

PREPARED FOR

Manas – Center for Mental Wellness & Counselling

Mental Health Strategy for Senior Leadership Teams

C-Suite Guide to Mental Health as a Business Priority

Presented by Dr. Priya Dubey Sharma

Manas – Center for Mental Wellness & Counselling

UDYAM-MP-10-0120839



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Programme Overview

This programme reframes mental wellbeing from a Corporate Social Responsibility initiative to a critical business strategy. It emphasizes CEO ownership and the necessity of measurable outcomes for sustainable success and enhanced organisational performance.

Learning Objectives

- ✔ Understand the quantifiable return on investment (ROI) of mental wellbeing initiatives within the Indian business landscape, enabling data-driven decision-making for resource allocation.
- ✔ Define the tangible actions and visible commitment required from a CEO to champion mental wellbeing, fostering a culture of psychological safety and support.
- ✔ Learn to integrate mental health objectives into the organisation's core strategic planning and Objectives and Key Results (OKRs), ensuring alignment with business goals.
- ✔ Develop a robust governance framework for employee wellbeing, clarifying roles and responsibilities across leadership and HR for effective oversight.
- ✔ Gain proficiency in communicating the value and impact of employee wellbeing programmes to the Board of Directors, securing essential buy-in and resources.
- ✔ Explore financial modelling techniques to demonstrate the long-term economic benefits of investing in mental health, justifying budget allocations and tracking progress.

WHO SHOULD ATTEND

This programme is designed for Chief Executive Officers, Chief Financial Officers, Chief Human Resource Officers, and Board Members who are committed to fostering a thriving and productive work environment.

Programme Content

1. The Business Case for Mental Wellbeing: An Indian Perspective

This section unpacks the compelling financial argument for prioritising employee mental wellbeing. We will explore recent data and case studies from India that demonstrate a clear return on investment, showing how enhanced psychological health correlates with increased productivity, reduced absenteeism, and lower staff turnover. Understanding these metrics is crucial for justifying investment and aligning wellbeing with profit and growth objectives. We will discuss how a proactive approach can mitigate significant financial risks associated with employee burnout and disengagement, making it a strategic imperative rather than an optional expense.

 **Activity: Group discussion on current ROI perceptions and desired metrics.**

2. The CEO's Role in Championing Mental Wellbeing

Visible and authentic leadership commitment is paramount in cultivating a mentally healthy workplace. This module defines what genuine leadership advocacy looks like, moving beyond symbolic gestures to concrete actions. We will explore how CEOs can actively promote psychological safety, destigmatise conversations around mental health, and embed wellbeing into the organisational narrative. Participants will learn practical strategies for demonstrating this commitment through communication, policy, and personal example, thereby influencing organisational culture at the deepest level.

 **Activity: Peer-to-peer sharing of leadership commitment examples.**

3. Integrating Mental Health into Strategy and OKRs

Embedding mental wellbeing into the fabric of the organisation requires its strategic integration, not its isolation. This section guides leaders on how to weave mental health objectives into the core business strategy and set measurable Objectives and Key Results (OKRs). We will discuss frameworks for aligning wellbeing initiatives with broader company goals, ensuring that progress is tracked and outcomes are accountable. This approach transforms wellbeing from a peripheral concern into a driver of overall business performance and employee engagement.

 **Activity: Workshop: Drafting sample mental wellbeing OKRs.**

4. Establishing a Robust Governance Framework

Effective governance ensures that mental wellbeing initiatives are consistently implemented, monitored, and sustained. This module focuses on designing a clear framework that defines ownership, accountability, and oversight mechanisms. We will examine different models for structuring wellbeing responsibilities across the organisation, from the executive level to departmental managers and HR. Establishing these clear lines of responsibility is vital for effective resource allocation, risk management, and the long-term success of wellbeing programmes.

 **Activity: Case study analysis of governance models.**

5. Communicating Wellbeing Value to the Board

Securing Board support and alignment is critical for any significant organisational strategy, including mental wellbeing. This section provides practical guidance on how to effectively communicate the business case, progress, and impact of employee wellbeing programmes to Board members. We will cover how to present data, articulate the ROI, and frame wellbeing as a strategic asset that contributes to organisational resilience and long-term value creation. Mastering this communication ensures sustained commitment and necessary resource allocation.

 **Activity: Role-playing: Board presentation simulation.**

6. Financial Modelling and Investment in Wellbeing

This module delves into the practical aspects of financial planning and modelling for wellbeing investments. Participants will learn how to project the financial benefits of wellbeing programmes, such as reduced healthcare costs, increased productivity, and improved retention, and how to create compelling business cases for budget approval. We will explore methodologies for tracking the financial impact of these initiatives over time, demonstrating their value as a strategic investment rather than a mere operational cost.

 **Activity: Interactive exercise: Developing a wellbeing investment projection.**



Action Plan

Concrete steps for implementation.

Action	Owner	Timeline	Notes
Conduct an initial assessment of current employee wellbeing metrics and identify key performance gaps.	CHRO	Week 1	Utilise existing HR data and consider a pulse survey for immediate insights.
Develop a formal CEO-led Mental Wellbeing Charter outlining commitment and key principles.	CEO	Month 1	Ensure the charter is visible and communicated across all organisational levels.
Integrate 1-2 core mental wellbeing OKRs into the next quarterly business review cycle.	CHRO/CFO	Week 2	Focus on measurable and achievable objectives aligned with business strategy.
Establish a cross-functional Wellbeing Steering Committee with defined roles and meeting cadence.	CHRO	Month 1	Include representatives from HR, Operations, and relevant business units.
Prepare a concise report for the Board highlighting the ROI of current or proposed wellbeing investments.	CFO/CHRO	Month 2	Focus on quantifiable benefits and strategic alignment.
Allocate a specific budget line item for strategic mental wellbeing initiatives in the upcoming fiscal year.	CEO/CFO	Quarter 1	Justify the budget based on projected ROI and risk mitigation.

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.

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