



DÉSIRÉE KOGEVINAS  
CORPORATE WELLNESS STRATEGIST

# THE

## Did you know?

- **4:1** is the ROI<sup>1</sup> for companies investing in employee mental health.
- **61%** of employees believe their workplace provides insufficient mental health support.
- **70%** of employees have experienced trauma.

## It's time to listen to the 70%.

Employers aiming for a lasting improvement in their worker's wellbeing must first address trauma. To date, most companies have avoided broaching the topic, as discussing it may be uncomfortable. Yet 70% of employees have experienced trauma, often obliviously. Unaddressed trauma is accompanied by symptoms that affect individuals' lives, including in the workplace. These symptoms incur personal adversity and significant costs for companies through absenteeism and presenteeism (being present at work while ill). They result in a loss of productivity hence overall profits. The DK addresses trauma, allowing companies to improve employee wellness, leading to increased profits and reduced costs.

The DK is based on three pillars: **addressing and healing trauma, ensuring sustainable wellness, and building individual and corporate resilience.** By choosing the DK, companies make a viable investment.

Désirée is CEO of her company, a Corporate Wellness Strategist, and a Trauma-informed Therapist. Perfectly bilingual in English and French, in another life, she worked in public health at the World Health Organization. She creates employee and corporate transformations through interventions lasting one to 4 weeks, usually onsite. Désirée and her Wellness Collective Team of highly skilled expert therapists and coaches, each with a corporate background, respond to the company's and employees' specific needs, offering bespoke services.

The DK premise is that for wellness to be sustainable, trauma must first be addressed, and solutions for healing offered. Resilience is crucial for developing business agility in this crisis-prone world, and gaining a competitive advantage.

## The DK Approach: Financial Benefits for Companies

The 4:1 Return on Investment made with The DK results from improved productivity and reduced absenteeism and presenteeism. Employee wellness is a top-down approach and becomes evident when the workforce is happier and healthier. To be attained, Leadership needs to be on board and the following elements need to be considered: physical well-being, mental well-being, and emotional well-being. Actions such as offering mental health days and flexible work hours, optimizing efficient meetings, and including employees in decision-making result in dedicated and confident employees.

The benefits of workplace resilience are substantial and also result in higher profits. Resilience promotes a positive attitude toward change, leading to composed and thoughtful responses to challenging situations, rather than impulsive reactions often accompanied by costly mistakes. It is fundamental to measure resilience, and excellent tools exist, such as the 25- item Resilience Scale<sup>TM</sup> (RSTM).

### The DK Mission:

1. Address and heal trauma.
2. Ensure lasting employee wellness.
3. Cultivate individual and corporate resilience.
4. Create company profits via all of the above.

<sup>1</sup> World Health Organization, [2016, April 13], *Investing in treatment for depression and anxiety leads to fourfold return*, press release.



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Addressing employees' trauma is a social responsibility. By adopting a trauma-informed approach, a company is empowered to lobby governments. Due to its innovative approach, it may take a leadership role in its industry. The approach forwards loyalty, engagement, creativity, and resilience, thus improving company performance. A healthier workforce tends to be more productive and render increased profits. Leadership's implementation of employee mental health initiatives results in their improved image and reputation.

### Services

Désirée and her Wellness Collective team provide tailored services for companies based on their needs to promote mental health and wellness in the workplace. The goal is to cultivate a more resilient and healthier workforce. Following the Resilience Audit, Désirée crafts innovative, imaginative, and personalized solutions to meet companies' needs. Certain options from The DK services may be chosen, modified or replaced (services 6, 7, 8a and 8c), while others are not discretionary (services 1-5 and 8b). The DK includes the following programs and services:

1. **The Resilience Audit:** The CEO receives a resilience questionnaire and the Clinician-Administered PTSD Scale (CAPS-5) interview. Employees are requested to complete an anonymous and confidential resilience survey explicitly designed for them.
2. **Emotional Intelligence (EQ) Enhancement:** This program enhances emotional intelligence to support effective leadership.
  - Désirée provides an intensive EQ training session at the beginning of the DK intervention. The training is just for the CEO. Désirée will then accompany them for 24 hours, for observation and feedback. Ongoing support will be provided to the CEO throughout the intervention. OR
  - EQ Intensive Training for the Leadership team of 2 to 5 individuals. They are accompanied over 3 days and ongoing support is provided throughout the intervention.
3. **The DK Way: Trauma Talks:** These are interactive psychoeducational sessions on topics such as What is Trauma, Workplace Burnout, What are PTSD and CPTSD? Boundary Violations, Setting Healthy Boundaries, and Building Self-esteem. Once employees are familiar with the concept of trauma, those who wish to are invited to the CAPS-5 interview.
4. **Happiness in Wellness:** This program considers the workplace environment in relation to employees' wellness and may suggest changes to improve their physical, emotional and mental health and wellbeing.
5. **Fuelling my Resilience:** Resilience-building practices and activities are part of The DK. Based on audit results, additional exercises may be assigned. The position of Leadership in these activities is very strategic.
6. **The DK Recovery Programme:** The DK Recovery Program offers trauma therapy for recent or childhood trauma, including workshops on trauma reduction and healing. We also provide options and support for alcohol or substance use disorders, process addictions, and mental health issues.
7. **Tailored DK Support:** Should the company decide on policy change, we offer bespoke change management, support and advice.
8. **Interventu finis** – There are three sub-parts to The DK once the onsite intervention period is complete:
  - a. **DK Aftercare:** All employees have access to The DK psychoeducation materials. Those individuals identified by the Wellness Collective Team as needing follow-up therapy are referred to a member of our team or an outside entity, as appropriate. Confidentiality remaining a priority, employees' consent must be obtained prior to disclosing any personal information to the next professional.
  - b. **Rise: Beyond The DK** is a post-intervention program included in our contract with the company. Désirée and the CEO hold follow-up sessions 1 and 3 months after the end of the intervention period to gauge progress on initial target goals.
  - c. **The DK Spark-up:** the option of a refresher package at a reduced rate for clients who have completed the intervention.



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