

## 11. Leadership Sharing

**Use date:** In any company-wide meetings or townhalls following Intellect's launch

**How to use:** Among Intellect's clients with the highest utilisation rates, a common driver is leadership influence. This means that when leaders in the company – especially C-level executives and key department heads – share their experience using Intellect for their own mental wellbeing, employees are likely to feel more supported, view mental health as less stigmatised, and feel encouraged to use Intellect.

**Collaterals:** [Digital Slides](#)

The image shows a digital slide for Intellect. At the top left is the Intellect logo and a placeholder for a company logo. The main headline reads "Support for your good days, bad ones, and everything in between". Below this is the sub-headline: "Your free employee wellbeing benefit offering 1:1 professional support, self-care tools, and 24/7 helpline". A blue box on the left contains a QR code and the text "GET STARTED TODAY". To the right of the QR code is a list of steps: "Select 'I'm new here' then 'With your organisation'", "Enter the access code: CODE", and "Select your language, then sign up using your work email address". On the right side of the slide, there are three smartphone screens displaying the Intellect app interface. The central screen shows a chat conversation with Michael Lee, who is smiling. The other screens show the app's home screen and a focus session interface.

We recommend identifying an influential leader(s) in your organisation who would be open to sharing. You may encourage them to use Intellect for a week or two before sharing their own experience. Ask if they would be willing to encourage employees to utilise Intellect to create a supportive environment, lead by example, and play a part in reducing stigma in your organisation.

Leaders are encouraged to be as open and honest as possible, but if they need a starting point, here's a **suggested** script:

Hi there, team! Today, I want to talk about something that's close to my heart – our wellbeing and the support we have in place for each other.

You know, it's easy to get caught up in the daily grind and forget about taking care of ourselves. But the truth is, our mental and emotional wellbeing matters just as much as our physical health. That's why I'm excited to share something that's already been making a positive impact in my own life – our new partnership with Intellect and their wellbeing platform.

Now, I'll be honest. At first, I was a bit sceptical. You might be too, and that's completely okay. But then I decided to give it a shot. I downloaded the app, explored their content, tried out their coaching, and even reached out to their helpline with a few questions. And let me tell you, it's been an eye-opening experience.

The app isn't about pushing a one-size-fits-all approach. It's about empowering us to take charge of our own wellbeing journey. It's like having a toolkit of resources right at your fingertips – whenever you need them, wherever you are.

Using this app, I've been able to build better habits, manage stress more effectively, and simply find moments of calm in the midst of a busy day. And here's the thing – it's not about having all the answers. It's about taking small steps, learning, and growing.

So, here's my invitation to you. Give it a try. Take a moment for yourself and explore what Intellect has to offer. Let's break any stigma around seeking support – it's a sign of strength, not weakness. And as we embrace this journey together, let's create a workplace where we're all thriving, not just professionally, but personally too.

I'm right here with you, learning, trying, and taking steps towards a healthier, more balanced life. Join me on this journey. Let's make wellbeing a part of our everyday routine.

Take care, and remember – we're in this together.