

**INFORM.
ENGAGE.
EMPOWER.**

SEPTEMBER 2024
WORKPLACE OPTIONS
**MARKETING
NEWSLETTER**



Leading with Purpose: Cultivating Employee Engagement Strategies to Inspire and Win - Global Employee Engagement Summit

LEADING WITH PURPOSE:

Employee Engagement Strategies to Inspire and Win

A virtual summit
hosted by Workplace Options
Oct 15 | 8:30 am - 12:30 pm EST



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Next month, Workplace Options will host a global summit focused on key issues C-Suite leaders like you are facing every day and everywhere: employee engagement, inclusive leadership, and psychological safety. When you inspire and motivate your workforce by driving a strong sense of purpose and belonging, your employees are more committed, productive, and aligned with your organizational goals.

This exclusive half-day event will bring together global leaders and experts to share best practices for balancing people and performance in a world where the “workplace” continues to evolve. Attendees will leave the Summit with practical strategies for creating effective employee engagement by prioritizing psychological safety, advancing inclusivity, and fostering open and honest communication.

The Summit is packed with sessions for C-Suite executives, including “Igniting Employee Engagement: Leadership and Governance Strategies for a Thriving Workforce,” hosted by Jackie Ferguson, Co-founder and VP of Content and Programming, The Diversity Movement. Jackie will host a live-streamed episode of her popular podcast Diversity: Beyond the Checkbox Podcast with special guests Joe Davis, Managing Director and Senior Partner | Chair, BCG Center for Inclusion and Equity, Boston Consulting Group and Sunaina Sinha Haldea, Global Head, Private Capital Advisory, Raymond James. The podcast will examine real-life situations to help leaders implement people-first strategies.

The Summit will also feature a C-Suite roundtable specifically designed to provide senior leaders with practical take-away action items for elevating their leadership strategies. The roundtable will include Dr. Kennette Harris, Chief Clinical Officer, Workplace Options and Kurt Merriweather, Co-founder and VP of Marketing, The Diversity Movement.

Hosted virtually on Teams, the event will include multiple language participation options with closed captions offered in Spanish, Dutch, German, French, Portuguese and Simplified Chinese.

[REGISTER NOW](#)

For questions or support, email marketing@workplaceoptions.com.

SUMMIT AGENDA AND SPEAKERS

Employee Engagement and Overview 8:30am - 9:00am EST

- Eric Santa - Chief Operating Officer, Workplace Options
- Donald Thompson - CEO & Co-founder, The Diversity Movement, a Workplace Options Company

Igniting Employee Engagement: Leadership and Governance Strategies for a Thriving Workforce 9:00am - 9:45am EST

- Jackie Ferguson - Co-founder & VP of Content and Programming, The Diversity Movement
- Joe Davis - Managing Director and Senior Partner | Chair, BCG Center for Inclusion and Equity, Boston Consulting Group
- Sunaina Sinha Haldea - Global Head, Private Capital Advisory, Raymond James

Building a Psychologically Safe Workplace* 10:00am - 11:00am EST

**Options to join in either English or Spanish*

- Barbara Veder - Advocate for Workplace Culture, Leadership Development and Mental Health Program Excellence, Avora Wellbeing
- Oliver Brecht - VP & General Manager, Enterprise Solutions, Workplace Options
- Maria Doria - Director of Service Delivery, South America, Workplace Options

Inclusive Leadership: Balancing People and Performance* 11:00am - 12:00pm EST

**Options to join in either English or French*

- Bob Batchelor - VP, Global Marketing & Communications, Workplace Options
- Donald Thompson - CEO & Co-founder, The Diversity Movement
- Dina El Helou - VP of Service Delivery, Americas, Workplace Options
- Gana Diagne - Chief Knowledge Officer, Workplace Options

C-Suite Roundtable: Employee Engagement for Senior Leaders 11:00am - 12:00pm EST

- Dr. Kennette Harris - Chief Clinical Officer, Workplace Options
- Kurt Merriweather - Co-founder & VP of Marketing, The Diversity Movement

WPO and IIRSM Research Insights: The Impact of Psychological Safety on Employee Engagement and Risk Management 12:00pm - 12:30pm EST

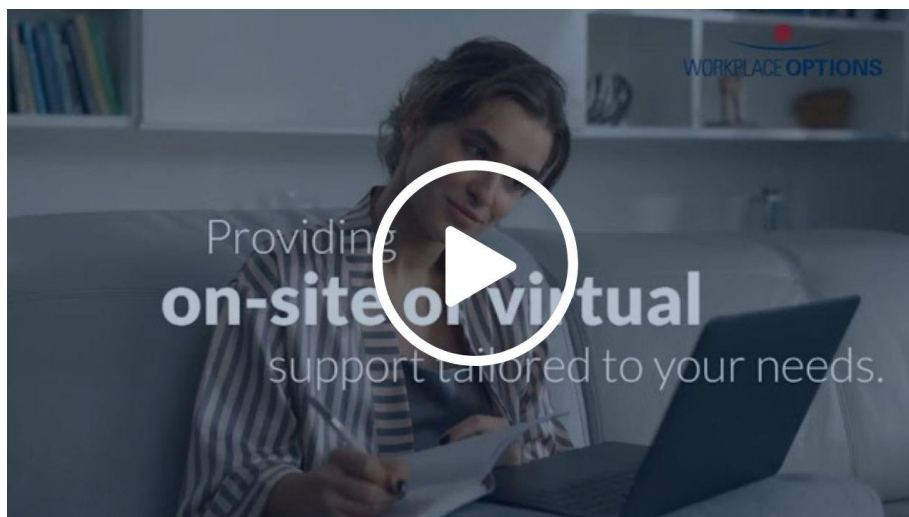
- Stephen Galliano - Chief Customer Officer, Workplace Options
- Sabreena Roberts - Director, Professional Services, International Institute of Risk & Safety Management

The Benefits of a Hybrid Approach to Virtual and On-site Counseling

Telehealth services have grown in popularity due to their accessibility, flexibility, and reduced stigma. However, on-site services remain crucial for effective wellbeing support, as virtual care still faces challenges like a shortage of mental health personnel, long waitlists, and a lack of private spaces for appointments. On-site counseling helps overcome these barriers, offering immediate, visible support that encourages trust, awareness, and utilization of services.

According to one recent study of more than 33,000 cases of on-site intervention, though only 7 percent of participants sought support for a work-related issue, risk or presence of performance- or absence-related challenges were identified in about a third of cases. This suggests that on-site counseling may be more effective than off-site modalities in improving genuine “employee” or “workplace” wellbeing, as a whopping 90 percent of cases showed recovery by follow-up, including an 84 percent decrease in lost work time and a 47 percent reduction in presenteeism per employee.

By bridging the gap between virtual and in-person care, Workplace Options’ Amplify program ensures that employees receive the timely, personalized support they need, fostering a culture of wellbeing where everyone feels empowered to prioritize their health and take proactive steps to maintain optimal wellbeing. With at least 50 percent of workers ranking in-person, work-site counseling as crucial to their employers’ mental health efforts, investing in a solution like Amplify is essential for demonstrating employers’ commitment to employee wellbeing—not just because of the proven clinical impact it can have, but because it signals to employees that they are seen, heard, and that their input is truly valued.



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LATEST RESOURCES

New Podcast Series - The Peer Approach to Supporting Workplace Wellbeing

The Peer-Approach to
Supporting Workplace Wellbeing

A Workplace Options Podcast

Hosted by
Bianca Buie
Ambassador Program
Manager
Workplace Options

Joined by
David Stace
Director of Clinical Policy
and Best Practice
Workplace Options

Joined by
James Jakeman
Director of Account Management
UK, UAE & Portugal
Workplace Options

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Announcing our new podcast series, "The Peer Approach to Supporting Workplace Wellbeing," hosted by Bianca Buie, MA, Ambassador Program Manager. This series spotlights the Wellbeing Ambassador Program, an IIRSM-certified initiative, designed to drive a culture of care across organizations. Throughout the series, you'll hear from experts who contributed to the program's creation, clients who have successfully implemented it, and trainers who facilitate it.

In the first episode, Bianca interviews David Stace, Director of Clinical Policy and Best Practice, and James Jakeman, Director of Account Management, UK, UAE and Portugal from Workplace Options. Both David and James played pivotal roles in helping global organizations across diverse industries, from engineering to telecommunications, implement the Wellbeing Ambassador Program.

TUNE IN TO THE FIRST EPISODE

Wellbeing at Work Podcast - Creating Psychological Safety through Inclusive Leadership

A key component of a psychologically safe work environment is the assurance that employees feel included. They need to feel they can bring their authentic selves to work, confident they will be valued for who they are and what they contribute, without the fear of discrimination or exclusion based on any part of their identity.

LATEST RESOURCES

Inclusive leaders play an important role in establishing psychological safety by actively promoting open communication, demonstrating empathy, and valuing diverse perspectives. In this episode of the **Wellbeing at Work** podcast series, Bob Batchelor, Vice President of Global Communications and Marketing, and Oliver Brecht, VP and General Manager of Enterprise Solutions at Workplace Options, will discuss what makes a workplace psychologically safe and why it's critical for organizations and leaders to prioritize it today.

Creating Psychological Safety
through Inclusive Leadership



A Workplace Options Podcast



Hosted by
Bob Batchelor
VP, Global Marketing & Communications
Workplace Options

Joined by
Oliver Brecht, VP & General
Manager, Enterprise Solutions
Workplace Options

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[LISTEN TO THIS PODCAST](#)

From Awareness to Action: How Senior Leaders Can Address Suicide and Mental Health Stigma

Workplace Options data reveals that suicide ideation more than doubled between 2018 and 2023, with projections for 2024 continuing this troubling path. Bob Batchelor, PhD, Vice President of Global Marketing and Communications at Workplace Options, outlines key strategies for effective suicide prevention, emphasizing the importance of understanding psychosocial risks and fostering a proactive culture of psychological safety. Leaders who take on this challenge will not only help prevent mental health issues from reaching a crisis point but also foster a more engaged and productive workforce.

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LATEST RESOURCES

Workplace Options Partnership with Wellbeing.ai Deepens Human Connection via Evidence-Based Neuroscience

Innovation provides an opportunity to bring together science, technology, and data to extend and enhance the human connection at the heart of employee wellbeing. For the partnership between Workplace Options and Wellbeing.ai, the outcome of stronger employee health also has a tremendous impact on the bottom-line. Studies reveal that for every 4% increase in wellbeing, organizations experience a 1% increase in profit.

The collaboration between WPO and Wellbeing.ai provides WPO with a new evidence-based platform to assess employee wellbeing that is grounded in an innovative use of neuroscience. Utilizing eye movement patterns and facial analytics, the company provides cutting-edge solutions for individuals and businesses to track and improve mental health and productivity.

Wellbeing.ai enhances workplace wellbeing through advanced emotional and mental state monitoring. Employees using its platform have their facial gestures measured five times per second across 62 emotion categories. The results flow into a valuable score on four wellbeing indicators. The benefit of Wellbeing.ai's solution - validated by testing 40,000 people - is that it introduces a metric to measure wellbeing, enabling organizations to then measure, manage, and improve wellbeing over time.

"What we're seeing in the marketplace is a growing demand to use technology and hard science to provide the best employee wellbeing and care. Using our platform, employees get to understand themselves better via the dashboard, which enables them to address opportunities for learning and growth," said Laurent Van Tornhout, CEO of Wellbeing.ai . "Wellbeing.ai offers real-time tracking of key wellbeing indicators, seamlessly integrated into the workday."

"When we use science to support employees, we deepen the human connection necessary to provide them with the very best care," said Alan King, President, and CEO of Workplace Options. "Our partnership with Wellbeing.ai provides an evidence-based platform for our clients around the world, so that they can benefit from melding technological and scientific innovation with human-centered care. As a result, organizations can create better employee engagement by measuring and managing mental health."

For WPO, holistic wellbeing begins with the "power of a good conversation" when helping an individual get to the "heart" of an issue. When a person connects to WPO's services, they immediately talk to a qualified, empathetic professional who speaks their local language and understands cultural nuances. From this perspective, Wellbeing.ai gives employees a tool to get in better synch with themselves via digital innovation, while also serving as a kind of early warning system to address potential challenges.

LATEST RESOURCES

Organizations will experience notable gains, including better employee engagement and a stronger link to their value proposition, since Wellbeing.ai creates a metric that WPO clinicians can then assess as they build an improvement plan to meet the individual's needs. The benefits are far-reaching, including better customer service outcomes, increased brand value, and a significant drop in absenteeism and employee turnover.

Wellbeing.ai's solutions are developed with a strong emphasis on privacy and compliance, ensuring that user data is protected and managed responsibly. The approach is designed to help people understand their emotional and mental states better, support companies in early detection and resolution of workplace issues and promote responsible economic growth.

[LEARN MORE](#)

The WPO Experience

Hear directly from our employees! Explore these video testimonials from our colleagues in Australia and Mexico to learn more about the Workplace Options customer experience. Around the world, around the clock - we're here to support you.

Francisco Valencia, Business Solutions Associate in Monterrey, describes the employee experience provided by Workplace Options. In Mexico, the work culture is highly demanding, with many employees working up to 48-hours a week. As a result, there's often limited time for family, friends, or personal activities. Workplace Options Mexico helps companies create a work-life balance to keep their employees happy, healthy, and engaged.

[WPO MEXICO](#)

James Callender, Director of Business Solutions ANZ, highlights the employee experience delivered through Workplace Options Australia. Our goal is to ensure that time and language are never barriers to accessing mental health support. With many companies in Australia operating around the clock, we provide support in any language, at any time of day, ensuring that human connection is at the center of everything we do.

[WPO AUSTRALIA](#)

Thanks for reading.

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