

the WellBeing Formula @WORK



Immediate WellBeing & Stress Management
Solutions For Business

“Taking All The Stress Out Of WellBeing “



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INTRODUCTION - A PROVOCATIVE RANT

After nearly 2 decades of coaching and training and having worked with over 5000 people on a face to face basis, I have personally witnessed the pain and suffering that stress causes. The statistics for workplace stress speak for themselves; it is a global 1st world problem that affects all industries and all sizes of companies, but the statistics fail to fully reflect the degree of human suffering caused by stress and that's worth a rant is it not.

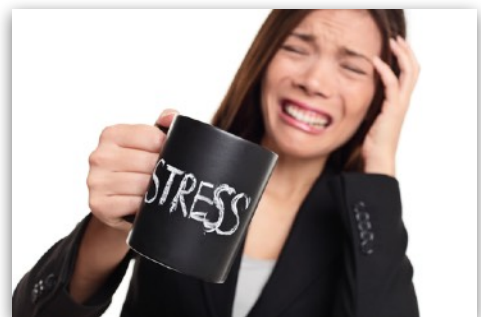
In 2012 after being asked by a company to design and deliver a coaching programme for the staff they were about to make redundant, I witnessed a tragic and wasteful event. Before the programme details could be agreed and rolled out, one young man who had heard about his upcoming redundancy was so desperate because of the changes and uncertainty he faced, that he saw no future and took the only solution he saw available, which was to take his own life.

One of my mentors Dr Richard Bandler (co creator of NLP) was once asked about suicide, he said, *"Suicide is a permanent solution to a temporary problem and it happens when things change and a person can't see a future"*

He was also asked what he thought about stress management. His reply was *" I think stressing the management is a good start. So they wake up and make the changes that are needed. However the other thing to realise is that stress doesn't exist, it's not real, it's only when we perceive that the world isn't the way we want it to be and the world has a habit of not being exactly as we would want it to"*

The tragic loss of this young mans life was the catalyst for my developing **"The WellBeing Formula at Work"** which originally began as a series of live seminars and developed into "in house" trainings, the online course and the book (due for publication mid 2018).

I would have loved to have had the opportunity to coach that young man. I know that with some coaching and a greater awareness of stress and how to cope with change and uncertainty, that probably he would still be alive and well. And when I say probably I am quite certain the outcome would have been different. That certainty comes from experience.



Having worked with 100's of people who had reached the point of *"I've had enough"* I know that the solutions are to give them hope, to help them to realise that whatever they are going through will at some point be in the past, and also to make them realise that a suicidal or depressing thought (including stressful thoughts) are only thoughts and need not be acted on.

Since 2012 it has been my mission to focus my coaching and training practice on wellbeing and stress in the workplace; so that as many people as possible understand stress, are more resilient and are better able to deal with uncertainty, overwhelm and can handle life's challenges. So they can cope with whenever the world isn't as they would want it to be, without resorting to extreme solutions.

As a diligent entrepreneur before designing and developing the products and services now available to you, I did my research into what clients need and want and what is available in the market place. What became apparent was that most of the services available were either **theoretical**, **nonsense**, or focussed solely on **policies and procedures**.

Theory about stress is nice in theory, but in practice is irrelevant, compared to being able to do something about it. If a stress management coach / trainer / consultant / course can't deal with stress in it's various shades from being slightly overwhelmed to being depressed or suicidal then they are of little service.

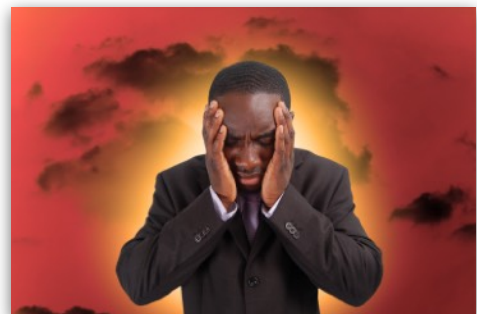
The **nonsense** is all the lists of "*things to do*" if stressed, which very rarely make any significant or lasting difference, light a candle, take a break, have a bath. The web is full of such useful resource sites (and I am being sarcastic when I say useful) nice as they all are, they aren't the solution, they are often as useful as an un sticky plaster over a septic wound.

As to **policies and procedures**; the HSE have since 2007 introduced Management Standards encouraging business owners to focus on the key stressors identified as the causes of stress, asking management to look to change their working practices. However, if they were right with this approach and that poor working practices are causes of stress, then since the HSE standards were first introduced stress statistics would have reduced and they haven't. The HSE website even says "**since standards were introduced 10 years ago the statistics have remained roughly the same.**"

The reason for this failure to change the statistics (despite many organisations changing policies and procedures) is simple - this approach fails to take into consideration the individuals coping skills, their **mindset**.

For example; imagine two people in similar working circumstances, with the same policies and procedures in place, the same support systems, same relationships, with similar demand placed on them and one is stressed and the other isn't. How so?

Addressing policies and producers does help, but the most important part that is missing in most stress solutions is dealing with the mindset of the individual. One person is stressed because they have a poor or impoverished mindset, whereas one isn't



stressed because they have a more enriched mindset. Stress, coping and resilience are learnt skills; the resilient person has learnt them (often naturally) and the stressed person hasn't learnt them yet!

When it comes to mindset, the bemused business owner or HR manager who is looking for solutions is faced with some confusing choices. Do they select the method that stress management company A claims is the solution (ie: CBT) or do they go with stress management company B who say mindfulness is the solution.

Then they have to choose between recruiting Janet who has done one stress management course and an online coaching course (so she can add stress management to her Reiki website) or the well known training company who offer trainings in everything. Of course this company has all the logos and accreditations and even offers certificates and CPD points, but most of their trainers would melt into the shadows if an attendee on their course had a panic attack or burst into tears or admitted to depression or suicidal thoughts.

Of course I am generalising a little here, there some great people out there doing great work, but for the most part if I was still director of my companies and was actively seeking a wellbeing and stress management solution for my people, while doing my research I found it impossible to find one that ticked all the boxes. I wanted an approach that was practical, relevant, went beyond theory and addressed all three aspects of wellbeing and stress management the **mindset**, **strategies** and **tactics**. I wanted an approach which worked.

Which is why you now have access to all the things I would want if I wasn't an experienced wellbeing coach and was in need of guidance and wellbeing and stress management solutions for my companies.

Someone once asked me on a training *"what's the best technique for helping someone who is stressed to breaking point?"*, my answer was *"the ones that work."* There is no one size fits all magic bullet solution to stress which is why **"The Wellbeing Formula @ Work"** uses a multi disciplined approach to wellbeing and stress management. It's the combination and sequencing of multiple approaches that makes it so effective. The formula is based upon interventions used with 1000's of people and has been tried and tested in live seminars and research study groups - they work in practice and that's what really counts.



I trust that within these pages you will find all the solutions you need to reduce stress within your business, and if you do need any assistance or guidance whatsoever please contact us we are happy to be of service.

Wishing you every success with your wellbeing

Steve Crabb

Wellbeing Specialist, Author, NLP Master Trainer, Master Transformational Coach, Clinical Hypnotherapist, Diploma (HNC).

STRESS CALCULATOR

Making The Business Case For Stress Management

Although stress in the workplace is widely regarded as a problem, not just from the ethical and moral perspectives but also from the financial and human aspects; many organisations and members of management still fail to see stress as a problem that relates to themselves. This attitude is due to a number of common factors; notably **deniability**, **diffusion of responsibility** and **stigma**. These can often be obstacles to implementing any stress management or wellbeing solution and need to be addressed for any solution to have an impact.

Deniability is a common human trait, we have a propensity to look on the bright side, to think problems won't happen to us. I have met many a business owner at networking events over a glass of warm wine who don't personally experience stress and don't realise they have a problem and don't understand why others are stressed; nor do they appreciate the impact it can have on their business.



Even with the statistics showing there are real measurable costs to business, some managers and owners will deny scientifically established facts even in the face of overwhelming compelling evidence.

Denial is an unconscious defence mechanism, which serves a purpose, which is to protect against the experience of pain. When assessing the likelihood of future negative events, a common characteristic of denial is the judgement "*It won't happen to me*". Research shows that people in general have an overly optimistic and positive perception of the future.

Three important characteristics which help identify denial in an individual are:

1. **Refusing to recognise the problem.**
2. **Unrealistic optimism**
3. **Under the illusion of being able to control circumstances**

Diffusion of responsibility is where being with others may inhibit whether we take action or not. This is characterised by "*It's not my problem someone else will deal with it*"



The challenge many have, particularly in Human Resource departments, is getting other department heads to see that workplace stress is a problem that **all** executives have a responsibility to address; and to get other key stake holders willing to invest the resources needed to deal with the problem.

Stigma associated with admitting to stress is still a prevalent problem, it's often regarded as a career limiting move, one which could prevent promotion and be regarded as a label that the person is stuck with throughout their career. Far too often people keep quiet about their stress. Stigma also prevents people seeking help until it's too late and prevents management from fully acknowledging there is a problem and being committed to changing it.

Anyone responsible for dealing with the health and wellbeing of staff has to be able to deal with these 3 issues and present the problem and solutions in the language that most business owners understand - the language of money. Being able to get a company "on board" with any plan to address stress often requires the HR team to make a sound business case and to show there is a benefit and even a return on investment from spending out on any stress management programme of solutions.

You have to be able to present

1. **The cost of the problem.**
2. **The cost of ignoring the problem.**
3. **The benefits of the solution.**
4. **The cost of the solution.**

The solutions to overcoming deniability, diffusion of responsibility and stigma are to have a culture across all departments and throughout an organisations which welcomes open honest communications rather than assuming the positions and commitment of others; and being able to make a sound financial business case for addressing the problem of stress.

To help with this I have developed a stress calculator which will enable you to do the maths and present the financials as part of your proposal.

The stress calculator takes into account the four key costs associated with stress they are:

1. **Absenteeism**
2. **Presenteeism**
3. **Cost To Turnover**
4. **Additional Costs**

Absenteeism

The UK Health & Safety Executive research shows that 45% of all working days lost to ill health are stress related. The average cost per employee is £1350.

Presenteeism

Presenteeism is the damage caused by someone who is enduring excessive stress, still shows up for work, makes bad decisions, has poor judgment and underperforms. Research by the National Institute for Health & Care Excellence (NICE) shows that work impaired performance costs business between 2 x to 10 x the cost of Absenteeism.

Presenteeism costs include:

- Damage to equipment and production resulting from accidents and mistakes**
- Reduced performance/productivity**
- Loss of public goodwill**
- Brand damage**
- Low workplace morale**

Cost To Turnover

Time off sick due to stress has costs to your business in terms of overheads (which have to be covered during absenteeism) and lost profit. These are calculated showing revenue losses after labour costs (due to Absenteeism) have been deducted.

Additional Costs

Other Financial considerations where workplace stress has a negative impact on business includes:

- Premature retirement**
- Staff replacement**
- Grievance and litigation / compensation costs**

Additional costs are not shown in the calculator but should also be presented when making the business case.

Follow this link to the [**STRESS CALCULATOR**](#) and use your findings to make your case.

IMPORTANT: No Information is stored or collected when you use the calculator simply screenshot or write down your calculations.

THE ULTIMATE BLUEPRINT

Creating Your Stress Management Plan

When it comes to addressing working practices, policies and procedures there is *"no one size fits all solution"* because every organisation is unique and has its own unique ways of working which can be the causes of stress.

If you are responsible for the wellbeing of your staff I have written an e-book that is an invaluable coaching guide to helping you:

Make the business case for a stress management programme.

Overcoming any resistance to change.

Getting your staff in the right mindset for putting a stress management plan together *and*

Contains coaching exercises to evaluate possible solutions.

This **FREE** e-book will be an invaluable tool on your journey of creating a plan that is as unique as your business and its' needs are.

The book is in 2 parts; the first part helps you to create the right mindset and conditions for getting your team on board, it helps them to recognise the problem and sets the right conditions for productive meetings.



The second part contains a series of coaching exercise so you can then guide your team through the process of identifying problems, designing solutions and implementing them.

This e-book is a **"how to guide"** and of course if you want assistance with this process then we offer a consultancy audit service (page 10) to identify where the stressors are in your business and a management workshop (page 12) where I coach and mentor your management team through this process.

Follow this link to download your **FREE** e-book [**"The Ultimate Blueprint - Creating Your Stress Management Plan"**](#).

A WELLBEING AUDIT

A WellBeing Consultation To Evaluate Your Businesses Current Stress Levels

The **"Wellbeing Audit"** is a consultation service where we evaluate how your business is performing in relation to the 6 key stress indicators identified by the HSE Management Standards.

Since 2007, there have been in place HSE Management Standards designed to encourage a pro-active approach to stress in the workplace and to highlight the major role managers can play in reducing the problems of stress.

The Management Standards define the characteristics, or culture, of an organisation where the risks from work related stress are being effectively managed and controlled. They point a proactive supportive organisation in the direction of creating healthy working conditions.



Standards cover six key areas of work design that, if not properly managed, have been identified as being associated with poor health and well-being, lower productivity and increased sickness absence. In other words, the six Management Standards cover the primary sources of stress at work identified by the HSE research.

The objectives for the "WellBeing Audit" are:

Increase the awareness and ability of talent within your company to evaluate and recognise potential stressors in relation to current working conditions.

Provide a "snapshot" view across the company of your current stressors so management can take appropriate actions to mitigate stress.

It provides summary information of how you are performing against each of the Management Standards stressors. The scores range from 1 (poor) to 5 (desirable). The information is presented in the form of bar charts providing, your organisation's score on each of the six Management Standards areas

These are:

- **Demands** – this includes issues such as excessive workload, work patterns and the work environment.
- **Control** – defined by how much say the person has in the way they get to do their work.
- **Support** – this includes the encouragement, sponsorship and resources provided by the organisation, line management and colleagues to assist an individual to do their work without undue stress.
- **Relationships** – this includes promoting positive working to avoid destructive conflict and being able to recognise and to deal with unacceptable behaviour.
- **Role** – whether people understand their role within the organisation, project or task and whether the organisation ensures that they do not have conflicting roles.
- **Change** – how organisational changes (large or small) are managed and communicated and implemented within the organisation.

Having an external WellBeing Audit of your company gives you snapshot overview of where there are stress "pinch points" that need addressing. This is the starting point for developing any plan to reduce stress within the business related to working practices.

HOW THE WELLBEING AUDIT WORKS

1. We send you an excel spreadsheet so you can list and provide e-mails for your staff who are part of the WellBeing Audit. This list can be separated into departments, so you can see if there is a difference in the ways departments are exposed to and dealing with stress.
2. We broadcast email the WellBeing Audit out to your list. The WellBeing Audit outlines for all your staff why the audit is being carried out, it explains the stress indicators and includes a questionnaire with 35 questions which they are to complete and return to us by email before an agreed deadline date.
3. All returned audits are confidential so your staff can honestly complete the questionnaire knowing their answers are private, safe and secure.
4. We collate the information received and prepare your WellBeing Audit report which identifies how your company and departments are performing in relation to the management standards and where there are areas for improvement.
5. Your WellBeing Audit report also includes recommendations, coaching tips, techniques for management for each of the stress indicators. We meet with your management team to explain and review the report.
6. We broadcast email a separate WellBeing Formula @ Work report to your staff with personal coaching tips and techniques they can use for each of the stress indicators.

A WELLBEING ORGANISATIONAL MINDSET

Working With Your Management To Design A Strategic Plan For Addressing Working Practices

Your companies policies and procedures are idiosyncratic to your business, therefore any solutions to stress related to working practices will be equally unique to your business.

"The Ultimate Blueprint for Creating Your Stress

Management Plan" on page 9 is a free e-book which will assist you through the process of getting your team on board, identifying stressors and creating a strategic plan. However, many companies prefer a *"do it for us service"* and to be coached through the evaluation and design stages of creating a stress management plan.

The advantage of being coached is the assurance of knowing that you have an experienced wellbeing coach to guide your team through the enquiry process, this gives you the advantage of a third party opinion which is unbiased - this is known as *"high construal thinking"* or better known as *"seeing the wood for the trees."* who can mentor your team.



To assist with this process we offer either a 1-day or half workshop for key management staff

HOW IT WORKS

The **"WellBeing Mindset"** workshop for management is made up of 2 parts.

Part One sets the conditions for a productive meeting and is designed to ensure that any of the common obstructions to developing a plan fit for purpose notably *"deniability"*, *"diffusion of responsibility"* and *"stigma"* (see page 6) are addressed

In the first part of the workshop, the management team will be guided through a series of coaching and training exercises to ensure there is:

Clarity of Purpose.

Honesty & Trust amongst all participants

Accountability and Responsibility amongst your team



Part Two of the workshop is a series of guided coaching exercises designed to identify the problems specific to your business in relation to the key stress indicators, and to explore possible solutions in relation to working practices.

By the end of the workshop, management will be in a position to run follow up meetings if they need to continue with the design process. They will also be able to conduct review meetings to assess the feedback received from any working practice changes implemented.

WELLBEING MINDSET WORKSHOP TERMS

1. Workshops are carried out either on site at the clients premises or off site at a venue of their choice.
 2. Rates shown do not include for venues which are to be provided for by the client.
 3. Rates shown are for venues located within the London M25 region.
 4. Venues outside of the London M25 region may be subject to travel costs and accommodation charges (if training is either abroad or if an over night stay is necessary) any additional costs will be quoted for separately.
 5. All workshops will be managed and mentored by Steve Crabb.
 6. Workshop times are 9:00 am till 5:00pm with mid morning and mid afternoon 15 minute breaks and an hour lunch break. Workshop times for half day events are either 9:00 am till 1:00pm or 1:00pm till 5:00 pm with mid morning or mid afternoon 15 minute breaks respectively. Clients to provide suitable refreshments for attendees.
 7. Workshops sizes are limited to 12 participants to ensure they are productive.
 8. All workshop events are pre-paid.
 9. If events are scheduled for 3 months or more ahead of the booking a 50% deposit is required to secure the dates with the balance to be pre-paid before the event.
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WELLBEING SOLUTIONS FOR YOUR BUSINESS

"The WellBeing Formula at Work" Masterclass Training & Coaching Solutions

ABOUT THE WELLBEING FORMULA @ WORK SOLUTIONS

"The WellBeing Formula @ Work" masterclass training and coaching solutions are the result of nearly 2 decades experience in training and coaching individuals and teams in stress management.

Masterclasses and coaching includes the use of a wide range of methodologies that have been used by Steve Crabb with over 5000 individuals, to train over 30,000 people on seminars and to train 1000's of doctors, coaches and therapists in stress management; the solutions available are for educational purposes only and are not therapy.

Clients who have attended past masterclasses report:

An increased awareness in key stressors

An improved ability to manage their own responses to stressors

Improved working relationships

Less absenteeism


Improved efficiency and effectiveness at work

Improved sleep and rest patterns.

"The WellBeing Formula @ Work" is a process that attendees will be guided through and is:

AWARENESS
plus
RESPONSIBILITY
plus
EMPOWERMENT
equals
WELLBEING

formula

/ˈfɔːmjʊlə/ 

noun

1. a mathematical relationship or rule expressed in symbols.
"the formula for the capacitance of a spherical capacitor"
2. a method or procedure for achieving something.
"the forlorn hope of finding a peace formula"

Where:

AWARENESS = An enquiry into the nature of stress and how the mind and body operate to create it.

RESPONSIBILITY = How to take personal responsibility for your reactions (and responses) to stressors.

EMPOWERMENT = How to use interventions to self manage, reduce stress and be more resilient.

Empowerment exercises utilise the following methodologies:

Coaching - Transformational "3 Principles" approaches to stress.

NLP - Neuro Linguistic Programming

CBT - Cognitive Behavioural Therapy

Psycho Sensory Techniques - from the fields of Thought Field Therapy and Havening
Mindfulness & Meditations -

No previous experience of any of the methodologies used is required.

"The WellBeing Formula @ Work" is available as either a full or half day "in house" masterclass.

THE WELLBEING FORMULA @ WORK MASTERCLASS SYLLABUS

The **full day masterclass** covers two aspects of well being and stress management *"the mindset of a healthy organisation"* and *"the mindset of a healthy individual"*.

It is ideal for management and staff to see how collaboration is a key to reducing stress and achieving wellbeing and how individuals also have a responsibility for their own stress and wellbeing. Masterclasses are experiential, they include live demonstrations with participants and ample opportunity to practice the stress management techniques taught.

FULL DAY MASTERCLASS INCLUDES:

PART ONE

- A new definition of stress
- The 6 key stressors and how to manage them.
- Defining the mindset of a healthy organisation

PART TWO

Defining the mindset of a healthy individual

Awareness

- Conscious and unconscious roles in stress
- Freeze, flight, fight and flow
- The power of focus and intention

Responsibility

- Owner and Victim thinking
- Being the cause of your response and not just a reaction.
- The 4 WellBeing Principles - Ancient wisdom modern applications.





Empowerment

- Being more present
- Getting over past events
- Being resourceful in the present
- Wellbeing in the future
- Mindfulness at Work.

A new practice for wellbeing and resilience

- Putting wellbeing into practice.

HALF DAY MASTERCLASS INCLUDES:

PART TWO of the above syllabus focussing solely upon *"the mindset of a healthy individual"*

THE WELLBEING FORMULA @ WORK ONLINE COACHING COURSE

As "In house" trainings aren't always logistically feasible especially for large companies "The WellBeing Formula @ Work" is available as an online coaching course. The online course covers all the syllabus covered in the one day training plus additional bonus modules.

The online coaching course is available from August 2018

THE WELLBEING FORMULA @ WORK WORKSHOP TERMS

1. Workshops are carried out either on site at the clients premises or off site at a venue of their choice.
 2. Rates shown do not include for venues which are to be provided for by the client.
 3. Rates shown are for venues located within the London M25 region.
 4. Venues outside of the London M25 region may be subject to travel costs and accommodation charges (if training is either abroad or if an over night stay is necessary) any additional costs will be quoted for separately.
 5. All workshops will be managed and mentored by Steve Crabb.
 6. Workshop times for full day events are 9:00 am till 5:00pm with mid morning and mid afternoon 15 minute breaks and an hour lunch break.
 7. Workshop times for half day events are either 9:00 am till 1:00pm or 1:00pm till 5:00 pm with mid morning or mid afternoon 15 minute breaks respectively.
 8. Clients to provide suitable refreshments for attendees.
 9. For group sizes of 30 participants or more the client will provide an appropriate PA sound system
 10. All workshop events are pre-paid.
 11. If events are scheduled for 3 months or more ahead of the booking a 50% deposit is required to secure the dates with the balance to be pre-paid before the event.
-

THE WELLBEING FORMULA @ WORK COACHING PROGRAMMES

Being able to have someone on call when the going gets tough can be a life saver.

All sessions are with either Steve Crabb or one of his highly trained team, they are held over Skype for convenience, sessions last for 60 minutes and can be spaced and booked to suit.

AD Hoc Sessions - Simply book as you need them. Arrange the coaching dates and times by e mail or phone (page 27), make payment for your sessions online and we coach at the agreed date and time.

Company programmes - Order and pay for a course of 10 coaching sessions, you will be given access to an online booking system where an appointed representative of your company can make session bookings for your staff.



Sessions are available Monday to Friday 10am till 5pm and are subject to availability.

RATES

All rates shown are subject to vat and written confirmation.

A WELLBEING AUDIT

A WellBeing Consultation To Evaluate Your Businesses Current Stress Levels

See page 10 for details.

Includes data collection, input, reporting and follow up meeting. full details on page 11	£975
Audit per employee	
1 to 30	£15 per person
31 to 100	£12 per person
100 plus	£10 per person

A WELLBEING ORGANISATION MINDSET

Working With Your Management To Design A Strategic Plan For Addressing Working Practices

See page 12 & 13 for details.

Rates shown are for trainings held at clients premises within London M25 region.	
One day workshop at clients premises	£2000
Half day workshop at clients premises	£1100
Additional travel and accommodation costs can be quoted for businesses outside the M25 region and abroad.	

WELLBEING SOLUTIONS FOR YOUR BUSINESS

THE WELLBEING FORMULA @ WORK MASTERCLASS

See pages 14 to 16 for details.

"The WellBeing Formula @ Work" Masterclass	
Rates shown are for trainings held at clients premises within London M25 region.	
Half day workshop Group sizes up to 50	£1100
Additional attendees	£50 / person
Full day workshop Group sizes up to 50	£2000
Additional attendees	£100 / person
Additional travel and accommodation costs can be quoted for businesses outside the M25 region and abroad.	
Group sizes 50 plus can be quoted for.	

THE WELLBEING FORMULA @ WORK ONLINE COACHING COURSE

See pages 16 for details.

"The WellBeing Formula @ Work" Online Stress Management Course	
Access to the online coaching programme for 1 year	
Individual	£47
Group bookings 1 to 30 people	£45 / per person
Group bookings 31 to 100 people	£42 / per person
Group bookings 101 plus	£40 / per person
Group bookings For clients who have booked either a consultation or a workshop receive a 10% discount on per person fees.	As above less 10% discount.

THE WELLBEING FORMULA @ WORK COACHING PROGRAMMES

See page 17 for details.

"The WellBeing Formula @ Work" One 2 One Coaching Programmes	
Stress management coaching over Skype	
Ad Hoc Session Minimum 2 x 60 minute sessions	£500
Company Programmes Paid for in 10 hour batches to be used within 3 months.	£2250

A CASE STUDY FOR WELLBEING

In this example we demonstrate how a Small to Medium company with 50 staff can calculate the cost to their business caused by stress and evaluate the all important **Return on Investment** of implementing a comprehensive wellbeing and stress management plan.

The company begins by using the **Stress Calculator** to estimate the total real costs of stress at work taking into account absenteeism, presenteeism and cost to turnover and profit.

Table 1. Absenteeism costs

	Employees	Management	Directors
% of labour	25%	25%	25%
Absenteeism in a month	10	3	2
Day rate	£70	£150	£250
Total absenteeism cost	£700	£450	£500
Attributable to stress (45% of total)	£315	£202	£225

Table 2. Presenteeism costs

	Employees	Management	Directors
Attributable to stress (45% of total)	£315	£202	£225
Presenteeism taken as conservative multiple of 2 x Absenteeism	£630	£404	£450

Table 3. Costs to turnover and profit

	Employees	Management	Directors
Attributable to stress (45% of total)	£315	£202	£225
Costs to T/O & Profit - Divide Attributable to stress (row above) by % of labour (first row in table 1) x 100 %	£1260	£808	£900

Table 4. Monthly and annual cost to business of stress.

	Employees	Management	Directors
Absenteeism	£315	£202	£225
Presenteeism	£630	£404	£450
Additional costs	£1260	£808	£900
Total monthly costs	£2205	£1414	£1575
Annual cost	£26,460	£16,968	£18,900

The estimated annual cost to the company related to stress is £62,328 an average of £1247 per employee which is below the national average of £1350.

Figures they must also consider when evaluating the possible costs of failure to take action are:

Table 5. Failure to take action costs.

Average recruitment costs	£13,500
Average training costs for replacements	£5,000
Average litigation costs	£5,000 - £25,000

Having calculated the real time costs of stress the company undertakes a 4 Step plan to reduce stress in the workplace

Step 1: They conduct a WellBeing Audit to fully assess where there are key stress areas within their departments which need addressing.

Audit fee £975

50 staff @ £12 = £600

£1575

- **WellBeing Audit = £1575**

Step 2: After the WellBeing Audit has been conducted they hold a management planning day to address the key stress areas indicated as highlighted during the Wellbeing Audit.

- **Wellbeing Organisation Mindset Management Training = £2000**

Step 3: The company implements the changes to working practices designed in Step 2 and to help staff with mindset, coping and resilience they hold 2 x half day "The WellBeing Formula @ Work" Masterclasses for their. The half days ensure all staff have an opportunity to attend the Masterclasses.

- **"The WellBeing Formula @ Work" Masterclass 2 x half days masterclasses = £2200**

Step 4: To support the training and provide their staff with ongoing support after the masterclass the company register their staff for "The WellBeing Formula @ Work" online coaching course.

- ***"The WellBeing Formula @ Work" Online Course - 50 staff @ £44 less a 10% discount for existing clients = £1980***

Step 5: A few months after completing their programme they conduct a follow up WellBeing Audit to fully assess what has changed.

- ***WellBeing Audit = £1575***

In Summary

WellBeing Audit	£1575
Wellbeing Organisation Mindset Management Training	£2000
"The WellBeing Formula @ Work" Masterclass	£2200
"The WellBeing Formula @ Work" Online Course	£1980
WellBeing Audit	£1575
	£9330

- The total wellbeing and stress management programme for this company equates to an investment of **£187 per person** compared to an average stress cost of £1247.

TESTIMONIALS



"I regard Steve Crabb as one of the top 3 coaches in the world. If you get the chance to train or coach with Steve grab it with both hands"

Paul McKenna

best selling author

"I highly recommend Stephen Crabb. he is continually updating his training with the most up-to-date skills I have developed and is licensed internationally through the Society of Neuro-Linguistic Programming"

Dr Richard Bandler

Co-creator of NLP and author



"Steve is a warm, enigmatic trainer, he is constantly listening, observing and seeking ways to enhance his skills. By sharing his skills he has helped to shape and mentor many talented people, his commitment to lifelong learning is admirable and demonstrates that he is worthy of the title Master Trainer"

John LaValle

President of The Society of NLP

"I've been wanting to meet and work with Steve for a long time after hearing about how effective his coaching techniques are for many years from a close friend. A 3-hour session with Steve, that mixed techniques of coaching, NLP and hypnosis, was nothing short of transformative. I was amazed at the effect. My behavior began to change in the desired ways in the days that followed. And not only did the impact not wear-off, but it keeps increasing, and I feel that acting in ways that are bold and authentic is becoming the new standard. "

May Elhalal - Levavi

President EO (Entrepreneurs Organization) Israel, Founder and Curator ESH. Media



"Working with Steve was a thought provoking, enlightening and very enjoyable journey, by the end of which he had shown me how to dispense with negative past issues and what I needed to do to finally move on.

Steve showed me how to clear my thinking and go back out there and achieve the ambitions I once had but lost somewhere along the way.

In the same way Steve instils confidence in his clients, he can confidently assert that he's at the top of his game."

Vincent Donnelly

Commercial Development Director, Santon Group

"Brilliant, brilliant, brilliant. I came in at the start of the day stressed, expecting to learn about stress but didn't expect to feel the way I now do. The mindfulness exercises were so simple and easy to use, unlike anything I have experienced before. It was well worth the journey and I would have paid ten times the price for the day."

"One of the best if not the best workshop I have ever attended! When's the next one?"

"I attend as many of Steve's trainings as possible. They are witty, enthralling and he is always developing something new which he shares with his students. With the Wellbeing formula he generously shares so much of his experience, Steve is in a league of his own when it comes to well being and stress management"

"I was recommended to see you by a friend who did her diploma with you. She said I would enjoy the day but I didn't expect to learn so much in such a short time. The training was perfectly paced with enough time to take in what you taught and to practice the techniques. This was very different to any other workshop I have attended I wish all training was of this standard. You ask how could the event be improved? At the moment I can't think of anything it was perfect timing for me, thank you so much."

"I have been to many workshops and seminars before, but this was exceptional. Steve worked with the group dealing with real issues in the room and it seemed as if he was talking directly to me all the time. He is a master of his craft."

"I arrived at the workshop recovering from a heart attack and stressed beyond belief. Steve chose me as his first demonstration subject it was if he knew I was desperate and within minutes I felt more relaxed then I ever imagined was possible. This man is a genius and is so kind and caring and also very blunt, he told me exactly what I needed to hear about taking responsibility for my own stress. It's two months later and I am using all he taught and feel amazing.

ACCREDITATIONS & BIOGRAPHY

Recent highlights in summary:

Studied Coaching, NLP and Hypnosis with Society of NLP, National College of Hypnotherapy and Psychotherapy, StoneBridge College, Robbins Research and many, many more including trainings with Dr Richard Bandler, John LaValle, Paul McKenna, John Grinder, Tony Robbins, Robert Dilts, Stephen Gilligan, Ormond McGill, Gil Boyne, Frank Farrelly (Provocative Therapy), Michael Breen, Michael Neill, Robert Holden, DR Roger Callahan (TFT), Genpo Roshi (mindfulness - big mind), Dr Ron Rudin (Havening) and many many more.



2000 created a 1-2-1 practice focussing on problem resolutions including: addictions, phobias, obsessive behaviours, depressions, stress. 2001 developed the practice into working with generative change work, wealthy mindsets, confidence & motivation, peak performance including sports coach working with Formulae 1 racing team (world champions), Olympic medal athletes, golfers, rugby players, tennis and poker professionals.

Assistant to Dr Richard Bandler & Paul McKenna on their UK NLP, Hypnosis trainings from 2003.

Assisting Paul McKenna on his London Hypnotic stage shows 2003 to 2005.

Head Assistant to Dr Richard Bandler, Paul McKenna, John LaValle and Michael Neill 2003 till 2010.
Responsible for selecting, managing and training the UK NLP assisting team.

Awarded title of MASTER TRAINER of NLP in 2007 by Dr Richard Bandler.

2003 to 2005 regular TV appearances on "The Paul O'Grady Show" and "The New Paul O'Grady Show" demonstrating a series of phobia cures with viewers. Radio appearances for BBC radio specialising in overcoming fear and phobias. Consultant specialist in Fear for UK release of Stephen Kings film "IT" and 3D film Coraline.

Director of Aventesi – training company specialising in training professional therapists and coaches from 2008 till 2015. Offering Certification courses in NLP, Coaching, Hypnosis and Specialist MasterCLASS certifications in Stop Smoking, Weight Loss, Phobias & Anxiety, Mind Body Healing.

Assistant to Michael Neill (SuperCoach Academy) 2011 in New York and 2012 in Santa Monica California.
Assistant to Paul McKenna and Michael Neil for their "Life Transformation" workshops in Hollywood and Kensington 2012 and 2013

2012 launched The WellBeing Formula @Work" series of services and seminars.

Co-Presented with Paul McKenna "Life Transformations" in UK 2013 and 2014.

2015 Co-author of Wiley Press – Business Coaching and Mentoring for Dummies.



CONTACT DETAILS

All good working relationships happen within a conversation.

If you want to book any of the services or discuss any aspect of your wellbeing and stress management needs we are happy to help.

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