



I M HUMAN

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The Culture of Emotional Well-Being

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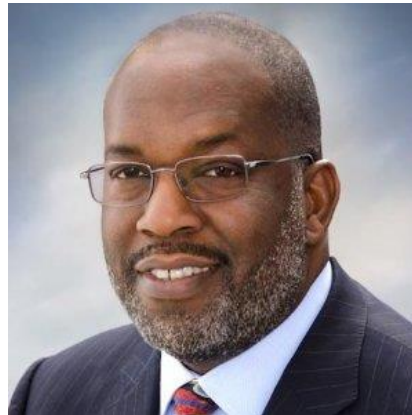


***I M Human
helps companies
support the
emotional well-being
of their employees
and implement actionable
& measurable initiatives.***



“Mental health and wellness is an important topic for Kaiser Permanente and me, personally. One of my hopes is for Kaiser Permanente to serve as a model for the rest of the industry in terms of redesigning, reimagining and implementing high-quality services across the country.”

**Bernard Tyson, Chairman & CEO
Kaiser Permanente**



Workplace Emotional Fitness – A Growing Strategic Priority



Physical Fitness

Support Established

Nutritional Well
Being

Support Established

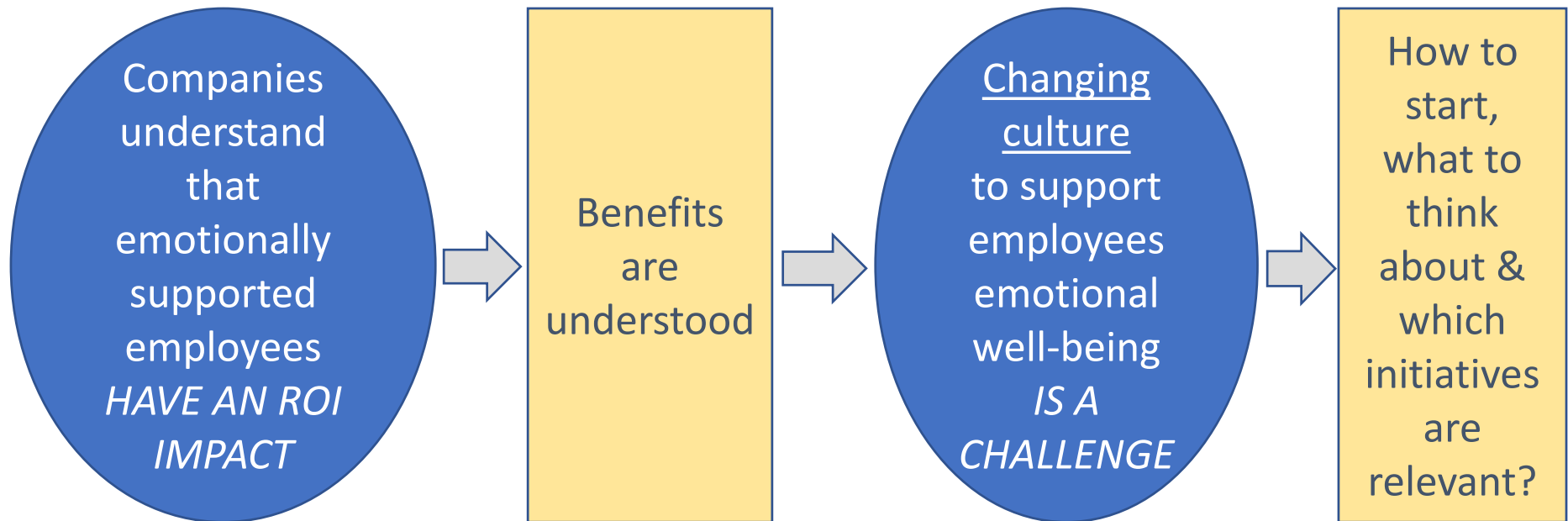
Mental and
Emotional Well
Being

Support Needed

Within companies there is a growing awareness of the importance of employees “emotional fitness”, mirroring the same journey of acceptance that physical fitness exercise took in the last century. – Chade-Meng Tang, Google



***Emotional Wellbeing is understood...
But where /how to start is a challenge***



“Companies are good at buying / purchasing products in this area – but they aren’t good at changing culture” CMO at a Fortune 500 Company



Emotional Wellbeing is a Cultural Issue

“But health and wellness programs are not well focused—because they are concerned with individual behavior, **rather than the work environment that helps produce that individual behavior in the first place.**”

Professor Jeffrey Pfeffer, Stanford University Business School

“Building that trusting environment, around emotional well-being, **this is all culture.**”

Head of Global Mental Wellbeing at Fortune 500 Company



Ways To Approach Supporting Emotional Well Being

- Educate & Inspire
 - Define the space and opportunity
 - Current trends that are relevant for your organization
 - Share why you as a company are making it a priority

- Assess
 - How would support be best received in your organization?
 - Conduct organizational assessment
 - ✓ *Surveys*
 - ✓ *The process of asking questions stimulates curiosity & excitement*

- Access
 - What initiatives, programs, experts, products make sense for your culture (American Express example)

- Implementation, Delivery, Track & Refresh

- Just start (Industrial Laundry Plant in the Midwest example)



Items to think about

- Language (accessible)
 - People opportunity vs. mental health stigma
 - ✓ De-medicalize it → “Performance”
 - Not fixing or solving → meeting people where they are at
- Leadership commitment & Ambassadors / Culture Champions
- Marketing → How do employees know about this? (Deutsche Bank Example)
- Recognizing that how we arrive as humans at work each day → matters

WE'RE ALL HUMAN, WE ALL HAVE OUR CHALLENGES.

SOME WE LAUGH ABOUT, SOME WE DON'T TALK ABOUT. BUT NO MATTER WHAT, IT'S ALL REAL.

- Employee Resource Groups → Life Moment Groups
 - **Social Isolation / Loneliness**
 - ✓ “A Lack of social support in the workplace is a problem” Professor Pfeffer



I M Human helps companies and organizations support the emotional well-being of their employees and implement actionable and measurable initiatives.

