

PREPARED FOR

Manas – Center for Mental Wellness & Counselling

Building a Wellbeing Ambassador Network

Creating Grassroots Mental Health Champions in Your Organisation

Presented by Dr. Priya Dubey Sharma

Manas – Center for Mental Wellness & Counselling

UDYAM-MP-10-0120839



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Programme Overview

Recognizing that professional support services cannot reach every employee daily, this programme focuses on establishing a network of trained internal champions. These wellbeing ambassadors will foster a supportive environment and promote mental wellness across the organisation.

Learning Objectives

- ✔ Understand the pivotal role of wellbeing ambassadors in creating a psychologically safe workplace, which is crucial for enhancing overall employee morale and productivity.
- ✔ Learn effective strategies for identifying and recruiting suitable individuals who possess empathy, good communication skills, and a commitment to supporting colleagues.
- ✔ Develop a comprehensive training framework that equips ambassadors with foundational knowledge and practical skills in active listening and resource navigation.
- ✔ Explore methods for providing ongoing support and supervision to ambassadors, ensuring they feel empowered and equipped to manage their role effectively.
- ✔ Discover how to integrate ambassadors seamlessly into the team culture, addressing potential challenges like hierarchy and stigma within the Indian workplace context.
- ✔ Gain insights into measuring the impact of the ambassador network, demonstrating its value in promoting a positive and healthy work environment for everyone.

WHO SHOULD ATTEND

This programme is designed for HR professionals, senior leadership, and individuals interested in volunteering as wellbeing ambassadors within their teams.

Programme Content

1. Defining the Role: Wellbeing Ambassadors in Action

This section clarifies the responsibilities and limitations of wellbeing ambassadors, ensuring they act as peer supporters and first points of contact, not as counsellors. We will explore how ambassadors can facilitate informal check-ins and signpost colleagues to available resources, thereby enhancing accessibility to support. Understanding these boundaries is vital to prevent burnout and maintain trust within the network, especially in a hierarchical Indian work culture where open communication can be challenging. This session will provide practical guidance on how ambassadors can effectively support their peers without overstepping their designated role, fostering a culture of care.

 **Activity: Group discussion: 'My Ideal Ambassador'**

2. Selection and Recruitment: Finding the Right Champions

Identifying individuals with natural empathy, strong interpersonal skills, and a genuine desire to help others is key to a successful ambassador network. This module will outline a structured approach to recruitment, encouraging voluntary participation while ensuring a diverse representation across departments and levels. We will discuss strategies to overcome potential hesitations related to visibility or perceived responsibility, encouraging employees to step forward. The goal is to build a network of trusted individuals who can act as relatable points of contact for their colleagues, fostering an environment where seeking support is destigmatized.

 **Activity: Role-play: 'The Invitation'**

3. Foundational Training: Equipping Your Ambassadors

A robust 2-day training programme will be outlined, covering essential skills such as active listening, empathetic communication, and understanding common workplace stressors. Participants will learn how to identify when a colleague may need additional support and how to guide them towards appropriate professional help, respecting confidentiality. The training will include practical exercises and case studies relevant to the Indian workplace, addressing cultural nuances and promoting emotional intelligence. This foundational knowledge ensures ambassadors are well-prepared to offer initial support and guidance effectively.

 **Activity: Skill-building exercise: Active Listening Practice**

4. Ongoing Support and Supervision: Nurturing Your Network

Sustaining the effectiveness of the ambassador network requires continuous support and guidance. This section will detail mechanisms for regular check-ins, supervision sessions, and opportunities for peer learning among ambassadors. We will explore how to provide ongoing training to address emerging needs and reinforce best practices, ensuring ambassadors remain motivated and confident. Providing a safe space for ambassadors to share their experiences and challenges is paramount for their well-being and the network's longevity.

 **Activity: Brainstorming: 'Support for Ambassadors'**

5. Embedding Ambassadors in Team Culture: Fostering Connection

Integrating the ambassador network into the fabric of the organisation is critical for its success. This module will focus on strategies to promote the ambassadors' presence and role within teams, ensuring they are recognized and respected. We will address how to navigate workplace dynamics, including hierarchy and potential resistance, to foster an environment where ambassadors can operate effectively. The aim is to normalize conversations around mental wellness and encourage proactive engagement with the support system being built.

 **Activity: Discussion: 'Integrating Ambassadors into Team Rituals'**

6. Measuring Impact and Continuous Improvement

This final section will guide participants on how to track the effectiveness of the wellbeing ambassador network. We will discuss key metrics and feedback mechanisms to evaluate the programme's reach and impact on employee well-being and morale. Understanding what works well and where improvements can be made is essential for the network's sustained success and its contribution to a healthier organisational culture. This data-driven approach ensures the programme remains relevant and impactful over time.

 **Activity: Developing an Impact Measurement Framework**

Action Plan

Concrete steps for implementation.

Action	Owner	Timeline	Notes
Form a steering committee to oversee the ambassador programme.	HR/Leadership	Week 1	Include representatives from HR, management, and potential ambassadors.
Develop detailed role descriptions and ethical guidelines for ambassadors.	HR	Month 1	Ensure clarity on boundaries, confidentiality, and escalation procedures.
Design the 2-day foundational training curriculum.	HR/External Facilitator	Week 2	Incorporate interactive exercises and case studies relevant to the Indian context.
Launch internal communication campaign for ambassador recruitment.	HR/Internal Communications	Month 1	Highlight the benefits and impact of the role to encourage volunteer sign-ups.
Schedule initial training sessions and establish regular supervision meetings.	HR/Manager	Month 2	Plan for ongoing professional development and peer support opportunities.
Implement a feedback mechanism to assess programme effectiveness.	Leadership	Quarter 1	Gather input from ambassadors, employees, and management for continuous improvement.

About Manas



Dr. Priya Dubey Sharma

Founder & Consulting Psychologist | Applied, Organizational & Behavioural Psychologist | PhD | 18+ Years

Dr. Priya Dubey Sharma brings 18+ years of applied psychology to corporate wellness. She has worked with SBI, educational institutions, and corporate teams across India. Her evidence-based approach combines CBT, mindfulness, and culturally contextualised psychology for measurable outcomes. She is the creator of the Performance FOMO Index™ and the High-Functioning Distress Framework™.

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A MSME-registered organisation dedicated to evidence-based mental wellness.

UDYAM-MP-10-0120839

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