

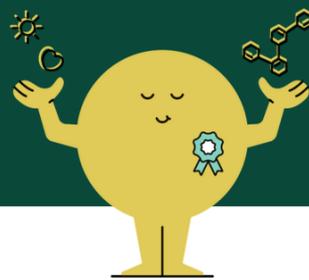


Brochure



Do you want to **prevent burnout, turnover and chronic stress** amongst your employees?

Find out how, with
Inuka Coaching





The Inuka Coaching Innovation

25%* of employees are at-risk and do not feel & function well. Yet, this group is usually invisible to the organization.

Inuka is designed **to identify this group** and **coach them back to being resilient.**

We scanned 15.000+ and coached 2000+ employees of organizations across industries:



* Pre-covid 17% of employees were in the at-risk category ([TNO, 2020](#)), since the pandemic this number increased to 1 in 4 people suffering from depression and/or anxiety ([Nature, 2021](#)). This is corroborated by Inuka's data from organizations where we see the % of employees scoring in the at risk category in our wellbeing scan is around 25%.

The problem



25% of employees are struggling silently and are less productive but are not (yet) ill.

Based on the results of a **scientifically validated self-scan**, employees can be divided into three categories:

1. Resilient

This group is capable of dealing with their own issues.

2. At-risk (~20-25%)

These employees are less productive, more negative, and more often sick.

3. In danger (~1-2%)

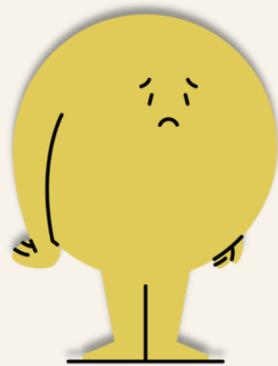
These people are close to experiencing a burn-out.



~25%
of employees are in this group. They are not ill, but not well.

The problem – continued

The majority of this 25% at-risk group **never seeks help**, despite that there is often a lot of support available from the organization.



> 50%
of them never seek help. Until it's too late.

Why not?

Too busy

A seemingly lack in time, too many options on offer and chaos in the mind.

Shame

Many employees do not dare to discuss challenges with their manager due to stigma.

No easy access

Company resources are often hard to access, not anonymous and with (too) many steps to take

Most organizations are **unaware** and **ignore** these employees because they are **difficult to reach**.

Organizations still too often focus on the danger zone (if it is already too late), instead of on the risk group (prevention). Working from home has exacerbated this problem.

In danger

1-2%



Often this is the focus

At risk

>20-25%



What the focus should be

Resilient



The problem – continued

This all costs time, money, and happiness

8

Vital employees are on average 8 days a year less sick.^[1]

250

Sick employees costs €250,-/day for the employer.^[2]

60.000

TNO research shows you can save €60.000 per prevented burnout.^[3]

1=4

WHO research shows that every €1 invested in mental health results in €4 savings.^[4]

2.6

Burned-out employees are 2.6 times as likely to be actively seeking a different job.

63%

63% more likely to take a sick day, and 23% more likely to visit the emergency room.^[5]

42%

42% of employees report a decline in mental health worldwide during covid-19 pandemic.^[6]

1=3

According to McKinsey research, For every € 1 companies spent on wellness programs, their healthcare costs fall by +/- €3.27 and their absenteeism costs by about €2.73.^[7]

Sources

^[1] <https://www.companyvitality.nl/vitale-medewerkers-amp/>

^[2] <https://www.arboned.nl/en/absence-support/company-doctor-as-specialist>

^[3] <https://www.minddistrict.com/blog/why-support-from-colleagues-is-essential-for-workers-health>

^[4] WHO, https://www.euro.who.int/__data/assets/pdf_file/0017/348011/Fact-sheet-SDG-Mental-health-UPDATE-02-05-2018.pdf

^[5] Harvard Business Review, 2019, <https://hbr.org/2019/12/burnout-is-about-your-workplace-not-your-people>

^[6] Brasseley et al., 2021, <https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/using-digital-tech-to-support-employees-mental-health-and-resilience?cid=soc-web#>

^[7] Brasseley et al., 2021, <https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/using-digital-tech-to-support-employees-mental-health-and-resilience?cid=soc-web#>

The solution

For the employee

We lower the **barriers** for employees to seek help by means of:

1.

Interactive, short **activation sessions** to discuss the theme of well-being, stress & coaching.

Briefing about existing solutions



Digital kick-off session



email to employees



2.

A **5-minute anonymous self-scan** to discover which risk category they are in (scientifically validated). It also connects employees with existing company resources (i.e. EAP / company doctor etc)



3.

On-demand (anonymous) online coaching with an Inuka coach who is trained on a practical & proven method.

Research shows: 72% of high-risk employees feel comfortable again within 4 sessions! (**Cambridge global mental health journal, 2021**).

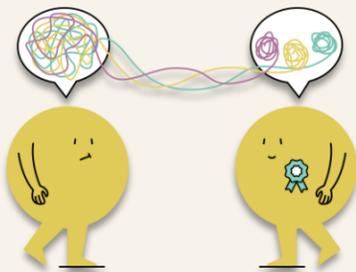
Book whenever and wherever you want, up and running within 48 hours (after that: on demand), in 7+ languages, one year of support when you need it.





Coaching results

Inuka's simple, **science-based method** gives measurable results:



2 in 3

From at risk employees have gone up to resilient after 4 chat-coaching sessions – and stays resilient!



96%

From coachees indicate to manage problems better after Inuka coaching.



4.8

Coach rating – 4.8
★★★★★
Platform rating – 4.5
★★★★☆



Publication

in the Cambridge Global Mental Health Journal, 2021 where these results are supported.

So Inuka Coaching helps your employees:

Be more self-aware

Through our well-thought-out activation sessions, employees quickly pick up Inuka. The self-scan is then the regular trigger for more awareness.

Get better at solving problems

Effective coaching allows 96% of the participating employees to deal with problems better (based on 2000+ coaching conversations and results).

Develop healthier behaviors

The personal action plan and the long-term access to coaching and the self-scan guarantee sustainable results for your employees.

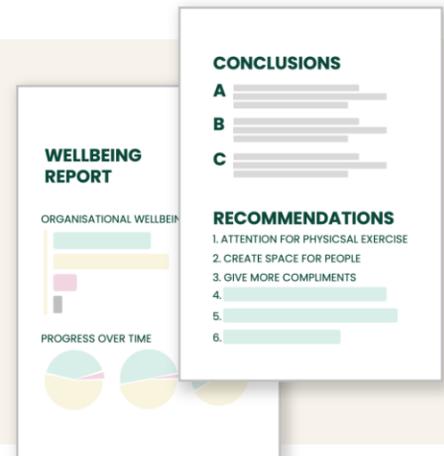


The solution

For you as employer

We give employers **more insight into what is going on**, a **business case** and **tools to reach employees earlier**.

1. Reports that provide **insight into use, results of coaching and themes** that give employees stress.



2. Business case with ROI for management based on actual data.



3. Increase awareness & access to your company resources (i.e. EAP, meditation apps, etc) via Inuka's self-scan and **short activations**

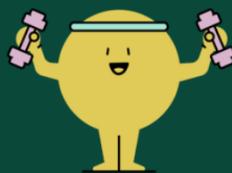


So Inuka Coaching helps you:



Prevent costly dropouts

25% of your employees are at risk of dropping out. A burnout costs an average of €60,000.



More productive employees

On average, mentally healthy employees are much more productive than unhealthy ones.



Insights in pressing topics of employees

insights into the use of Inuka and the themes that cause stress among employees.



Our pricing

To make support accessible to the entire organization we ensure affordable, predictable pricing:

Demo

Price: Free

Try the self-scan and coaching for **1-3 decision makers for free.**

Pilot

Price: €1950

Try the self-scan and coaching for **50 employees for 3 months.**

Annual

Price:

From **€ 2,50,- to 4.50 per employee per month**.

Details of pilot offer

1. Onboarding & info sessions | for employees and management.

2. Unlimited access to self-scan, coaching, and progress tracking.

3. In-depth reporting | for management, including results & business case.

4. Simple and fast: Start next week!

Affordable and predictable!

No hidden costs or bills afterwards.



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Why Inuka is growing fast

Inuka's approach works for any organization, no matter what industry, corporate culture, or hierarchical layer.



Why would you recommend Inuka Coaching?

Lindy van Vliet, department manager @ **Royal Institute of the Tropics (KIT)**:

"Inuka Coaching is easy to introduce to employees and offers them an accessible solution to check how they are doing and receive immediate support if they want or need it. It has also helped our employees to talk more easily about the topic of workload with their managers.

The results of the self-scan, the simple and effective kick-offs of Inuka, and our activation sessions showed our employees the existing resources that were already there to better deal with the work pressure (but which were not always used optimally). At the same time, Inuka continues to give us valuable insight into how our organization is doing.

Because Inuka offers coaches who speak languages other than English, our French-, Dutch- and Hindi-speaking employees also receive tailor-made support. We ourselves work on mental health in low- and middle-income countries and wholeheartedly support Inuka's accessible and high-quality approach. We are happy and proud to work together and highly recommend their services."

Lindy van Vliet, KIT



KIT Royal Tropical Institute



What others say about us:



Daniëlle Brunsting, De Zorgcirkel
4500 employee healthcare organization

"The healthcare professionals within our organization have different backgrounds, with different levels of education. Therefore it is important that everyone has access to a simple yet effective solution that works for everyone with any problem. That's where we found Inuka Coaching."



Tracy Jans, Tommy Hilfiger (PVH)
2000 employee fashion company

"We notice that Inuka Coaching is the new "cool" among Hilfiger employees across the EU. We didn't expect it to be such a big success. We see real results for struggling employees and have useful reports to present to our management"



Barbara, InShared
300 employee insurance company

"Inuka Coaching has ensured that employees could blow off steam and ask for help. We decided to let all employees use Inuka's self-scan and coaching. Also the employees who were doing fine, because coaching also contributes to prevention."

- 2000+ people coached in 7+ languages
- ISO27001 certified
- Measurable results



Our story

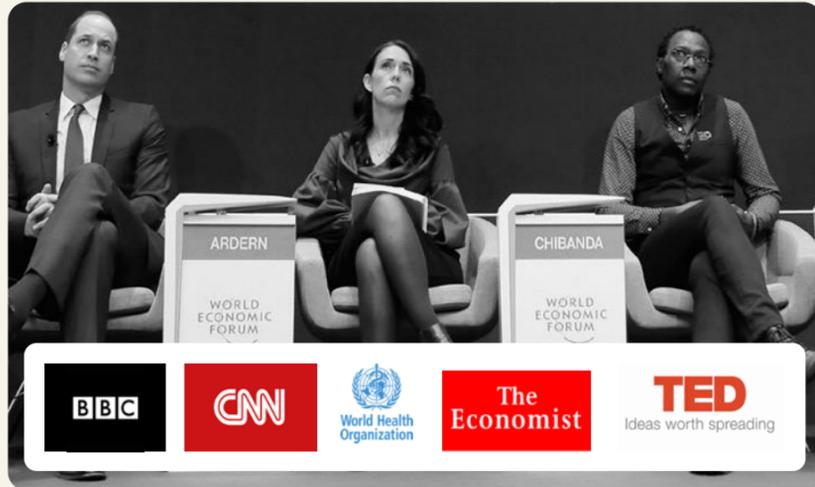
Inuka is a social enterprise to make a scientifically proven coaching method accessible with technology.

Dr. Dixon Chibanda (right here at the World Economic Forum) has developed the innovative Inuka Coaching method (based on Problem Solving Therapy). The results to date are very impressive and scientifically substantiated and published in Cambridge Journal of Medical Health in 2021.

Prins William
of the UK

New Zealand's prime minister, **Jacintha Arden**

Famous psychiatrist & Inuka founder **Prof. Chibanda**



We share profits!

Our social mission is anchored in everything we do. We share our profit: **10% to be precise goes to the Inuka foundation**. Through our Inuka Foundation, we make mental help available free of charge.



Social partners & projects:

- **Kenya:** partnerships for low-income groups in informal settlements & support 10,000 front-line healthworkers
- **Uganda:** reached >500 people with StrongMinds
- **Zimbabwe:** scientific pilot >100 people with Friendship Bench & integration for >10,000 people
- **Occupied Palestine Territories:** Feasibility study under way with KIT & Juzoor



We are on a mission to make **coaching with actual, measurable results accessible to everyone** (including those who can't afford it).



You also want more vital, happy & productive employees?

x

Meet us at
www.InukaCoaching.com

