**Healthy Mind Coaching leaflet 04.15 AM V2**

Copy for leaflet to SMEs and organisations re. Employees

Format: to be decided, but possibly A4 folded

1. Front cover
2. Inside left
3. Inside right
4. Rear cover
5. Front Cover – headline and subhead

**How well do you look after your most valuable business asset?**

**Whatever size your organisation, employees are your greatest resource.**

**Looking after staff emotional wellbeing improves their motivation and engagement**

***and* enhances corporate performance.**

1. Inside left hand side

***[“Employees are a company's greatest asset - they're your competitive advantage. You want to attract and retain the best; provide them with encouragement, stimulus, and make them feel that they are an integral part of the company's mission.](http://www.brainyquote.com/quotes/quotes/a/annemmulc424886.html" \o "view quote)”***

[Anne M. Mulcahy](http://www.brainyquote.com/quotes/quotes/a/annemmulc424886.html)

Former chairperson and CEO of Xerox Corporation

**Employees have heads… and hearts**

Organisations often invest large sums of money in developing the technical capability of staff, but if employees are working below their capacity, this investment is wasted.

It is estimated that right now, one in six workers is experiencing stress, depression or anxiety. Healthy Mind Coaching will help you to promote the emotional wellbeing of your employees, ensuring that your greatest resource, the people that work for you, are functioning at their full capacity.

**Their welfare is your business**

Looking after the mental and emotional wellbeing of your employees is very much your business. Not only is it ethically and morally the right thing to do, it also makes good business sense.

Healthy employees, where health refers to both physical and mental health, perform better and are more engaged:

So where are your employees on this scale?

* Engaged – work with passion, on their own initiative and drive business forward through innovation and creative thinking
* Unengaged – put in just enough effort to get by, no energy or passion towards business progress
* Actively disengaged – unhappy at work, unproductive, undermining the work ethic of others – costing your business money

**Happy, motivated and engaged staff = great customer service = corporate performance**

1. Inside right hand side

***“People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps.”***

Mary Kay Ash

Inspirational business leader and cosmetics entrepreneur

**Employee wellbeing - a crucial factor in long term profitability**

**Here at Healthy Mind Coaching, we provide mental wellness coaching to organisations of all sizes. Our work is proven to** help businesses improve performance, increase productivity at work, reduce costs and increase employee engagement.

**What we do….**

* Enhance each individual’s sense of personal competence
* Create better working relationships within and between individuals/teams
* Improve motivation and energy

**How we do it**

* Provide a safe environment for staff to be open
* Ask questions that challenge individuals’ perceptions and self-belief
* Create action plans for personal development and change

**Keep an open mind**

Nowadays, ‘coaching’ is loaded word, with all sorts of touchy-feely connotations. So let’s get one thing clear. Our role is to help you **achieve performance improvements** by assisting your staff to apply their skills more productively to their jobs. All we ask is that you keep an open mind until you have met the Healthy Mind Coaching team in person, and get a full and fair appraisal of what we might be able to do for your staff, your organisation, and your business performance.

1. Rear cover

***“You are your greatest asset. Put your time, effort and money into training, grooming, and encouraging your greatest asset.”***

Tom Hopkins

Sales Trainer and Entrepreneur

**Your next step….**

Why not call us to discuss how Healthy Mind Coaching could bring real benefits to your business and to staff? Our programme includes a 30 minute free consultation. You will find that our coaching sessions are challenging and rewarding, and that we deliver them in a business-focused, logical and enjoyable way.

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