



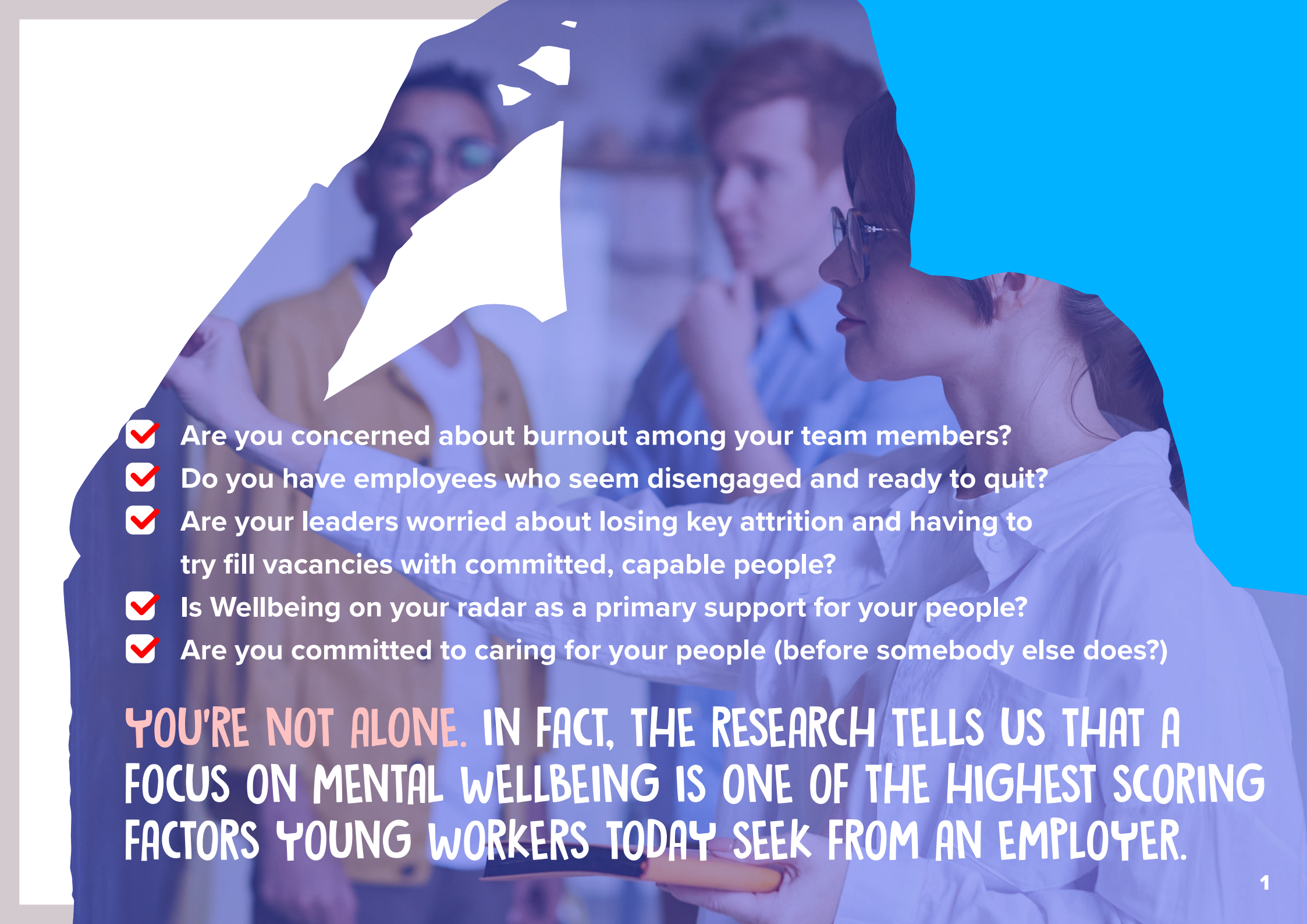
Better People

YOU FIRST

Radical Self-Care and Wellbeing



Prepared by
MARK BUTLER
MAddBeh MGestTher CReC MPACFA (Clin)

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- ✓ Are you concerned about burnout among your team members?
 - ✓ Do you have employees who seem disengaged and ready to quit?
 - ✓ Are your leaders worried about losing key attrition and having to try fill vacancies with committed, capable people?
 - ✓ Is Wellbeing on your radar as a primary support for your people?
 - ✓ Are you committed to caring for your people (before somebody else does?)

YOU'RE NOT ALONE. IN FACT, THE RESEARCH TELLS US THAT A FOCUS ON MENTAL WELLBEING IS ONE OF THE HIGHEST SCORING FACTORS YOUNG WORKERS TODAY SEEK FROM AN EMPLOYER.

“EVERY WORKPLACE AND BUSINESS TODAY WILL HAVE TEAM MEMBERS IN THIS HEADSPACE. IF YOU BELIEVE YOUR BUSINESS IS IMMUNE? ZOOM OUT AND TAKE ANOTHER LOOK”.

– MARK BUTLER

According to recent Gallup research, up to **79%** of workers are ‘quiet quitting’, actively considering leaving and already actively pursuing other options. Very often because they don’t feel valued and supported.

“As work is a determinant of well-being, organisations and leaders have the responsibility to create an environment that, at a minimum, does no harm to their people.

Dr John Chan (Yahoo Finance, 2023)

“Employee wellbeing positively impacts the overall working environment, increasing inclusivity, feeling valued, psychological safety, and support for dealing with stressful circumstances, with 73% of respondents rating it as ‘essential’ or ‘useful’”

(J. Wong et al, 2023).





THE BUSINESS CASE FOR INVESTING IN EMPLOYEE WELLBEING IS ABUNDANTLY CLEAR.

Up to **4X** more engaged



25-50%

reduction in staff attrition



Increased

customer ratings and
shareholder returns



3X more likely to be seen as
autonomous and innovative



45% more likely
job satisfaction



40% lower absenteeism
and presenteeism

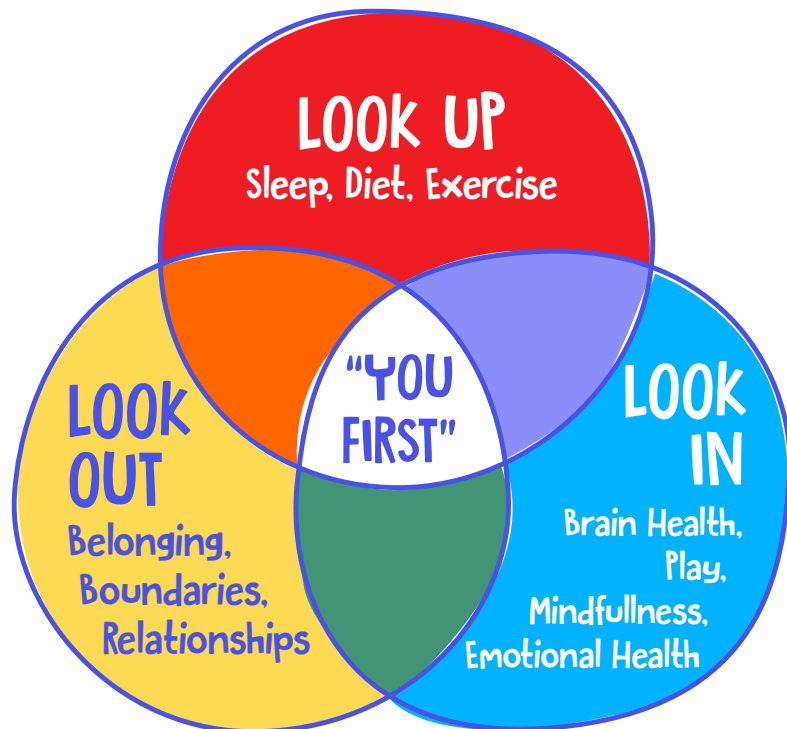


THE PROGRAM



Better People YOU FIRST

Radical Self-care & Wellbeing Program



Radical Self-care is more than the usual sleep, diet, exercise, mindset programs. **This wellbeing program provides strategies that lift one's self-care, self-awareness and self-compassion,** through a process that encourages teamwork, collaboration and accountability in a safe and enjoyable experience.

Radically improving self-care can lead to a multitude of positive outcomes for an individual, both personally and professionally. Here are some key benefits:



ENHANCED PHYSICAL HEALTH:



IMPROVED MENTAL HEALTH:



INCREASED PRODUCTIVITY AND FOCUS:



BETTER WORK-LIFE BALANCE:



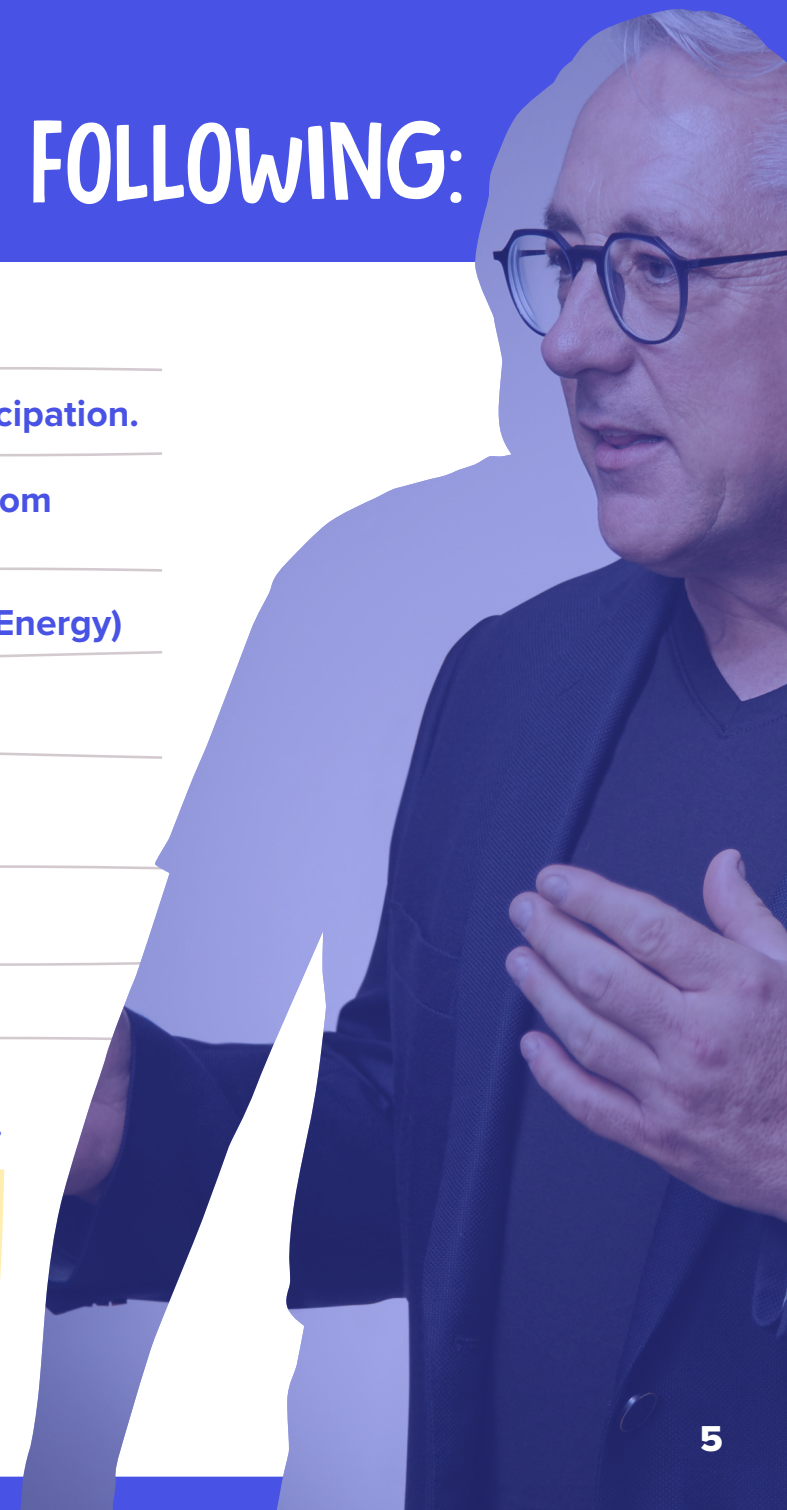
**ENHANCED SELF-ESTEEM
AND SELF-COMPASSION:**

DEPENDING ON YOUR PREFERENCES, THE PROGRAM CAN INCORPORATE THE FOLLOWING:

- ✓ **TEN TO TWELVE SESSIONS**, at a time and day that works for you
- ✓ **AN "ASK ME ANYTHING" QUESTION SESSION** after each keynote for audience participation.
- ✓ **THE DOWNLOADABLE ACTION PLAN** to promote accountability and commitment from participants.
- ✓ **TWO GUEST SPEAKERS** on specific topics (Domestic and Family Violence, and Energy)
- ✓ **A DIGITAL COPY** of my latest book for every participant.
- ✓ **LEADERSHIP DEVELOPMENT / GROUP COACHING FOR LEADERS** to improve wellbeing in their teams and deepen engagement and productivity.
- ✓ **AN INTRODUCTORY VIDEO** to invite everyone to the program.
- ✓ **13 SHORT INTERSTITIAL VIDEOS** outlining each session topic.
- ✓ **RECORDINGS OF EVERY SESSION** for you to keep in perpetuity, as part of your Wellbeing program and a useful element for onboarding new employees.

I don't cap numbers and indeed encourage your people to watch (or rewatch) the sessions with a partner, friend, family or colleague if they feel it would enhance their work-life balance and increase accountability and commitment. This is great for your EVP and reputation of caring for your people and their families.

Generally speaking, the sessions are run fortnightly, but the cadence depends on you entirely. Fortnightly sessions mean you have six months wellbeing program running. But monthly works as well. Weekly is available to you if you felt the need for an intensive approach was greater.





Better People YOU FIRST

Radical Self-care & Wellbeing

P R O G R A M

Ten sessions of 30mins duration, delivered online via Zoom.

30min masterclass sessions.

15mins Q&A , Ask Me Anything live session after each masterclass with Mark.

An Action Plan to download for each participant (and family member if they choose)

3 x Leadership Development sessions (Group Coaching) to support leaders in lifting their team's wellbeing to create a robust, engaged team.

Guest speakers, specialising in energy support and Domestic and Family Violence expertise present a session each.

All sessions are recorded and yours to keep in perpetuity, for ongoing access to the program.
No cap on numbers and families are encouraged to participate with the recordings.

A personalised short video (2-3 mins) to introduce the program to all employees.
10 short videos outlining the content of each episode is also provided.

Every participant received a digital copy of Mark's latest book "Up Yours – The Pursuit of Radical Self-care" to support their program.

TOTAL INVESTMENT


ESSENTIAL
Pre-recorded


ELEVATE
Live (Zoom)


ELITE
Hybrid
4 live + 8 recorded



\$10,000
+ gst
Value \$13,500

\$11,000
+ gst
Value \$15,500

\$12,000
+ gst
Value \$17,500

“Mark is a genuine mental health champion! I cannot recommend Mark enough to other organisations who care about their employees, and I look forward to learning and implemented more of what he shares in future sessions.”

“Every colleague in our team tremendously enjoyed working with Mark. Hands-on, tangible advice - no hot air but scientifically substantiated. Mark coached us through this difficult period of time. I recommend getting Mark in earlier than later which will save you in the end.”

“I am so pleased to endorse the work of Mark Butler - MAddBeh MGestTher CReC MPACFA(Clin) in a series of team sessions on how to identify fatigue and stressors in the workplace. One particular skill of Mark’s is his ability to be aware of the dynamic within the session and adjust his presentation to dive deeper into a topic or move on where needed. Thanks for your professionalism, Mark.”

“Mark was great to work with, as he took the time to understand our business and key concerns and adapted his training to suit our needs.”

“We worked with Mark on the program, ensuring the topics we wanted to talk about were covered and engaging. From the beginning, Mark listened, took on board our comments and delivered fantastic interactive and thought-provoking virtual sessions with our people.”

“In our Employee survey results Mark’s work received high praise as being one of the best initiatives we provided. Mark’s knowledge is deep, passion obvious and his warm, friendly, nature makes him a perfect business partner as he understands the modern-day issues that our work groups are facing and how to re-engage and tools and techniques to thrive.”

“We are so grateful for everything you do, Mark. You go above and beyond. There are not many partners like you, and we are lucky to work with you. I know the additional efforts you put in with our people. Thank you so much.”

“We have received great feedback from the training you ran for us, and already we can see people being more open in discussing mental health in our workplace and even some people seeking professional assistance with their own mental health, so for that we are very grateful.”



Mark is a mental health expert and strategist, clinical specialist, and best-selling author. He specialises in up-skilling individuals and organisations to deal effectively with mental health challenges and create the conditions for peak performance.



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