

Workplace mental health - traditional view

- **Seen as a cost** → costing more through absence, turnover, and burnout
- **A tick-box compliance exercise** → only covers the bare minimum, legal risk still sits with you and offers nothing practical to people struggling
- **HR's problem, not leadership's** → leadership disengagement kills trust, credibility and culture
- **Mental health first aiders or wellbeing leads taking all responsibility** → creates pressure on a few, while others step back
- **One-off awareness days** → no lasting impact, forgotten by Monday
- **Optional "nice to have"** → signals mental health and people don't really matter here
- **Reactive – problems only addressed as they come up** → problems are always more costly, harder to fix and leaves your business legally exposed
- **Hires for "culture fit"** → clones existing problems instead of improving culture
- **Focus on output only** → ignores people's wellbeing, leading to burnout and presenteeism
- **Short-term quick fixes** → plaster over cracks but nothing changes underneath

Wellbeing is treated as an individual problem. The result? Stigma, burnout and disengagement because root causes like poor management and unsafe workloads are ignored.

Workplace mental health - Life First Then Work approach

- **A business advantage** → boosts efficiency, productivity, and performance
- **Built into strategy and leadership** → makes it credible, consistent, and led from the top
- **Shared responsibility across the business** → spreads the load, normalises and makes support more accessible and prevents burnout
- **Ongoing culture change** → adapts as you grow, preventing cracks from forming later
- **Protects against legal and reputational risk** → fulfils duty of care, reduces exposure and avoids costly disputes
- **Proactive — resilience built into culture before problems hit** → avoids crisis, reduces cost and protects your reputation
- **Focus on people and performance** → drives loyalty, innovation, and long-term growth
- **Hire for culture add, not just fit** → evolves and strengthens your organisation over time
- **Cuts hidden costs** → reduces your share of the £56bn annual bill UK businesses already pay
- **Sustainable systems, not sticking plasters** → structured change that scales with your business

Wellbeing is built into the system and strategy. The result? Shared responsibility, resilient people, stronger culture and sustainable growth.