



From NHL to INC: Corporate Mental Health Literacy

Aspen Finn 
strategy + insight

CHICAGO BLACKHAWKS

Nice to See You



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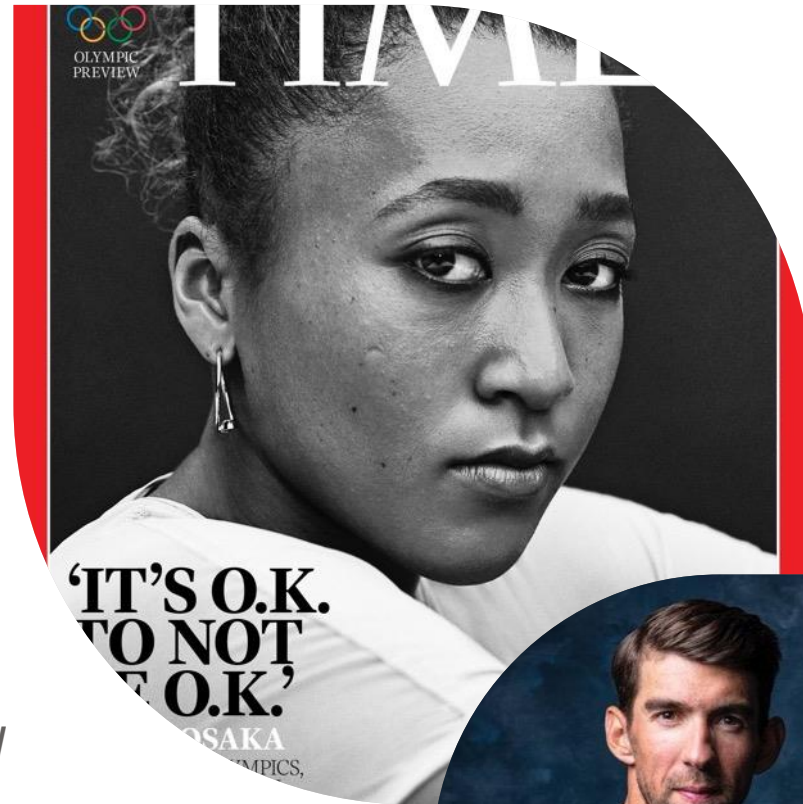
Chicago Blackhawks



Stigma and the Star

Why are conversations about mental health among elite athletes changing?

*"We have to protect our mind and our body, rather than just go out there and do what the world wants us to do." – **Simone Biles***



"I do hope that people can relate and understand it's OK to not be OK; and it's OK to talk about it,"

– Naomi Osaka



"As an athlete, it's challenging, especially for a male. We're supposed to be big and strong and macho, not somebody who struggles with their emotions. But we're all human beings."

– Michael Phelps



Elite Performance Transactions

Transactional relationships dominate high-performance corporate environments.

This can be good for business but good *and* bad for the people helping the business succeed.

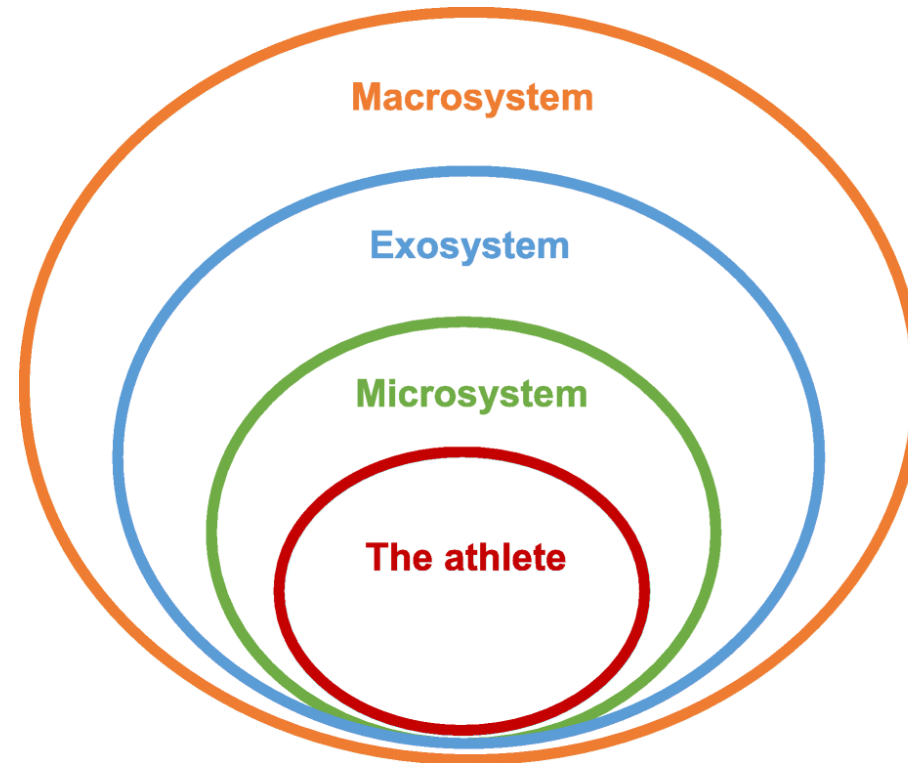
Deficit Models



Organizations are filled with professional problem finders

Our approach to “problem finding” related to mental health naturally prevents honest assessment and growth of the whole environment.

Ignoring wider ecological factors is problematic.



Macrosystem
(Inter)National sporting environment, public and social media

Exosystem
Individual sport

Microsystem
Coaches, parents/relatives, friends, high performance and sports medicine staff

The athlete
Coping skills, attitudes

*We are Placing the burden
of mental un-wellness on
the individual*





*High
performers
excel at
avoidance*

Philosophy and Structure



Be a Voice that is Different

- Disrupt unhealthy patterns of transactional relationships
- Be part of as many good moments as challenging moments



Presence = Prevention

- Consistent presence builds positive associations with mental health



Boundaries are Currency

- Transparent directives
- Serious rules about confidentiality and support
- Balance visibility with privacy



“Fix” is a dirty word

- Do not prescribe wellness
- Learn what was done in the past



Build Trust

- Trust = saying what you are going to do + doing that + REPEAT + REPEAT + REPEAT
- Everything you ask for is new – understand the ecosystem



Seek Support

- Reflection and the support of a peer group is key to growth and ongoing learning

Support to Seek Support



Individual

Consistent access to support
and focus on individual as a
whole person

Cultural

Clear boundaries, repeatable
patterns and values-driven
engagements

Institutional

Organizational resources setup
to provide a balance of
advocacy and impact for
individual contributors and the
institution as a whole

Where to Start

Leadership must be open



Reframe & educate



Endorse from the top

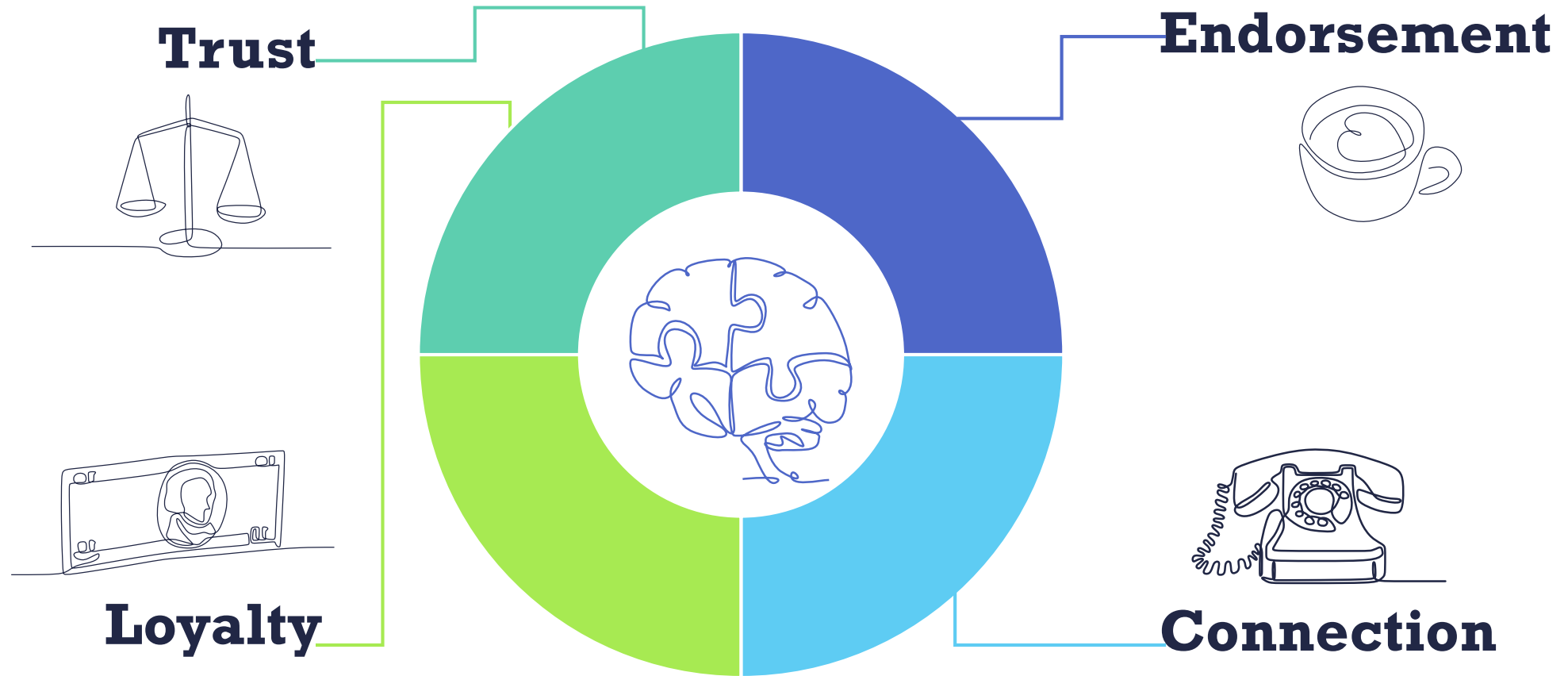


Language



Consistency

Can we measure success?



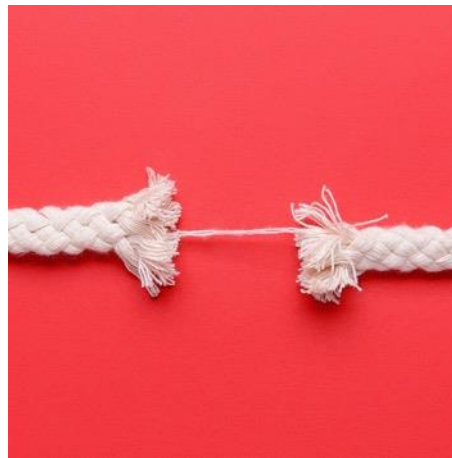
Drive Performance, Retain Talent

These are not mutually exclusive goals – both can and should support the other



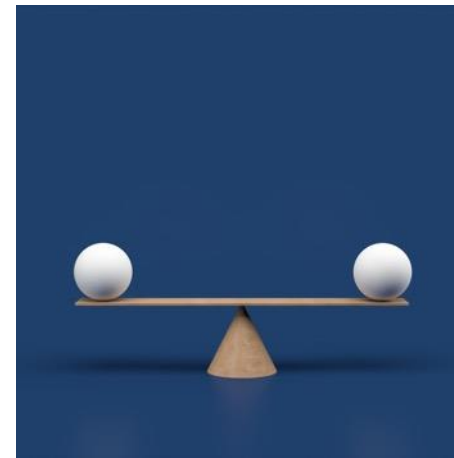
Inspire Performance

What transactional relationships exist inside your organization?



Understand Burnout

Are your high-performers utilizing avoidance and are they at risk for burnout?



Foster Balance

What is leadership's capacity to embrace the idea that support enhances performance and ultimately, ROI?

Q&A





Thank you

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