

# THE LEADERSHIP PLEDGE



THE GLOBAL BUSINESS COLLABORATION  
for Better Workplace **Mental Health**



# Who we are

A global business-led initiative whose mission is to advocate for - and accelerate - positive change for mental health in the workplace.

Our vision is a world where all workplace leaders recognise, have the right tools, and commit to take tangible and evidence-based action on mental health and wellbeing in the workplace, enabling their workforce to thrive.



## Founding partners

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**Deloitte.**

*sodexo*

 **HSBC**



**VISA**

  
Unilever

C L I F F O R D  
C H A N C E

**BHP**

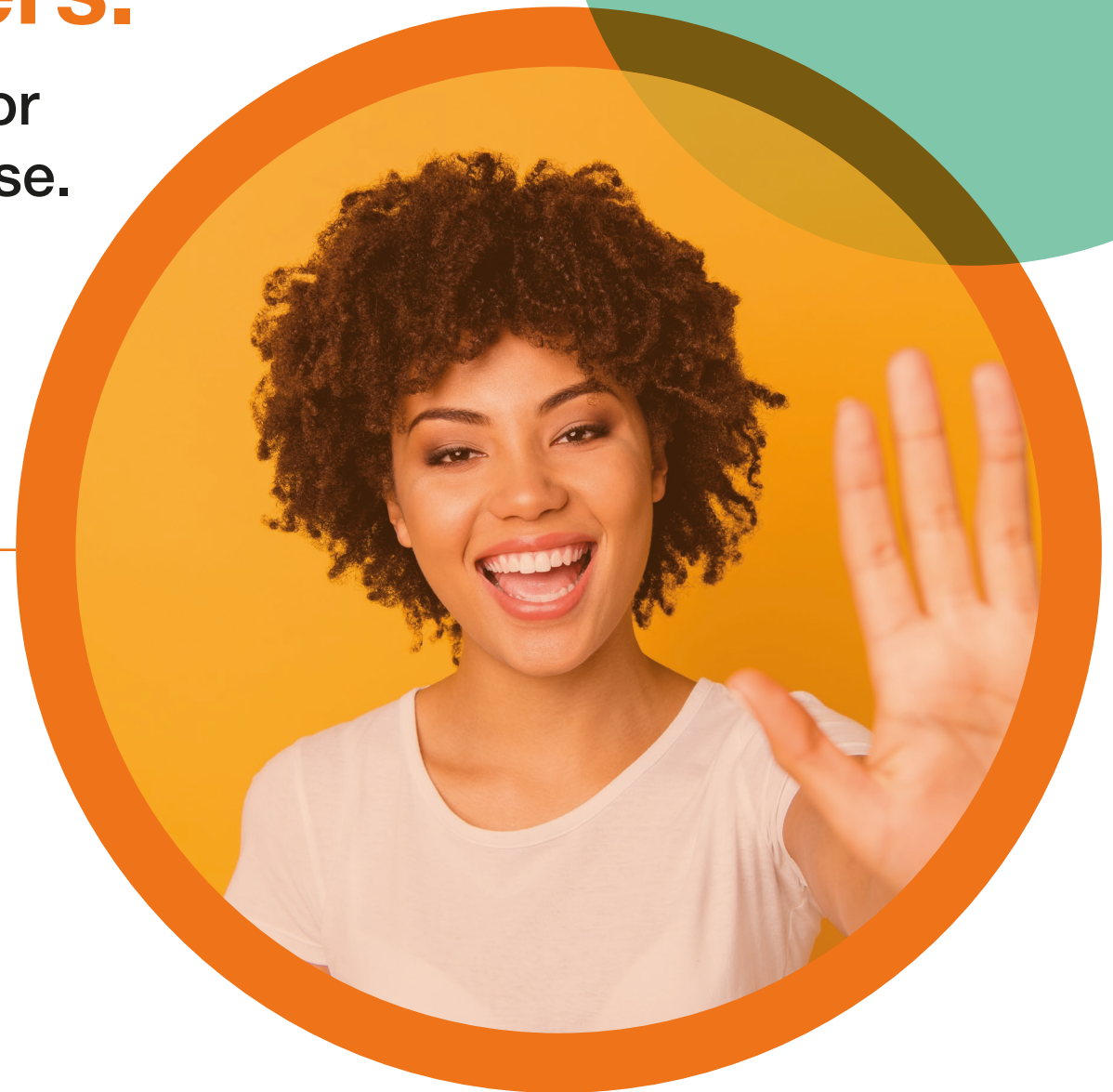
**WPP**

# Why this matters.

Now, more than ever, poor mental health is on the rise.

**48%**  
of Gen Z and  
**44%**  
of Millennials\*

report that they feel stressed most or all of the time. This not only impacts the communities in which we live, but the places that we work.



\*Deloitte Global Millennial 2020 Survey

# Join our community by signing the Pledge.

No one business has all the answers when it comes to workplace mental health.

That is why we are building a global community of committed business leaders to accelerate action and progress.

Join us by signing the Leadership Pledge today, and commit to prioritising action on workplace mental health within your organisation.



# The benefits to your organisation.



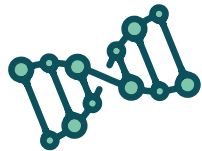
## Employer of choice

People care about how organisations support their employees, now more than ever. Signing the Leadership Pledge will mean your organisation is recognised as a responsible employer, committed to advancing progress in workplace mental health.



## Insight on workplace mental health

By joining our community, practitioners in your organisation will be able to access insights and best practice on approaches to workplace mental health from around the world.



## Build a legacy

Your commitment will help to bring about sustainable change for the future of workplace mental health – benefiting your employees, customers, communities and society.



## Networks

Leaders and practitioners alike will also be able to connect with like-minded employers through peer networks, all over the world.



# The Leadership Pledge.

## **A short and impactful written call to action that you will agree to deliver against by signing:**

Despite some progress over the past years, there remains significant workplace stigma and bias attached to mental ill health. There also remains a lack of evidence on the best methods for employers to provide appropriate support.

If this is to change, improving mental health in the workplace must be a priority for all workplace leaders globally.

As a responsible business leader, I recognise that I play a critical role in raising awareness and enabling support for people within my organisation.

By signing this pledge, I commit to playing my part by making mental health a visible priority in every region in which we operate.



# The Leadership Pledge.

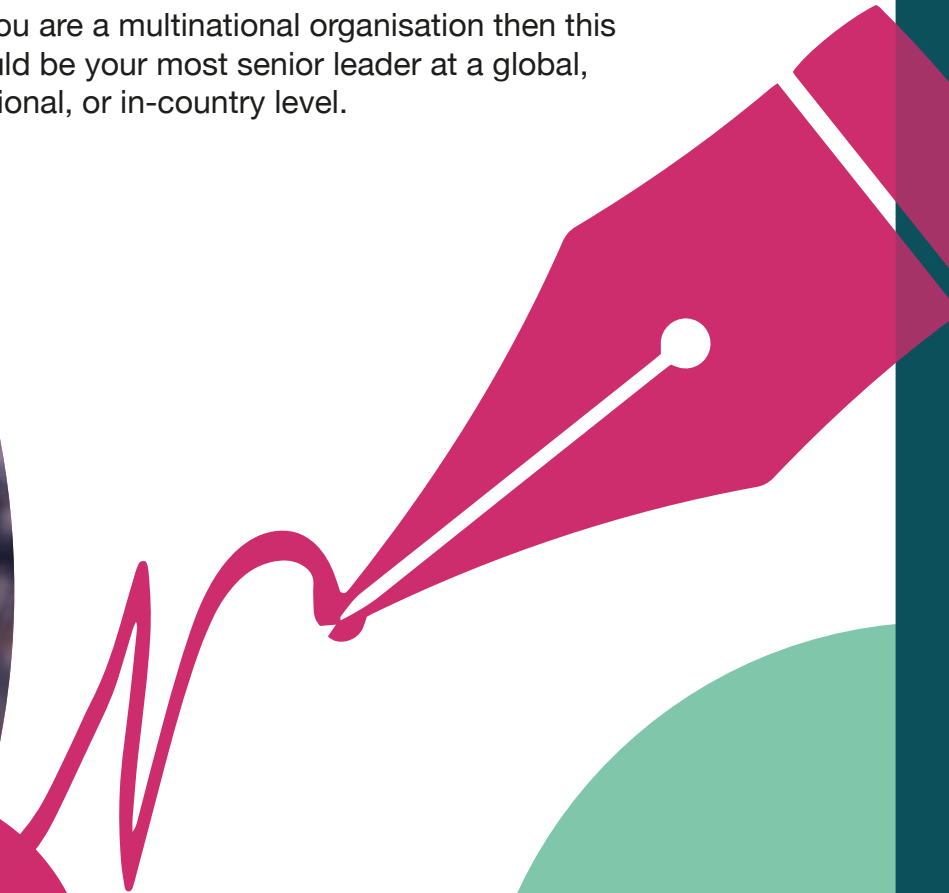
My organisation will:



# Who can sign?

We are asking the most senior leader of your organisation to sign the Pledge, which may differ from one organisation to another. For example the CEO, Chair or Founder.

If you are a multinational organisation then this could be your most senior leader at a global, regional, or in-country level.





# Your commitments.

Alongside signing and delivering on the Leadership Pledge, we are asking you to:

## Share



Vocally support the initiative, and encourage other leaders to join our mission and add their names to the Pledge.

## Advocate



Advocate the importance of workplace mental health externally, helping push forward global progress.

# How to sign up

To sign our Leadership Pledge, and join other visionary leaders around the globe, you, or someone in your team, simply needs to fill out the form on our website [here](#).

You'll receive an onboarding pack full of useful information.

**We're excited to have you onboard!**



WELCOME  
ABOARD



The name and organisation logo of leaders who sign the Pledge may be listed on our website and within campaign communications.



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**[betterworkplaceMH.com](https://betterworkplaceMH.com)**  
**[hello@betterworkplacemh.com](mailto:hello@betterworkplacemh.com)**