

**INFORM.  
ENGAGE.  
EMPOWER.**

**WORLD MENTAL HEALTH DAY**  
WORKPLACE OPTIONS  
**MARKETING  
NEWSLETTER**



## 2024 World Mental Health Day: It's Time to Prioritize Mental Health in the Workplace

Mental health is critical to human health and wellbeing, yet mental health problems are more likely to go undiagnosed and untreated than physical health problems. With international conflict, increased financial stress from inflation, and concerns about food and fuel shortages, mental health is being challenged in new ways.

World Mental Health Day is an opportunity for individuals and organizations around the world to raise awareness of mental health issues and to mobilize efforts in support of mental health. To help leaders take action, we launched a World Mental Health Day Toolkit, which provides resources on:

- Building a Culture of Psychological Safety
- Inclusive Leadership: The Key to Success
- Supporting Professional Development in the Workplace

[DOWNLOAD TOOLKIT](#)

Here's an overview of the resources provided in this toolkit:

### Building a Culture of Psychological Safety

Employee engagement flourishes when employees feel free to express their authentic selves at work, and psychological safety is at the core of this. Psychological safety allows employees to share ideas, voice concerns, take risks, and make mistakes without fearing negative consequences. Recent studies reveal that nearly 90% of employees consider psychological safety crucial, seeing it as a key driver of retention in today's workplace.

Leaders play a vital role in fostering psychological safety by treating employees as individuals and creating an environment where team members feel seen, heard, valued, and supported. In such spaces, employees are comfortable seeking help, making mistakes, and sharing their thoughts without fear of judgment. Effective leaders adopt people-centric practices, showing genuine care for both the personal and professional well-being of their teams. A major aspect of psychological safety is how leaders address mistakes, focusing on learning rather than assigning blame. This shift encourages collaboration and a mindset of growth, prompting teams to ask, "What did we learn?" instead of "Who is at fault?"

To enhance psychological safety, organizations should work with experts to identify barriers to open communication and learning. The WPO Consulting group can help by assessing psychosocial risks, uncovering systemic issues, building strong leadership skills, preventing burnout, and promoting wellbeing.

## Inclusive Leadership: The Key to Success

The belief that “no one wants to work anymore” often reflects a deeper issue: organizations’ failure to create inclusive environments where diverse talent can thrive. Many companies overlook potential employees who don’t fit the traditional mold, such as older workers, those with disabilities, parents needing flexibility, and inexperienced graduates. This lack of inclusivity leads to disengagement, contributing to the perception of talent shortages.

To retain talent, companies must shift focus from blaming bad bosses to addressing leadership failures that create negative workplace cultures and undervalue employees. Inclusive leadership is key. Leaders need to understand and serve the diverse needs of their workforce, from supporting parents to helping recent graduates grow in their careers. This requires adaptable leadership styles that make employees feel seen, heard, and valued.

Organizations like Workplace Options are addressing this need for inclusive leadership. The Diversity Movement, a Workplace Options company, has published “The Inclusive Leadership Handbook” by Donald Thompson and Kurt Merriweather, which provides practical strategies for fostering diverse, collaborative workplaces. The handbook emphasizes psychological safety and employee engagement as key factors in driving organizational success. As Alan King, WPO President and CEO, notes in the book’s foreword, engaged employees are vital to thriving organizations. Inclusive leadership transforms workplace dynamics into opportunities for creativity and innovation by valuing every voice.



“Behind every thriving organization lies a simple truth—success is built with employees who feel engaged and valued.”

WORKPLACE OPTIONS

[GET THE HANDBOOK](#)

## Enhancing Employee Engagement Through Career Development

Employee engagement flourishes when individual aspirations align with organizational goals, fostering a sense of purpose. Central to this is career development, one of the top five drivers of employee engagement identified by Gallup. Career development helps employees reach their full potential while enhancing their personal and professional lives. Research shows that offering learning and development (L&D) opportunities can boost engagement by 50%, with 90% of employees stating that L&D adds purpose to their work. Notably, over 90% of young professionals prioritize growth opportunities when evaluating job offers or deciding to stay with their current employer.

Despite this, many organizations struggle with implementing effective L&D strategies. Over half of executives see L&D as a “waste of time,” and two-thirds of employees feel unsupported in their development. This dissatisfaction leads to 41% of employees planning to leave within a year due to a lack of upskilling.

Leaders play a crucial role in addressing this by understanding the importance of career development and implementing meaningful L&D strategies. Workplace Options provides training solutions to help leaders build the necessary skills to support their teams, covering topics such as feedback, growth mindset, and people-centric leadership. By cultivating a culture of continuous learning, organizations can enhance employee engagement and drive long-term success.

If you're interested in these topics and more, download the toolkit:

[CLICK HERE](#)

## Client Service Announcement

Effective November 30, Workplace Options will launch an enhanced and streamlined webinar experience on our member websites. This update will provide members with a more seamless viewing experience, removing the need to be redirected to GoToWebinar and register their name and email. As part of this change, we will no longer be issuing webinar attendance certificates.

If the discontinuation of certificate delivery causes any disruptions to your business, please contact your account manager or our customer support team. We're here to assist you!

Last chance to join Workplace Options' Employee Engagement Summit on October 15

## 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**



*Leading with Purpose: Cultivating Employee Engagement Strategies to Inspire and Win*  
A virtual summit hosted by Workplace Options  
October 15 | 8:30am - 12:30pm EST

Leading with purpose cultivates employee engagement. When leaders inspire and motivate their workforce by fostering a strong sense of purpose, employees become more committed, productive, and aligned with the organization's goals. This deep engagement is created via a workplace that prioritizes psychological safety, embraces diversity and inclusivity, and promotes transparent communication.

This summit will present strategies to create a workplace where every team member feels valued, motivated, and ready to contribute to a shared mission. Explore how leading with purpose and principle-based leadership fosters employee engagement and drives sustainable success.

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 HERE**

## **On-demand Mental Health Awareness Webinars: Celebrating World Mental Health Day for Employers in Singapore, Australia, France and the Middle East**

In honor of World Mental Health Day, employers in Singapore, Australia, France and the Middle East have an invaluable opportunity to strengthen their commitment to mental wellbeing in the workplace. To support this, we are offering a series of on-demand webinars dedicated to raising mental health awareness, reducing stigma, and empowering leaders to create a supportive environment for their teams.

These webinars are designed to provide insights and practical tools tailored to the unique challenges faced by organizations in different regions. Global employers will gain access to expert guidance on best practices for nurturing mental health in the workplace, fostering open communication, and promoting a culture of psychological safety.

By reviewing the recordings, you can learn how to identify early signs of mental health issues, implement initiatives that support employee well-being, and contribute to a more resilient workforce. These on-demand sessions are available at your convenience, allowing you to access critical knowledge and strategies to improve mental health awareness and wellbeing in your organization whenever it suits you best.

Join us in observing World Mental Health Day and making a positive impact on your workplace—one that supports mental health and empowers employees to thrive.

### **Singapore - Building Better Workplaces: An Expert Conversation on Psychosocial Safety and Employee Wellbeing**

In the dynamic landscape of the modern workplace, the concept of psychosocial safety has emerged as a pivotal factor in fostering a healthy and productive environment. Employee wellbeing is no longer a mere afterthought but a cornerstone of organizational success. This webinar focuses on psychosocial safety and its role in promoting a healthy workplace.

Key takeaways:

- Understand what psychosocial safety is and why it matters
- Learn how it can improve employee wellbeing and job performance
- Explore simple steps to enhance psychosocial safety in your workplace
- Share ideas and experiences with professionals

**BUILDING BETTER WORKPLACES**

## Australia - R U OK? Q&A

Explore best practices around building connections in the workplace presented during this Q&A with Oliver Brecht, Managing Director of Enterprise Solutions, and James Callender, Director of Business Solutions. Leaders and team members will feel empowered to engage in open and honest conversations - both in the workplace and beyond.

**R U OK Q&A**

## France - Unleash the Potential of Your Employees: Webinar on Employee Psychological Safety!

Psychological safety is essential not only for the health, safety, and well-being of employees but also for fostering engagement, performance, and innovation within teams. This webinar is an opportunity to acquire practical tools and effective strategies to improve quality of life at work and prevent psychosocial risks.

**PSYCHOLOGICAL SAFETY**

## Middle East - Unmasking Burnout: Strategies to Thrive in a High-Pressure World

In honor of World Mental Health Day, we hosted "Unmasking Burnout: Strategies to Thrive in a High-Pressure World", a virtual panel session tailored for the Middle East region and held in collaboration with International SOS.

During this 60 min session, our experts explored:

- The causes of burnout and how to recognize its signs
- Strategies for both individuals and organizations to prevent and manage burnout
- The cultural factors contributing to stress in the Middle Eastern context
- Proactive approaches for managing burnout in hybrid work models

**UNMASKING BURNOUT**

LATEST RESOURCES

*Podcast - Providing Onsite Wellbeing Support for Your Employees*



Hosted by  
**Cortney Holder**  
Director of Business Solutions)  
Workplace Options



Joined by  
**Shelby Lane**  
Director of Global Clinical Relations  
Workplace Options



#WPOCares

Cortney Holder, Director of Business Solutions at WPO, specializing in global employee benefits and organizational support services, and Shelby Lane, WPO's Director of Global Clinical Relations, share best practices for providing onsite care for your employees, as well as effective strategies for supporting onsite counselors in the latest episode of the Wellbeing at Work podcast. Cortney and Shelby discuss benefits of incorporating the Amplify program in today's hybrid workplace.

**LISTEN TO THIS PODCAST**



## LATEST RESOURCES

### **Article - Great Customer Experience Starts with Great Employee Experience**

"Great customer experience starts with engaged and supported employees," said Marineuza Dias, Director of Member Experience Quality at Workplace Options. "When we invest in their wellbeing, they bring passion and care to every interaction, creating meaningful connections with customers. It's a powerful cycle—take care of your people, and they'll take care of others."

Employees can't take care of customers without first being taken care of themselves. To achieve higher customer satisfaction, organizations must first ensure that their employees are satisfied—specifically, that they are happy, healthy, engaged, and *enabled* to perform at their best. This happens when employees' basic needs are met; when they have positive working relationships with their peers, managers, and leaders; when they feel supported, trusted, and valued by their organizations; and when they feel content with and proud of the work they do.

[LEARN MORE](#)

### **News to Know - World Mental Health Day 2024**

Prioritizing mental health at work means prioritizing psychological safety! This year's #WorldMentalHealthDay theme, "It's Time to Prioritize Mental Health in the Workplace," highlights the importance of creating psychologically safe and inclusive workplace cultures, where employees feel safe, valued, and empowered to thrive.

"True inclusive leadership begins with recognizing the psychosocial risks in the workplace, and that often requires a major cultural shift," said Alan King, WPO President and CEO. "Employees can only move the needle so far on their own—they need to be actively consulted by their employer, and leaders need to create an environment of psychological safety and purpose, resulting in greater commitment, productivity, and alignment with organizational goals."

By prioritizing mental health and psychological safety, organizations not only support their teams but also boost employee engagement and performance—improving overall business success. Learn more about our commitment to #psychologicalsafety on World Mental Health day and year-round.

[PRESS RELEASE](#)

To help leaders take action, we also launched a [World Mental Health Day 2024 Toolkit](#), which provides resources and guidance on how to create psychologically safe work environments that drive employee engagement and foster a supportive mental health culture.

## LATEST RESOURCES

### News to Know - Customized Solutions for Workforce Challenges: WPO Consulting Group

Earlier this year, Workplace Options launched the WPO Consulting Group, a team of experts who serve companies - across countries, communities, and industries - with bespoke strategies and agile methods for finding the root cause of workforce challenges. Once the true problem is revealed, the organization will know where to invest its resources to resolve it.

WPO Consulting Group Founding Partner Mary Ellen Gornick: "Our team understands every company's challenges are as unique as their workforce. By addressing these challenges directly, organizations can **target their resources effectively, ensuring meaningful, long-lasting change.**"

The WPO Consulting Group, who have decades of experience, use a broad range of tools to get to the source of the issue, whether its overall strategy, assistance, or a situational pain point, the team builds custom solutions to target and achieve organizational goals.

Wellbeing Programs offered by the WPO Consulting Team:

#### Prioritizing People, Optimizing Performance



#### AIR25 TRAINING

- Addresses workplace stress and anxiety
- 3-hour on-site training for managers
- Teaches emotional health principles
- Fosters a safe environment for employees

#### AMBASSADOR PROGRAM

- Trains employees on mental health awareness
- Promotes emotional safety at work
- Reduces stigma and supports mental health initiatives



[CONTACT US](#)

## LATEST RESOURCES

### ***Video - Wellbeing Ambassador Program***

Employees are more likely to engage with peer-led support programs. Organizations implementing wellbeing ambassadors report up to 30% higher engagement in wellbeing activities than those without designated ambassadors.

Workplace Options' internationally accredited, Wellbeing Ambassador Program, helps drive wellbeing initiatives, and foster a positive attitude towards mental health in the workplace.



Thanks for reading.

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