

# Selling the Value of Mental Health:

## Strategies for Persuading Stakeholders to Invest in Employee Well-Being

It's a fact: Up to 60% of employees who sustain a work-related injury may have experienced behavioral health symptoms prior to the injury, though the employer typically has no knowledge of their past mental health history and employees do not want to tell their employer about mental health challenges for fear of judgement.

Creating a mental health initiative in the workplace can be compared to the process of building a strong foundation for a house. Without a strong foundation, the house may appear intact from the outside, but it will eventually crumble due to underlying structural issues.



Similarly, without prioritizing mental health in the workplace, businesses may appear successful on the surface, but they will eventually suffer from underlying issues such as high turnover and decreased productivity.

As an HR professional, it's crucial to prioritize mental health in the workplace and pitch the idea to leadership for support. By emphasizing the benefits of such programs, including higher productivity, lower absenteeism, and increased employee engagement, you can secure a budget for your new employee behavioral health program.

# How to Pitch the Idea to Your Stakeholders

Now that you understand the importance of investing in mental health initiatives, it's time to take action.

**Here are some scripts to help you pitch the idea to different stakeholders:**

## To the CEO:

"Our employees are the lifeblood of our organization, and their well-being is crucial to our success. By investing in a mental health initiative, we can reduce healthcare costs, decrease employee turnover, and increase productivity. This will not only benefit our employees but also have a positive impact on our bottom line."

## To the CFO:

"Investing in a mental health initiative may seem like an added expense, but the long-term benefits outweigh the costs. By reducing absenteeism, lowering medical claims, and increasing productivity, we can save money in the long run. In fact, research shows that for every \$1 invested in mental health initiatives, businesses see a return of \$2-4 in improved productivity and decreased absenteeism."

## To the Safety Manager:

"Safety in the workplace is not just about physical safety, but also mental well-being. By creating a mental health initiative, we can provide our employees with the support they need to cope with stress and other mental health issues. This will not only improve their overall well-being but also lead to increased productivity and decreased accidents."



### To the Risk Manager:

“Ignoring mental health issues in the workplace poses a significant risk to our organization. By investing in a mental health initiative, we can reduce the risk of high turnover, decreased productivity, and increased healthcare costs. It’s essential that we prioritize mental health in our workplace to ensure the long-term success of our organization.”

### To the Board of Directors:

“As a responsible and ethical organization, we have a duty to ensure the well-being of our employees. By investing in a mental health initiative, we can create a supportive and positive work environment that will not only benefit our employees but also our organization as a whole. This initiative will reduce healthcare costs, increase productivity, and improve our reputation as a socially responsible organization.”

## Conclusion

In conclusion, prioritizing mental health in the workplace is crucial for the long-term success of any organization. By creating a mental health initiative, you can improve employee well-being, increase productivity, and reduce healthcare costs. Use these scripts to pitch the idea to different stakeholders and take the first step towards building a healthier and more productive workplace.

Don’t wait to prioritize mental health in your workplace. Take action today and create a better tomorrow for your employees and your organization.



[axiomllc.com](https://axiomllc.com)  
**(877) 502-9466**

## Axiom Medical is Here to Help!

With two decades of experience in employee total health programs and population health management, we can help your organization with any workplace healthcare needs.