

# Your wellbeing budget is working.

Your wellbeing strategy isn't.

KindShift closes the gap between training investment  
and the culture change your organisation actually needs.



# Most wellbeing investments don't stick.



## Training fades fast

Without structured follow-up, 80% of training impact is lost within 90 days. MHFAiders are qualified — but unsupported.



## EAPs go unused

The average EAP sits at 3% utilisation. You're paying for support your people aren't finding or accessing.



## HR absorbs the cost

Without trained managers, everything escalates. HR teams spend up to 15% of their time on reactive wellbeing demand.

*"We spent £8,000 on MHFA training last year. Twelve months on, our MHFAiders feel unsupported and HR is busier than ever." — People Director (anonymised)*

# About KindShift

KindShift was built by people who have lived the problem firsthand.

Informed by the team behind The Burnt Chef Project — a global movement that has delivered mental health support in one of the most high-pressure industries on earth — KindShift takes that experience and makes it available to every sector.

Our programmes combine lived industry insight with behavioural science. Designed to be adopted quickly by managers, measured rigorously by HR, and felt immediately by teams.

57,278+

eLearning modules  
delivered

3,453

Leaders trained

8,581

Text support  
sessions since 2022

16,555

Therapy clients  
supported FY24/25

*Figures represent prior delivery experience that informs KindShift's model.*

# What we're here to do.

## VISION

To help individuals thrive — and ensure the organisations we partner with have the tools and education to create genuinely wellbeing-friendly cultures.

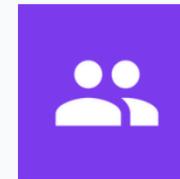
## MISSION

To combine lived industry experience with behavioural science — programmes adopted quickly by managers, measured rigorously by HR, and felt immediately by teams.



### Measurable ROI

Diagnostic baselines and quarterly impact reporting. You'll have the data to justify the investment to your board.



### Sector-Aware Delivery

Every programme is adapted to your culture, pressures, and workforce reality — not a generic one-size approach.



### Beyond the Training Day

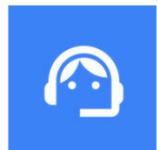
Ongoing coaching and MHFAider supervision ensure your people retain and use what they've learned.

# We don't disappear after the training day.

What you need	Standard MHFA provider	KindShift
Accredited MHFA training	✓	✓
Ongoing MHFAider supervision	✗	✓
Leadership & manager coaching	✗	✓
Sector-specific expertise	Rarely	✓
Quarterly ROI reporting	✗	✓
Flexible retainer or programme model	✗	✓
Reduced HR reactive demand	✗	✓

# Six services. One joined-up strategy.

Modular programmes you can deploy quickly and scale globally. Mix and match, or let us design the full picture.



## Employee Assistance (EAP)

24/7 text support, therapy sessions worldwide and life-coaching. Tiered for SMEs to enterprise.



## Leadership Training

Practical workshops: resilience, burnout, sensitive conversations, psychological safety.



## Ongoing Impact Coaching

Monthly coaching groups that sustain behaviour change and deliver measurable, lasting ROI.



## Int'l Benefits Brokerage

Design and manage global benefit schemes — multi-country, consistent, and cost-effective.



## Core Benefits Products

Health, life, income protection, critical illness, travel insurance & engagement screening.



## EAP Brokerage

We connect you with the right EAP provider for your workforce — and manage it for you.

# Workshops that solve real workplace problems.

## Mental Health First Aid

Accredited MHFA England qualification. Equips staff to recognise, support, and signpost.

## Introduction to Mental Health

Awareness session for all staff. Reduces stigma and opens the conversation across your organisation.

## Spotting, Managing & Preventing Burnout

Practical tools for managers to identify burnout early and intervene before it escalates.

## Menopause Awareness for Managers

Evidence-based, legally relevant. Helps managers support affected colleagues with confidence.

## Neurodiversity Aware

City & Guilds certified. Builds understanding and practical inclusion skills across teams.

## Sexual Harassment: Awareness & Prevention

Addresses Worker Protection Act 2023 obligations. Practical, scenario-based, legally grounded.

# The KindShift model: Train. Support. Embed.

01

## Train

Accredited MHFA and bespoke wellbeing workshops tailored to your sector. Delivered in-person or virtually, built around your operational calendar.

02

## Support

Monthly MHFAider peer supervision groups and 1:1 coaching. Your trained staff never feel isolated or unsupported in their role.

03

## Embed

Leadership coaching and manager development that turns a training day into lasting culture change — with quarterly ROI data to prove it to your board.

# The numbers that matter to your board.

**-12%**

Absence  
typical 6–12 months

**+9%**

Retention  
typical 6–12 months

**+24%**

Manager confidence  
typical 6–12 months

**3.1x**

EAP utilisation  
typical 6–12 months

*\*Outcomes vary based on starting baseline and programme scope.*

## The business case

*For every £1 invested in workplace mental health, employers see an average return of £5 in reduced absence, presenteeism, and staff turnover.*

— *Deloitte Mental Health & Employers Report, 2022*

## Cost of inaction (500-person org)

Stress-related absence	<b>£126,000+</b>
Presenteeism impact	<b>£252,000+</b>
Wellbeing-related turnover	<b>£75,000+</b>
HR reactive time (est.)	<b>£28,000+</b>

# Built for your sector. Not adapted from someone else's.

## Tech & Finance

High-performance, high-pressure. We address burnout culture, EAP under-utilisation, and the silence around stress in fast-growth environments.

## Legal & Professional Services

Stoic culture, high disclosure risk. We support MHFAiders, train partners in handling disclosures, and reduce HR reactive demand.

## Manufacturing & Logistics

Shift-based, deskless, high-turnover. We design around your operational calendar — not an office model that ignores your workforce reality.

## Hospitality & Retail

Where KindShift began. Proven at scale in the industry with the highest burnout rates in the UK, now applied across all sectors.

# Flexible from day one.

No minimum contract. No one-size approach. We work the way you need us to.

## Monthly Retainer

Ongoing infrastructure for organisations ready to embed wellbeing long-term.

- ✓ Ongoing MHFAider supervision
- ✓ Monthly leadership coaching groups
- ✓ Quarterly impact reporting
- ✓ Dedicated KindShift contact
- ✓ Flexible scaling as you grow

*Ideal for: organisations with 100+ employees*

## Fixed Programme

Structured 6 or 12-month programme with defined milestones and outcomes.

- ✓ Diagnostic baseline assessment
- ✓ Custom programme design
- ✓ Training delivery (in-person or virtual)
- ✓ Mid and end-point impact review
- ✓ Option to transition to retainer

*Ideal for: launching or refreshing your wellbeing strategy*

# Let's talk.

Book a free 30-minute discovery call.  
We'll listen first, then show you exactly where KindShift  
can make the biggest difference in your organisation.

Email us

[hello@kindshift.support](mailto:hello@kindshift.support)

Visit us

[kindshift.support](https://kindshift.support)



## KindShift

Training · Coaching · Wellbeing