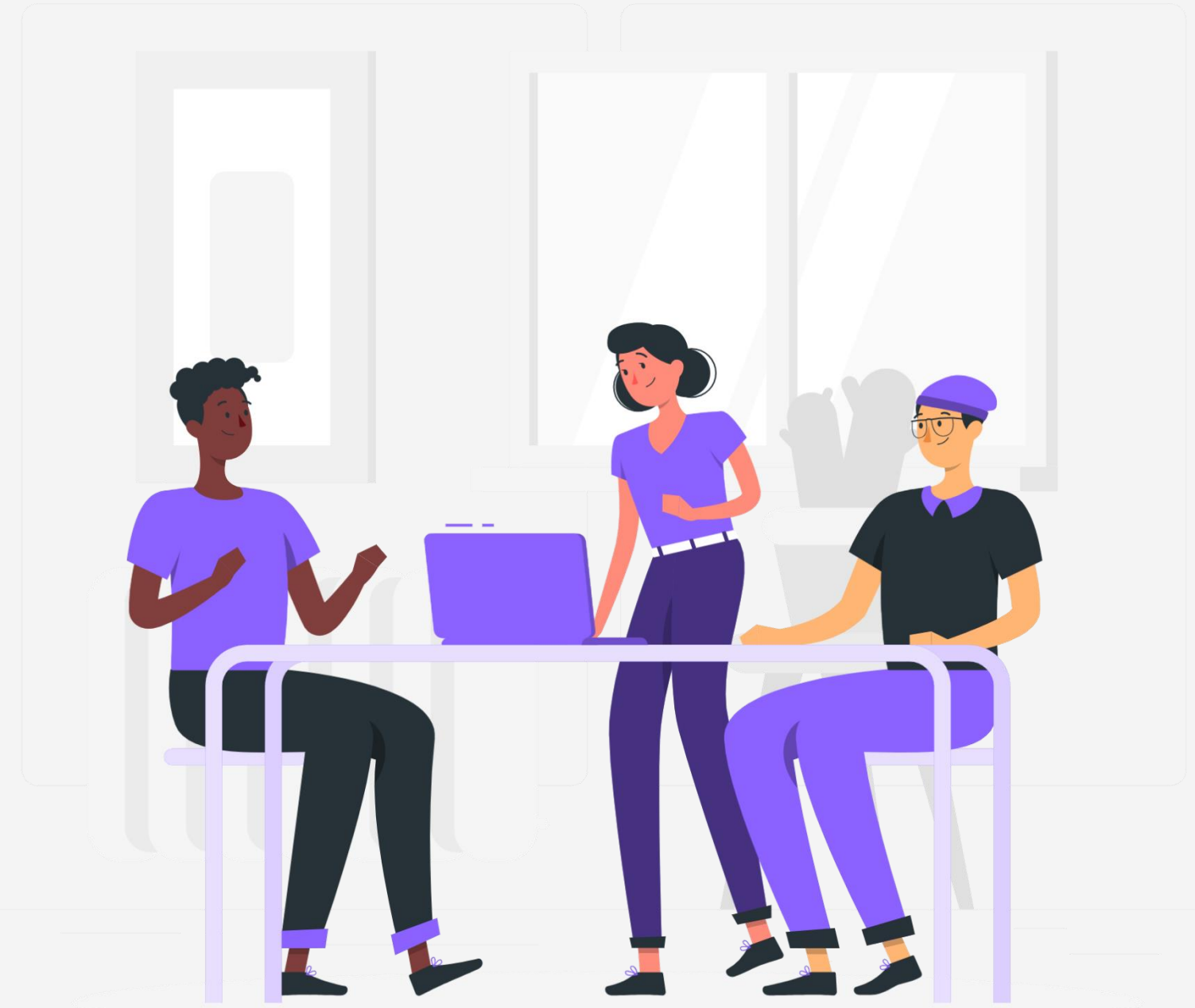
# TRAINING & SUPPORT

Interested in mental health training for your leaders and managers for as low as \$48 per person?

Want to learn how to proactively address life-work well-being on a cultural level?

Curious about having James speak at your next corporate event or industry conference?

[CONTACT US](#)



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**THANK YOU**

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