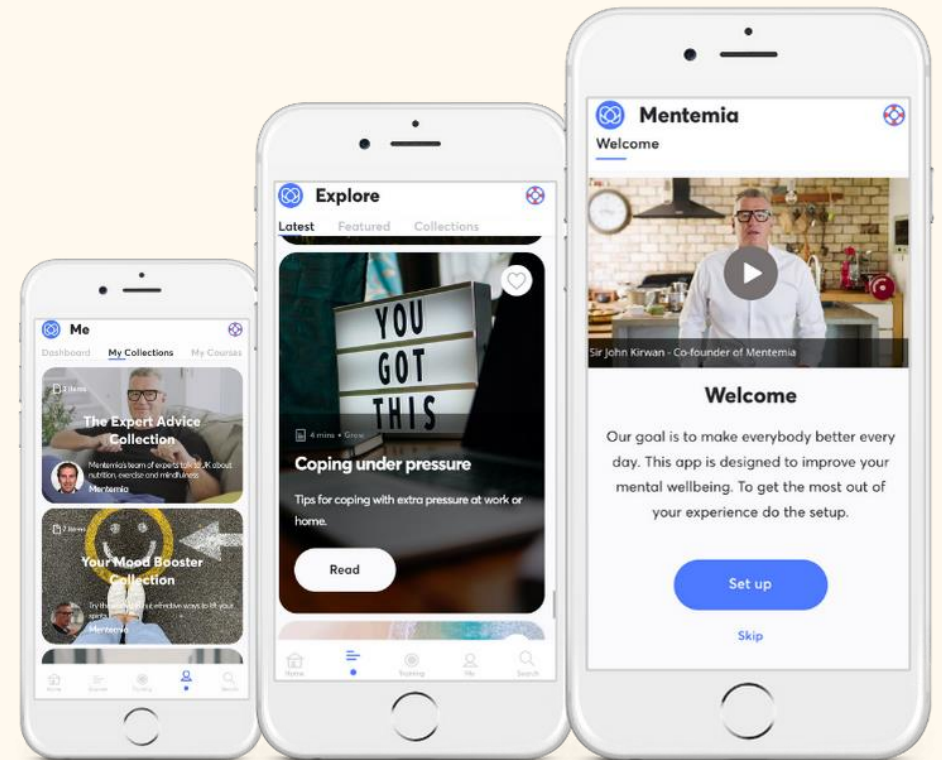


So we know the ‘why’ but what about the ‘how’ of mental wellbeing?

Ian Bishop
VP Marketing, Mentemia
November 2020



Intro

- My own founder journey
- The importance of embedding mental wellbeing for founders/teams
- Tips on how

My story

- 2014 – 2017 - Coachseek
- 2016 – 2019 - Bachcare
- 2019 – present - Mentemia

“The things I learned all those years ago, now everyone needs for good quality of life.”

- Sir John Kirwan – Co-founder, Mentemia



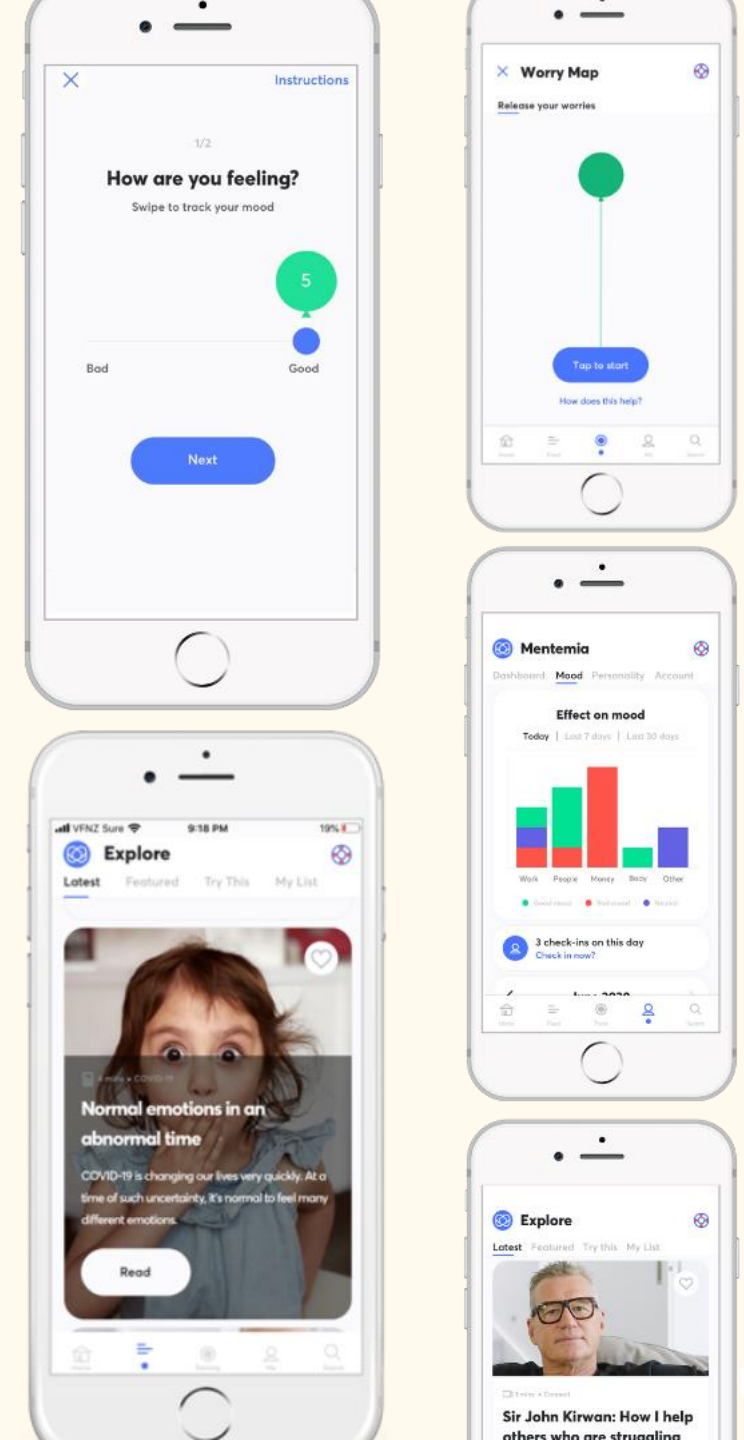
AANZ Ecosystem Report – Mental & emotional health

- **Only 6% of founders feel fundamentally well** and they are finding managing themselves just as hard as managing their businesses
- Founders are 50% more likely to suffer from a mental health condition than the rest of the population
- There is a myth in venture investment that founders are just wired differently and there is little to do about that but in fact psychological and emotional support is still very beneficial to all founders
- There is a spiral of emotional suffering that is created by trying to control the uncontrollable
- **Founders often feel they are completely defined by their company** and its success ... this so often leads to self beat up and emotional drain
- **Self beat up** is the number one blind spot for founders

Everybody better, every day



The importance of embedding emotional & psychological support



Investor/founder wellbeing 1st not last

- Flip it
- You're in it for the long haul – so take care of yourself!
- It's well documented higher wellbeing = better outcomes
- Higher mental health literacy means you'll recognise your triggers – and recognise those in others
- Fence at the top, not ambulance at the bottom
- Promote it, talk about it, ask about it
- By doing this you'll feel good, function well and bounce back from stress much more easily.



LEAD BY EXAMPLE
AND PRIORITISE
YOUR WELLBEING

How then? The list I should have had.

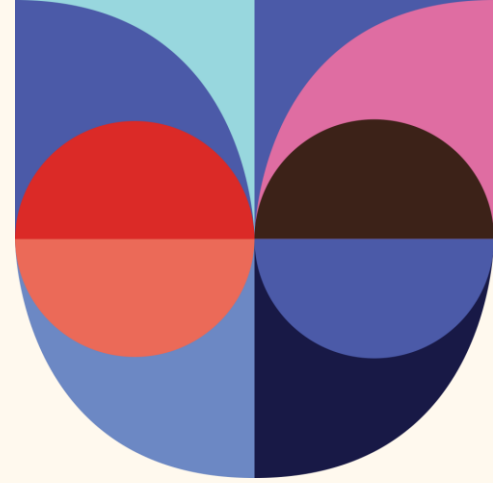
- Show vulnerability – gives permission that it's ok to talk
- Prioritise self-care - you can't lead a team effectively if you don't look after yourself. AND...communicate it!
- Ensure your team members have a wellbeing plan.
- Make check-ins a thing not an afterthought
- Schedule time to unplug/disconnect – be proud of it!
- Focus on what you can control
- Look for silver linings
- Breathe!

And what I wish I'd known...

The 6 Pillars of Mental Wellbeing



Research shows if you do something from each of these six pillars every day, it will help you feel good, function well, and bounce back from stress.



Pillar 1: Chill



Examples

- Focus on the present
- Meditation
- Reading
- Enjoy your coffee/tea
- Walk slow
- Breathe

Chill is all about reducing stress. It's the things you do to calm your mind, relax your body, and switch off your fight or flight response.

Pillar 2: Do



Do is all about learning. It's the things you do to keep your brain active and stay creative.

Examples

- Learn something new
- Duolingo
- Something you wanted to learn as a kid but never did
- Instrument
- Sport

Pillar 3: Connect



Connect is all about connecting with and helping others. It's the things you do to strengthen relationships, socialise, give back, and volunteer.

Examples

- Acts of kindness
- Call a friend
- Schedule in a catchup
- Date night

Pillar 4: Move



Examples

- Walk in the middle of the day
- Running/gym
- Yoga

Move is all about keeping physically active. It's the things you do to move your body in a way that feels good.

Pillar 5: Celebrate



Examples

- Recall the positives at end of each day
- Celebrate small wins as well!

Celebrate is all about taking time to celebrate and appreciate YOU. It's the things you do to notice the positive, to be kind to yourself, and to feel good about yourself.

Pillar 6: Enjoy



Examples

- Goody basket
- Bath
- Podcast
- Sport

Enjoy is all about having things to look forward to.
It's the things you do for pleasure and fun, and to practice
self-care.

The Six Pillars of mental wellbeing | Your handy guide

Chill

Relax and calm your mind. Be present.

Actions to relax:

- Deep breathing practices
- Mindfulness practices
- Meditation
- Visualisation
- Progressive muscle relaxation
- Stretching the body (e.g. yoga)
- Connect with nature

Challenging worries and negative thoughts:

- Worry Map
- Symbolic disposal of negative thoughts
- Gratitude practices
- Emotional writing
- Journaling
- Understand mindtraps and learn to reframe

Do

Keep learning
Create

Being creative, spending time on hobbies/learning something new

- Ways to identify interests [what did you like doing, what have you always wanted to try, what do you already do?]
- Opportunities to learn new things webinars, online “community” activities, written. visual/ audio “how to” guides, online games
- Choose and schedule
- Realistic goal setting for dopamine
- Reward for progress

Connect

Social connection

Practice connecting each day

- Pick/choose/ and schedule
- Ways to volunteer
- Ways to give
- Opportunities to connect through Mentemia (moderated on-line communities, events, multi-player online games etc)
- Random acts of kindness generator
- Work activities

Move

Sleep.
Eat. Move

Moving: Keeping active in a way that works for you

Sleeping well:

- Sleep hygiene practices
- Developing effective routines for sleep
- Sleep journaling
- White noise/ soothing sounds
- Video/audio for sleep
- Ways to measure

Eating well:

- Know how to eat for wellbeing
- Know what to eat for wellbeing
- Recipes and strategies

Celebrate

Find the positive
Self-acceptance

Fostering a positive sense of self

- Self-compassion practices
- Finding the fun
- Benefit finding
- Practices to foster self-efficacy

Enjoy

Self-care. Things to look forward to

Practice of daily habits for self-care

- Pick/ choose and schedule
- Fill a virtual goody bag
- Chart/ see progress for dopamine
- Reflect on progress
- Weekly/ yearly planning re things to look forward to

Research shows if you do something from each of these six pillars every day, it will help you feel good, function well, and bounce back from stress.

Doing just one thing from each pillar every day is a way to look after your future self. Over time you should feel more positive, resilient, and able to get the most out of life.

Which pillar will you start with?

www.mentemia.com/six-pillars

1P

1001

NIN

50000

2P

3

RYU

KO

93

KEN

ROULETTE
NIN-NIN BALL



NB



Michael Lovegrove • 1st

Learning to surf 🏄 | Startup guy | Keynote Speaker

1d • 🌐

As a founder I have been somewhat programmed to externalise that I'm always winning, to show the good stuff and brush off the bad.

I had the misconception that it was 'weak' to externalise struggles, and in my view shutting a company down was the epitome of that.

Then two weeks ago when I had to make that very announcement, that [JRNY | AI](#) was closing its doors.

I was worried I would be labelled a failure, which made me feel pretty low.

But I tell you what, the attitude described above was completely wrong.

Since externalising this failure (or lesson!) my team and I have been overwhelmed with the love and support we have received from literally hundreds of people. Our network has offered new employment opportunities and given up their time to chat. And for me, this gave me the closure my mental health needed.

You see, displaying public vulnerability is NOT weak. It shows true authenticity and opens up a channel for others to offer their assistance, which will help you heal and work through whatever issue lies in front of you.

Fellow founders, if you are reading this I hope that you take this lesson on board too. Start ups are really hard and waaaay more things go wrong than right. So, when things do go wrong please talk about it.

You will be better for it.

[#kiakaha](#)



321 · 24 Comments

Thank You.