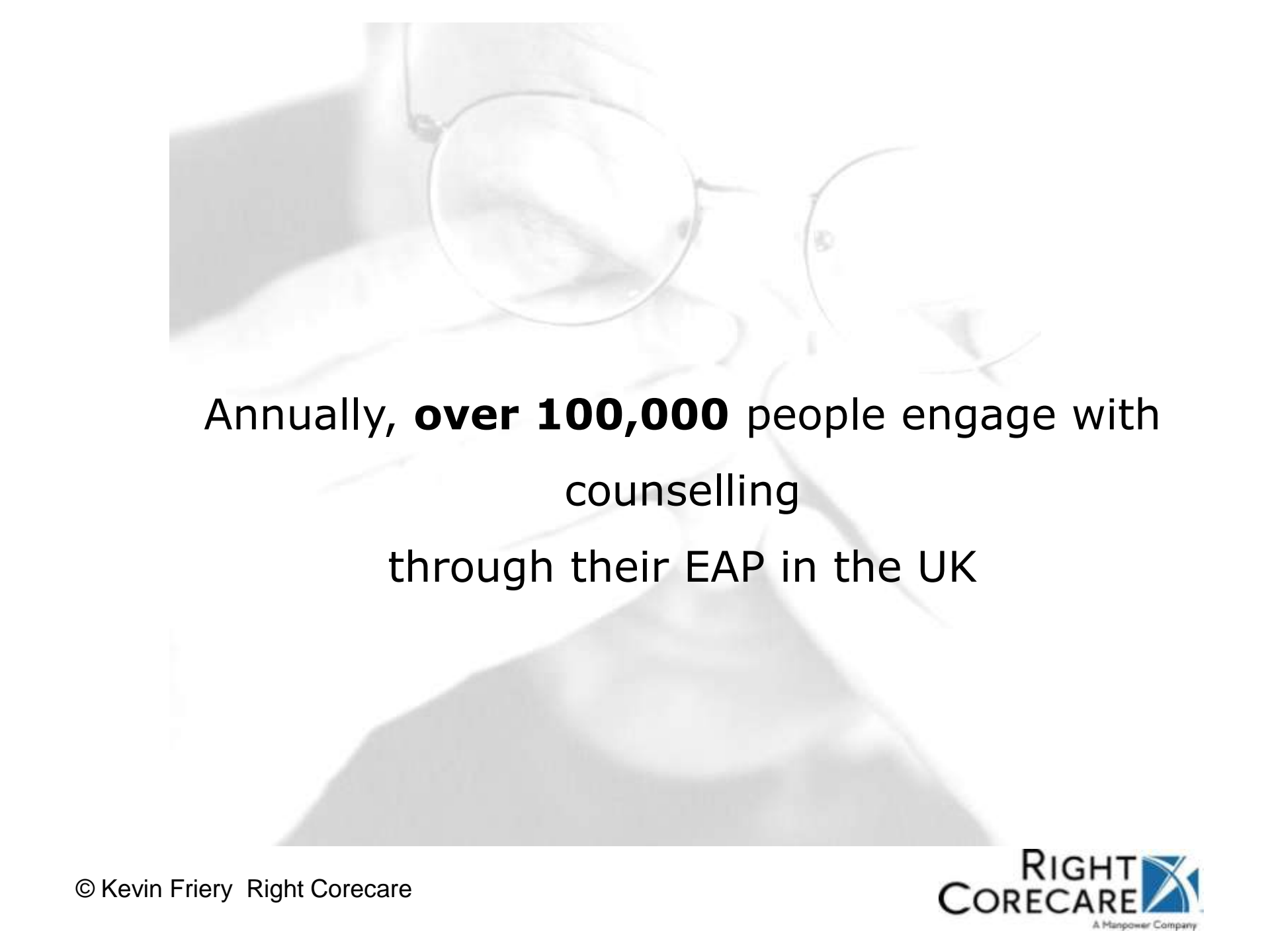




*You are Cordially Invited to
The Happy Marriage
Of
Counselling
And
Commerce*

Telford International Conference Centre

October 17th 2008



Annually, **over 100,000** people engage with
counselling
through their EAP in the UK

In 2008, the amount
of money paid
directly to counsellors
by EAP companies in
the UK will exceed

£10 Million

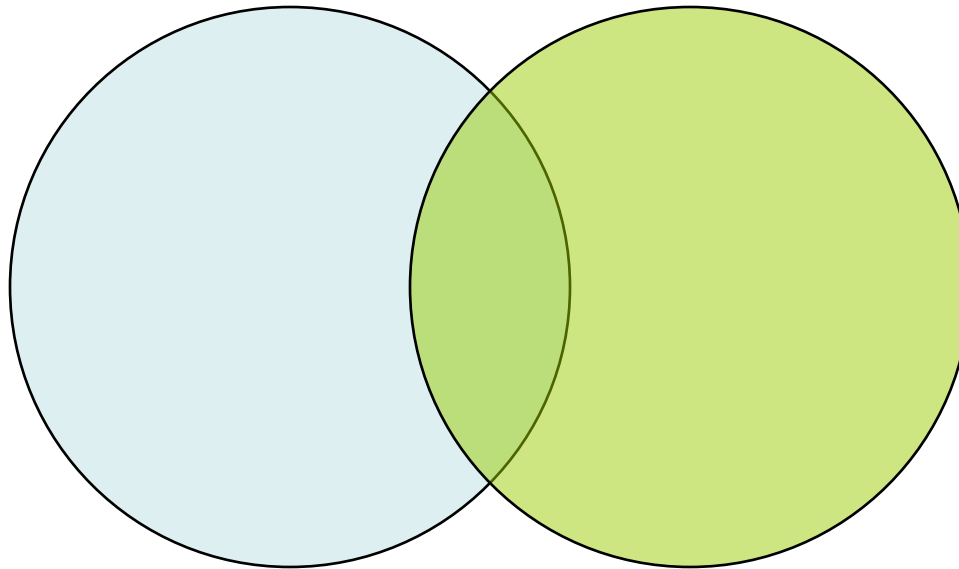
B:B

- The EAP & the Counsellor are in a Business-to-Business Relationship.

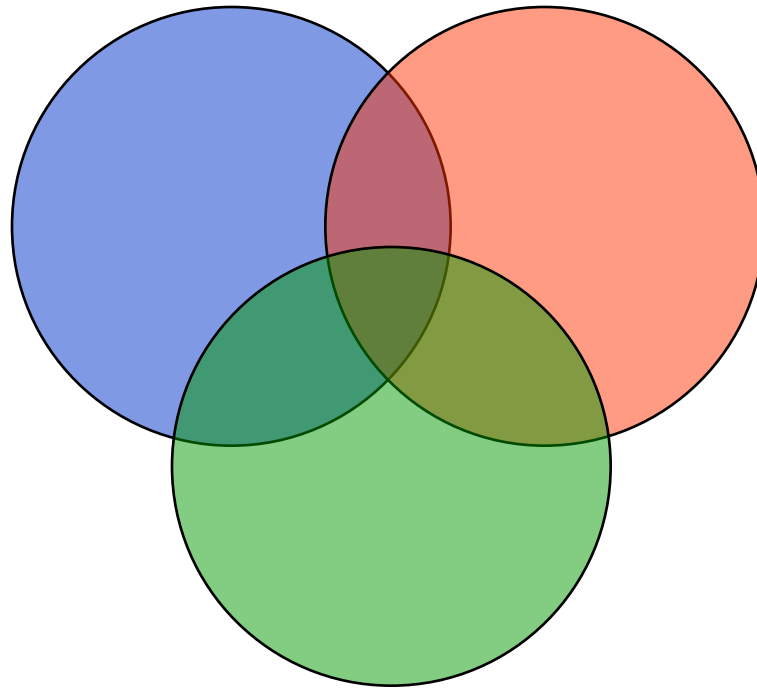
The Implications

- Responsiveness
- Reporting
- Performance & Service levels
- Communication

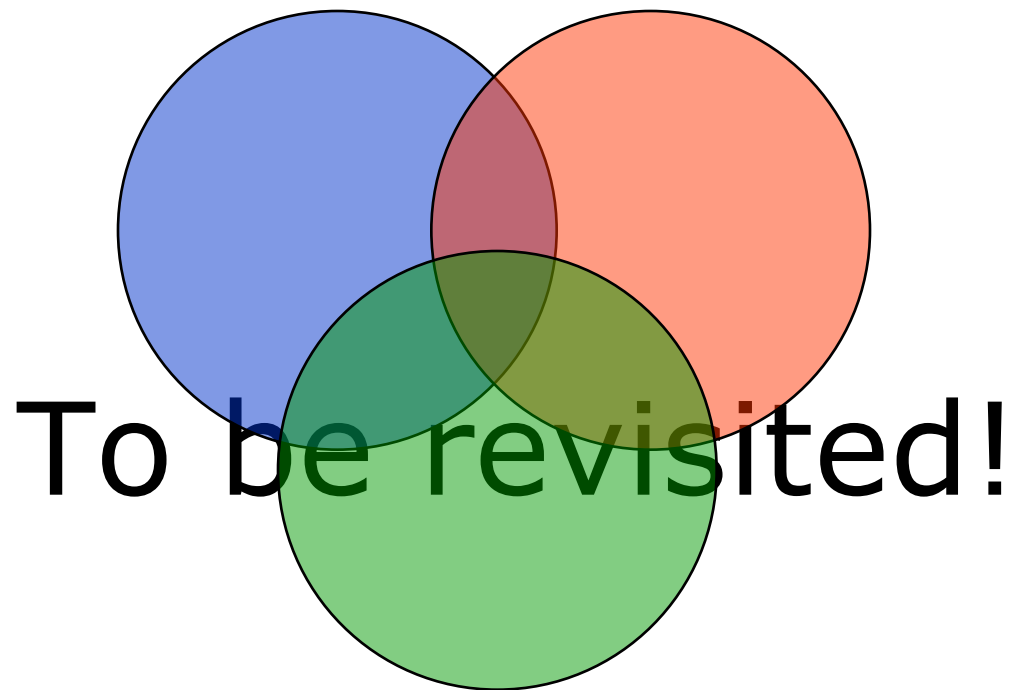
The Counselling Dyad



Adding the EAP to the Mix....

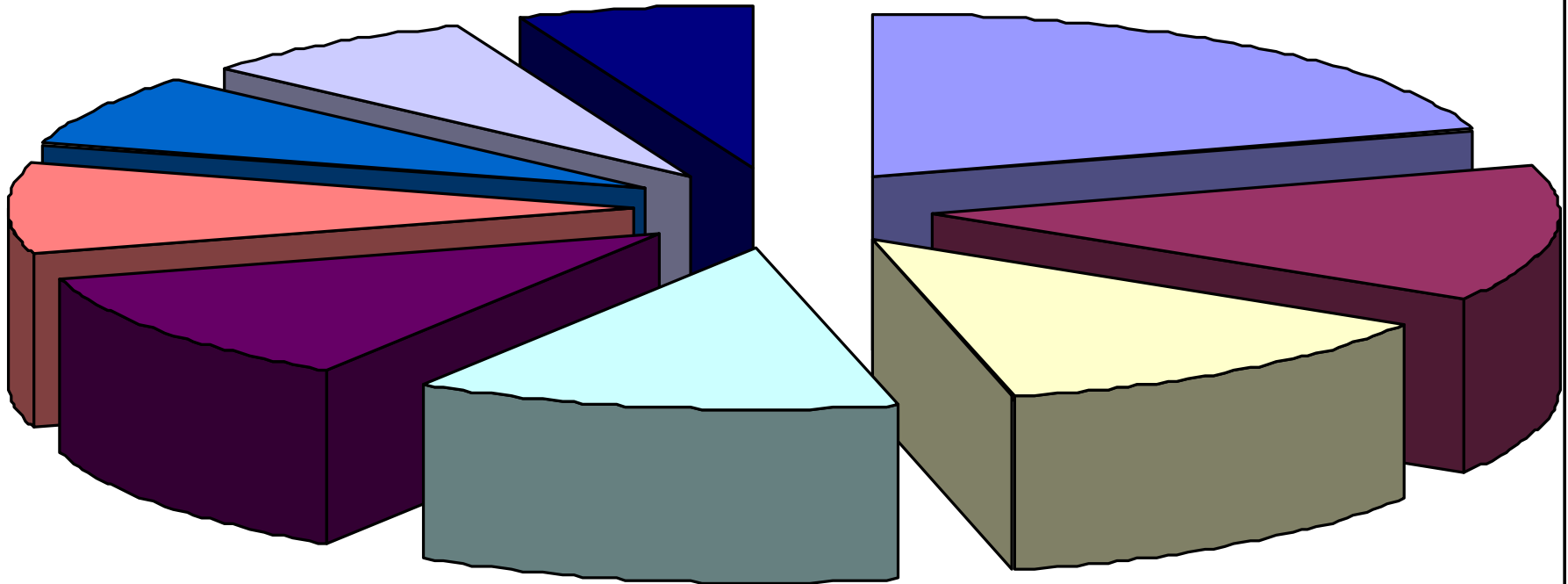


Adding the EAP to the Mix....



Why would an
organisation provide
an Employee
Assistance
Programme?....

Research



- | | |
|--|-------------------------------|
| ■ Provide Additional Support | ■ Duty of care |
| ■ Support Employees through major Change | ■ Help Alleviate Stress |
| ■ Enhance Welfare Package | ■ Support for HR |
| ■ Protect Organisation from Litigation | ■ Encourage Retention/Loyalty |
| ■ Address Sickness/Absence | |

The Business Need... i

- For every £1 lost by an employer through Sickness Absence for issues related to mental health....
£2 are lost to presenteeism.

Fact:

People experiencing problems are
massively under-productive

The Business Need...ii

- In 2004-5, the Health & Safety Executive survey reported that:

245,000 new cases of Work Related Stress, Depression or Anxiety had emerged in the previous twelve months.

This is almost as many burglaries as were committed in the same period... consider the differential response in society.

The Business Need...iii

- Talent Retention
- Legislation, Dignity, Diversity
- Reputation Management
- Risk Management
- Corporate Social Responsibility
- Healthy People, Working Well
- Through profit and/or performance to continued success, employment and stability

The Business need...iv

Problems *at* work are not necessarily *because of* work, but the impact on productivity is just as severe.

And Another Thing...

- “A model of mental health which locates the problems solely in the individual will continue to ignore critical factors that influence mental health and well-being”

- 2008 Future Vision Foundation

Resolution lies within organisations, cultural systems and society as a whole. We are all stakeholders.

....And Why Would An
Individual Use One?

Back To The Research...

Top 5 Referral Issues in EAP Counselling:

- » Relationships
- » Health
- » Family
- » Bereavement
- » Money

The Scope of an EAP

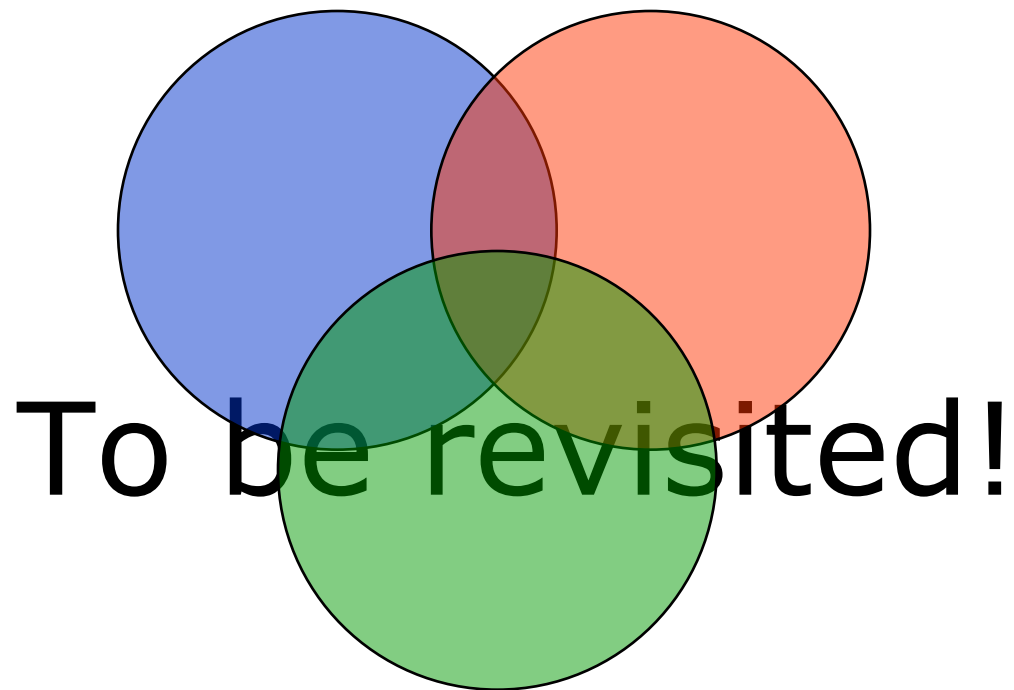
But.. An EAP is about more than Counselling. About 30% of people who access telephone helplines go on to formal counselling.

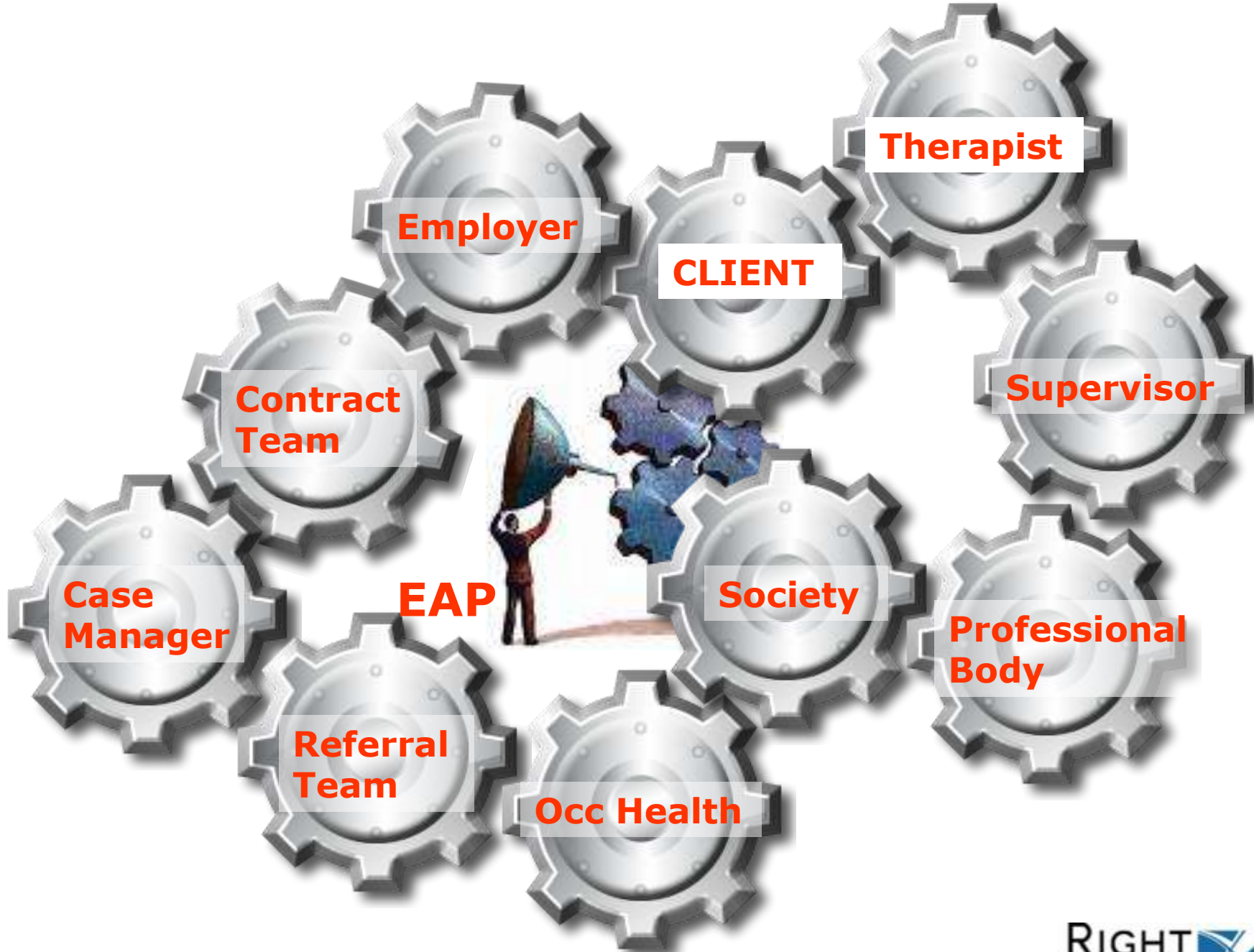
Counselling is one strand of a multi-faceted provision.

The Courtship

Counselling and Commerce
learn to
love each other

Adding the EAP to the Mix....





The Marriage...

Counselling and Commerce come together because they have complementary needs and strengths. The Counsellor benefits, the Employer benefits, the Client benefits, Society benefits.

It is a Win⁴ Relationship

And Remember...

CBT

And Remember...

Counselling is the
Best
Therapy

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