

# Mind Share Partners' Training & Strategic Advising Offerings

## WHO WE ARE

Mind Share Partners is a national nonprofit that is changing the culture of workplace mental health so that both employees and organizations can thrive.

We build public awareness, host communities to support mental health ERG leaders, and provide custom workplace training & facilitation, strategy & advising, and transformation & implementation.

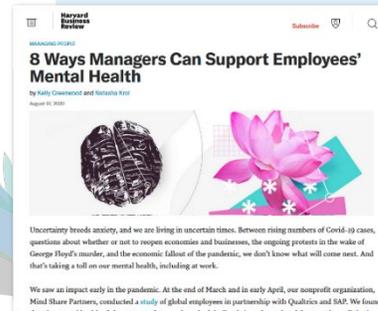
## HOW WE'RE DIFFERENT

**Impact Driven.** As a nonprofit organization, we are deeply invested in making a meaningful difference in organizations and uniquely positioned to support our clients' internal (culture) and external (public-facing) goals.

**Proactive & Preventative.** We take a proactive, preventive approach with an equity lens. We go beyond benefits to create psychological safety, promote inclusion, and achieve culture transformation.

**End-to-End Partner.** We are a full-service partner—you'll work with a dedicated Principal who will help navigate challenges and identify key tactics for long-term success.

**Custom Approach.** Our work is not pre-packaged—we customize our training content and strategic approach based on organization size, stage, and industry



Preview our **core tools** for managers and read our piece in *Harvard Business Review* >

**Building a Movement.** Our clients have the unique opportunity to position their brand as a leader in the workplace mental health movement by partnering with us on our movement building activities, including content, campaigns, and thought leadership.



AS FEATURED IN | [See all press >](#)

## WHO WE'VE WORKED WITH

| [Click the logos to learn more.](#)



**Industry:** Technology

- Manager training sessions (live)
- Mind Share Partners Institute
- Leader ally coaching



**Industry:** Technology

- Manager training (on-demand)
- Mind Share Partners Institute



**Industry:** Media / Tech

- Executive sessions



**Industry:** Biotech

- Champion training



Mind Share Partners is a nonprofit changing the culture of workplace mental health so that both employees and organizations can thrive.

[www.mindsharepartners.org/mentalhealthtraining](http://www.mindsharepartners.org/mentalhealthtraining)



# Detailed List of Offerings

## Training & Facilitation

- Executives and leadership teams** – Equip senior leaders with a strategic, data-backed approach to create a mentally-healthy workplace culture.
- HR teams** – Align HR team members around an effective mental health strategy and tools to navigate common mental health scenarios.
- Managers** – Equip managers to navigate common mental health scenarios, cultivate supportive team cultures, and advance a sustainable culture of work.
- All-company** – Build core knowledge, skills, and tools to navigate mental health at work.
- Mental health champions** – Equip allies to provide empathy and support to colleagues.
- ERGs / affinity groups** – Build connection through an interactive experience around mental health.
- Storytelling session** – Amplify the powerful mental health stories that exist in your people to break stigma, build connection, and catalyze change.

### Formats:

- Full in-person
- Blended (in-person & virtual)
- Full virtual
- Custom on-demand

### Additional session types:

- Half-day or full-day retreat sessions
- One-time, two-session, or quarterly series

## Strategy & Advising

- Diagnostic Surveys & Interviews** – Assess mental health prevalence, attitudes, and behaviors at your company, benchmarked against results from our national study.
- Communications & Internal Campaigns** – Customized messaging to ensure that support for mental health is felt across your company.
- Strategy & Initiative Design** – Tailored advising on internal mental health initiatives.
- Employee Resource Group (ERG) Advising** – Build productive and compliant forums for peer support and stigma reduction.
- Leadership Coaching** – Advising for company leaders to talk about personal experiences and be allies for mental health in an affirming and destigmatizing way.
- Policy Review** – Advising to ensure your policies are explicit and supporting the goals in your mental health strategy.

## Transformation & Implementation

(Incorporates a custom blend of above offerings)

- End-to-end program design and implementation
- Full-service, outsourced mental health function

[Email connect@mindsharepartners.org](mailto:Email_connect@mindsharepartners.org) to schedule an intro call and get started on your own custom strategy.

## Not sure where to start?

### Manager Training Series

Train your people leaders to create safe and sustainable cultures of work, and to navigate mental health situations in their teams.

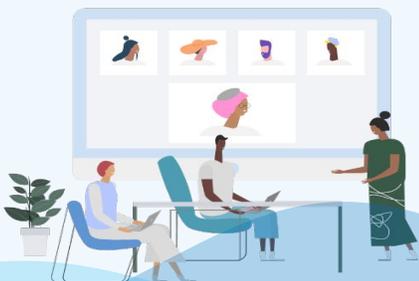
Here are some of our most requested options to consider.

### Culture Change Transformation

Assess the state of mental health at your company, and build a comprehensive strategy with your executive team, followed by cascading training across all the organization.

### Go On-Demand!

- Explore custom on-demand training** integrated into your LMS. [Read our Houzz case study >](#)
- Bulk purchase / license** our off-the-shelf courses with self-directed, engaging curriculum.



# Sample Strategies & Offerings

## Culture Change Transformation

### Workplace mental health takes a strategic approach.

Our *Culture Change Strategy* ensures a culture for mental health and sustainable ways of working are not only communicated across the company but also woven into policies, team norms, day-to-day practices, and more.

#### Services included:

- Leader ally coaching
- Executive session
- Manager training
- All-company training
- Discovery assessment

#### Key topics:

- Taking a strategic approach to mental health at work
- Cultivating safe and inclusive organizational cultures
- How to create sustainable cultures of work

## Manager Training Series

### Managers are culture linchpins in the organization.

This series ensures your managers are equipped to create safe and inclusive team cultures, cultivate healthy ways of working, and provide direct, 1:1 support to team members.

#### Services included:

- Leader ally coaching
- Manager training  
*(live or on-demand)*
- Communications advising

#### Key topics:

- Understanding the spectrum of mental health
- Navigating privacy and supporting a struggling colleague
- Creating safe and sustainable team cultures

## Champion & Allyship Advising & Training

### Mobilize empathy into action.

Peer Listeners, Mental Health Champions, and Wellbeing Advocates are an increasingly common program seen in organizations. We'll help you establish and train these internal changemakers to create an effective (and compliant) system of support for employees by employees.

#### Services included:

- Champion training series  
*(live or on-demand)*
- Program advising
- Communications advising

#### Key topics:

- Listening, validating, and referring
- Navigating privacy and emergency scenarios
- Proactive allyship

### Case Study: **MORRISON FOERSTER**

**Industry** Professional services, legal

**Size** 2,200 employees

**Location** Global (U.S., Asia, Europe)

#### 80% had a better understanding of mental health stigma.

"Mind Share Partners sparked Firm-wide conversation and a shift in leaders' perspectives... [and] prepared our leaders, managers, and employees to thoughtfully navigate the challenges of 2020."

[Read the full case study >](#)

### Case Study: **New Relic.**

**Industry** Technology, SaaS

**Size** 2,000 employees

**Location** Portland, OR

#### 92% of managers felt more comfortable talking about mental health at work.

"[Mind Share Partners] was so responsive and understanding... The customization, very quick turnaround, and empathy and understanding for businesses straddling the line between compliance and care felt uniquely useful in addition to it being a fantastic business relationship."

[Read the full case study >](#)

### Case Study: **PGIM**

**Industry** Technology, SaaS

**Size** 2,000 employees

**Location** Portland, OR

#### Up to 100% felt better-equipped to support a colleague with their mental health.

"I've felt through this whole process that we're in this together, that it wasn't just Mind Share Partners [providing a service]—that we really partnered hand-in-hand, with a similar mission, united, flexible, listening to each other's feedback. So that has been truly wonderful to work together on."

[Read the full case study >](#)