



**GLOBAL
SYMPOSIUM
2003**

The Annual Global Symposium
Business and Mental Energy at Work

The Third Annual Global Symposium on
Business and Mental Energy at Work

HOW TO PROMOTE OPTIMISM: STRATEGIES FOR EXTREME SITUATIONS

Presented by

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*WORLD
STRATEGIC PARTNERS*



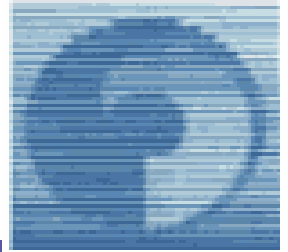
*CLUB
OF GENEVA*



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WHO WE ARE



CENTRO PRIVADO DE PSICOTERAPIAS

- Founded 21 years ago to deliver mental healthcare coverage under capitated contract systems for large populations.
- Today it covers more than 300,000 persons in Buenos Aires and in the main cities of Argentina.
- Works with Ford Argentina since 1996.



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WHO WE ARE

EMPLOYEE
ASSISTANCE
PROGRAM

de Argentina S.A.

Programa de Ayuda al Empleado®

EAP DE ARGENTINA

EMPLOYEE ASSISTANCE PROGRAM

- Founded in 1997 to help companies enhance mental energy among their employees despite their medical insurance service.
- 1998 - Subcontracted by Global EAP firms to work with multinational corporations.
- 1999 – 2003 direct contracts with 15 companies such us:
Ford Argentina / Dow Chemical / JP MorganChase Bank / ExxonMobil (ESSO) / SC Johnson / Seton Argentina / Unilever
- 2002 - EAP de Argentina became a latinamerican EAP with presence in Chile, Uruguay, Bolivia, Paraguay and Perú.
- Works with Ford Argentina since 1999.



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GOAL OF THIS PRESENTATION

To offer an example of how to design and implement linked programs **to give support to employees** in an extreme stressful context.



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Argentina: the country of change

2002 - A TIME OF EXTREME ADVERSITY

- 4 Presidents in two weeks
- Poverty index grew up to 57%
- Unemployment rate increased from 15 % (2000) to 26% (2002)
- Inflation was of 40.9% / Minimal cost of family living increased 70 %
- Salary increase was about 10%
- One kidnap per week
- Civil and police deaths increased 80 %
- Corralito - restrictions on withdrawals
- Pesification
- US dollar from \$ 1 to \$ 3.50



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What did we do?

STAGES OF THE PROGRAM DEVELOPED WITH FORD ARGENTINA

- June 1999 - Stress & Cardiovascular Diseases Prevention Program
- November 2001 - Launched EAP facing the beginning of the Argentinean crisis.
- 2002 - New workshops as part of the EAP:
 - “How to preserve the family in the middle of the crisis”
 - “Facing Crisis: Learned Optimism”.
- 2003 - The four stages are being held.



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FIRST STAGE

STRESS MANAGEMENT & CARDIOVASCULAR DISEASES PREVENTION PROGRAM

“To improve mental wellbeing at the workplace where individuals capabilities were enough to solve stress effects on their health, with equity and regardless the world context”.



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BACKGROUND

- Since 1974 Ford Argentina and other Companies started with annual seminars about stress for all employees.
- In 1999 we decided to develop a new style of program.
- This is a psychological and medical focusing Program. One of it's main characteristics is continuity.



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WHY DID WE DO IT?

- This program was motivated by the Ford Motor Company Pulse Survey.
- Pulse Survey is a tool to measure workplace environment. It was launched in 1998 with the participation of 65.000 Ford Motor employees worldwide.
- Program was launched in 1999.



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STRESS DEFINITION

Stress was defined as a harmful emotional and organic response that occurs when **job** requirements are higher than **worker's** capacities, resources and needs.

Stress is now defined as a harmful emotional and organic response that occurs when **context** requirements are higher than **people's** capacity, resources and needs.



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GOALS

- ↓ Improvement of Employee's psychophysical health.
- ↓ Work related illness prevention.
- ↓ Job efficiency and quality improvement.
- ↓ Creation of camaraderie and coexistence through physical activity and by giving written information.
- ↓ Enhancement of employees and relatives resiliency to face an extremely adverse environment.



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STEPS OF THE PROGRAM

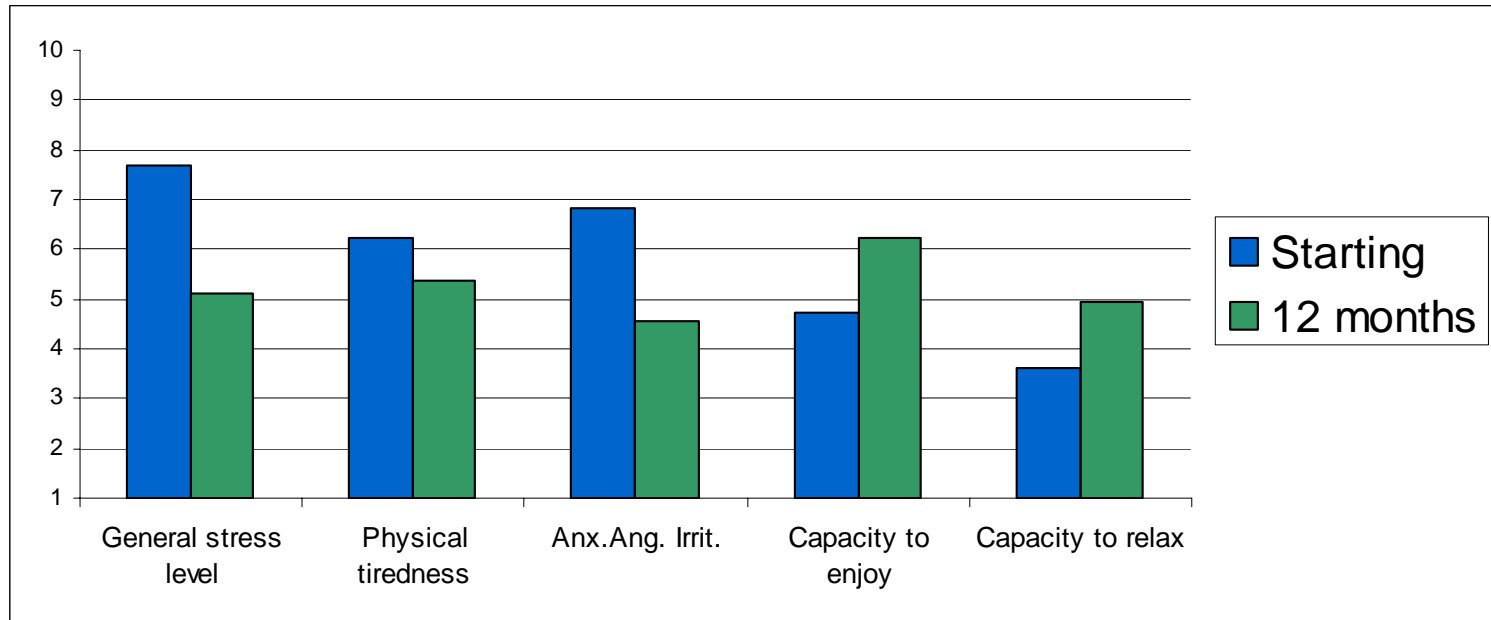
- ☺ Diagnosis
- ☺ Stress Management Seminars and Training Workshops on coping skills:
 - Information about stress
 - Daily routines
 - Assertive Communication
 - Relaxation
 - Attitude to cope with difficulties
- ☺ Workshops of maintenance. How to use all the skills learned in order to cope with daily demands.
- ☺ Medical examination and prescription.
- ☺ Follow up.



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SUBJECTIVE PERCEPTION OF PERSONAL STRESS INDICATORS



1 to 10 scale:

1-2 Low rank

7-8 High rank

3-4 Light rank

9-10 Excessive rank

5-6 Considerable rank



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EVALUATED SYMPTOMS

- **Frequent irritability**
- **Frequent tension or anguish**
- **Exaggerated emotional responses for little stimulus**
- **Sensation of tiredness and exhaustion**
- **Concentration strongly decreased**
- **Unusual sadness**
- **Unwillingness/disinterested**
- **Sleeping problems**
- **Difficulty to relax**
- **Isolation/ social withdrawal**
- **Decrease of sexual desire**
- **Headaches, seasickness or dizziness**

At the beginning of the program the average of symptoms per person was 6.12

One year later the average was 2.87



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EVALUATED ALARMS

- You believe you don't have enough time and that you will never catch up.
- You feel your usual activity is excessive.
- You are always thinking on work matters and you can't relax and enjoy free time.
- You talk hastily and interrupt others conversations and activities.
- You rarely reward yourself after a success and you feel discordant about it.
- It is difficult for you to listen to others because you are absorbed in your own worries.
- You are beginning to consider sleep as a waste of time.



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EVALUATED ALARMS

- You are losing your capacity to plan in a long or medium term.
- You notice that you are more impatient than you used to be.
- You consider that your difficulties to concentrate are increasing
- You are more impulsive, aggressive and unsatisfied than usual.
- You are frequently anguished and feel that you have a lump in your throat.
- You are beginning to smoke, drink alcohol or coffee, eat in excess.
- You are sleeping badly and you wake up feeling tired.
- You feel weak and with little energy.

At the beginning of the program the average number of alarms per person was 6.93. One year later the average was 3.2



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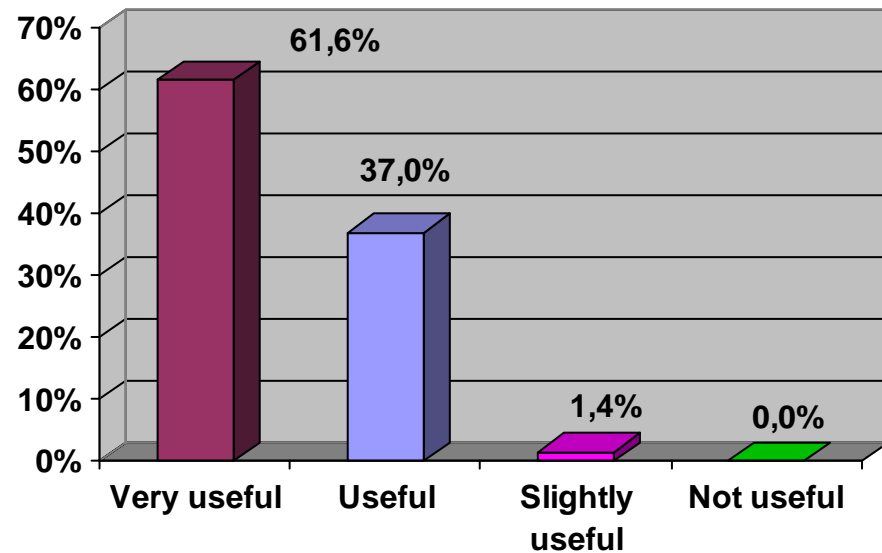
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EMPLOYEE'S VOICE

Stress Management Training / Seminars - Workshops Employee's voice

Over 250 employees:

- 😊 Very useful: 61,6 %
- 😊 Useful: 37 %
- 😊 Slightly useful: 1,4 %
- 😊 Not useful: 0 %

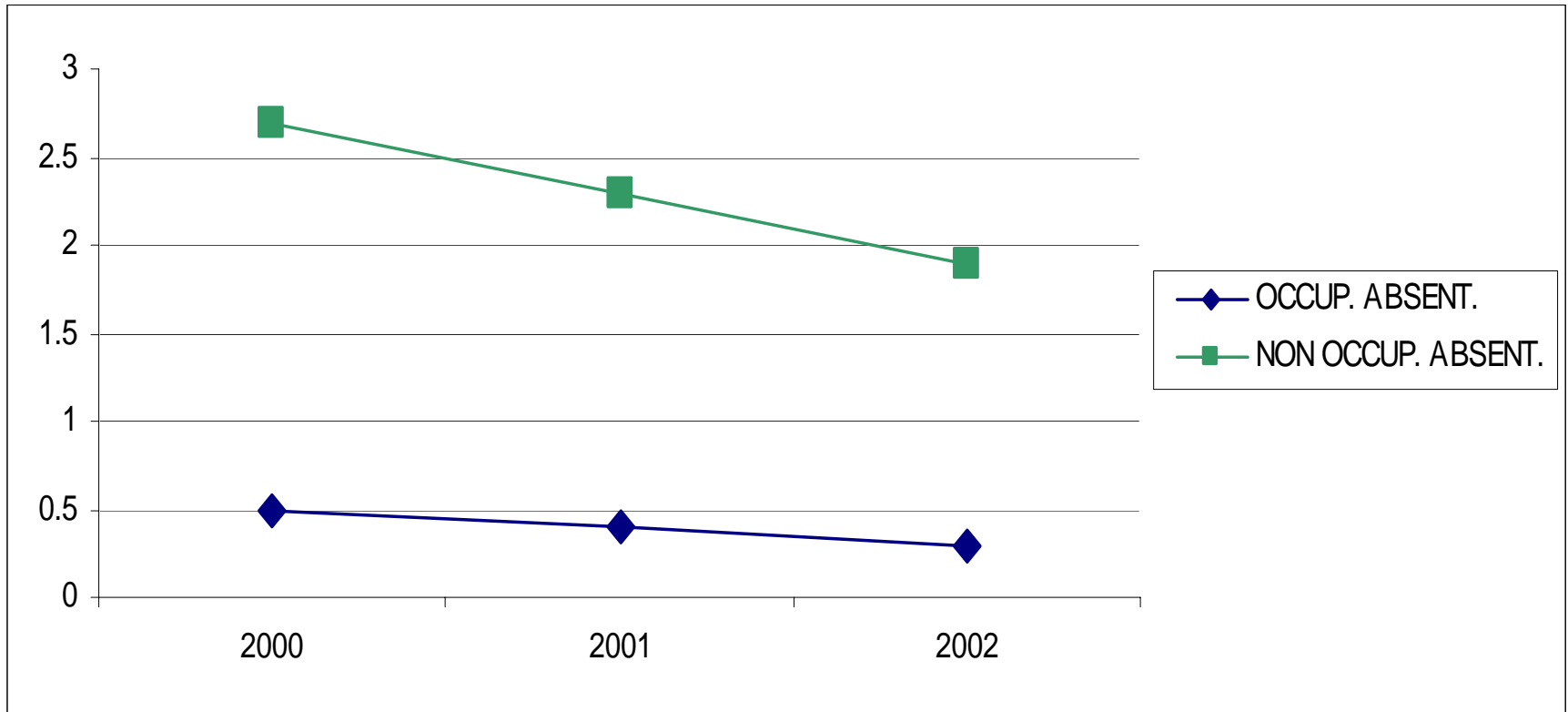




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ABSENTEEISM

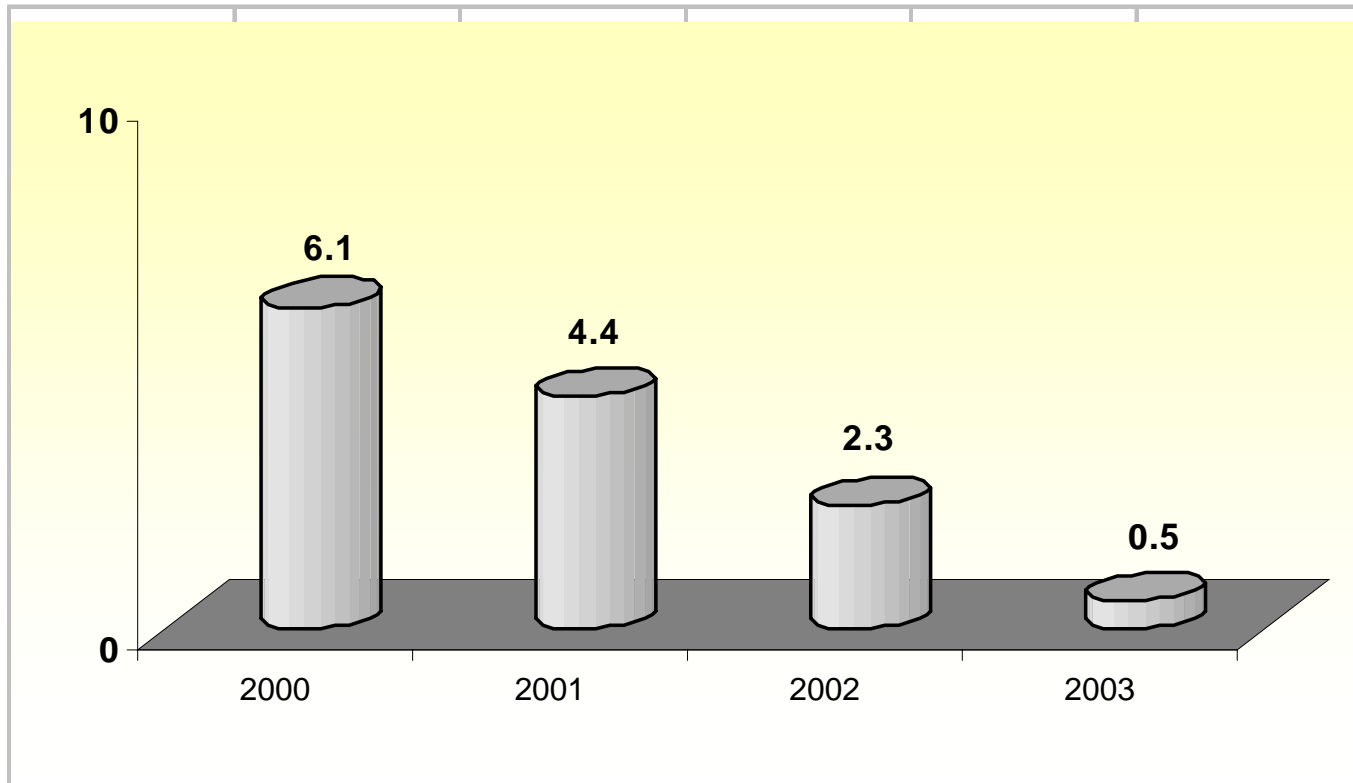




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FIRST TIME OCCUPATIONAL VISIT

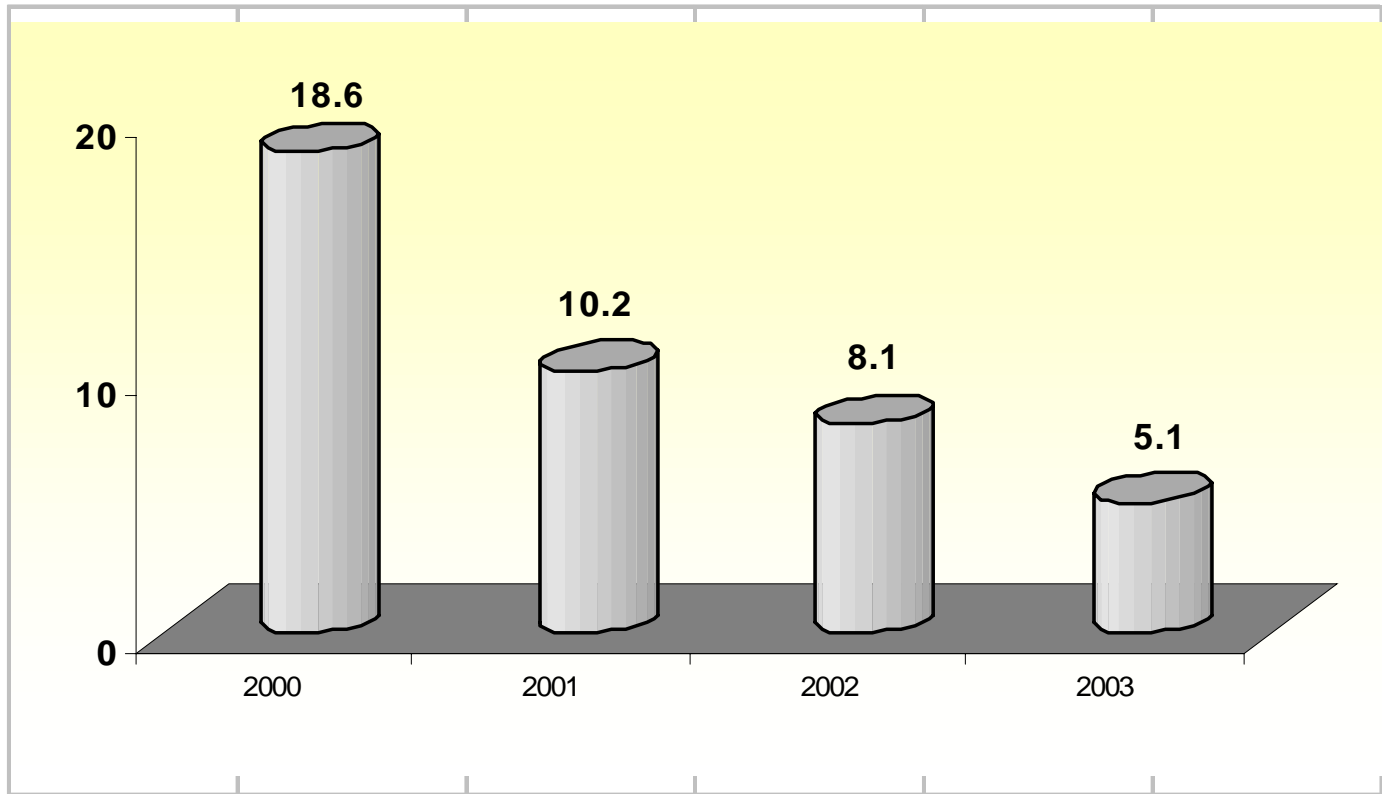




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LOST TIME CASE RATE

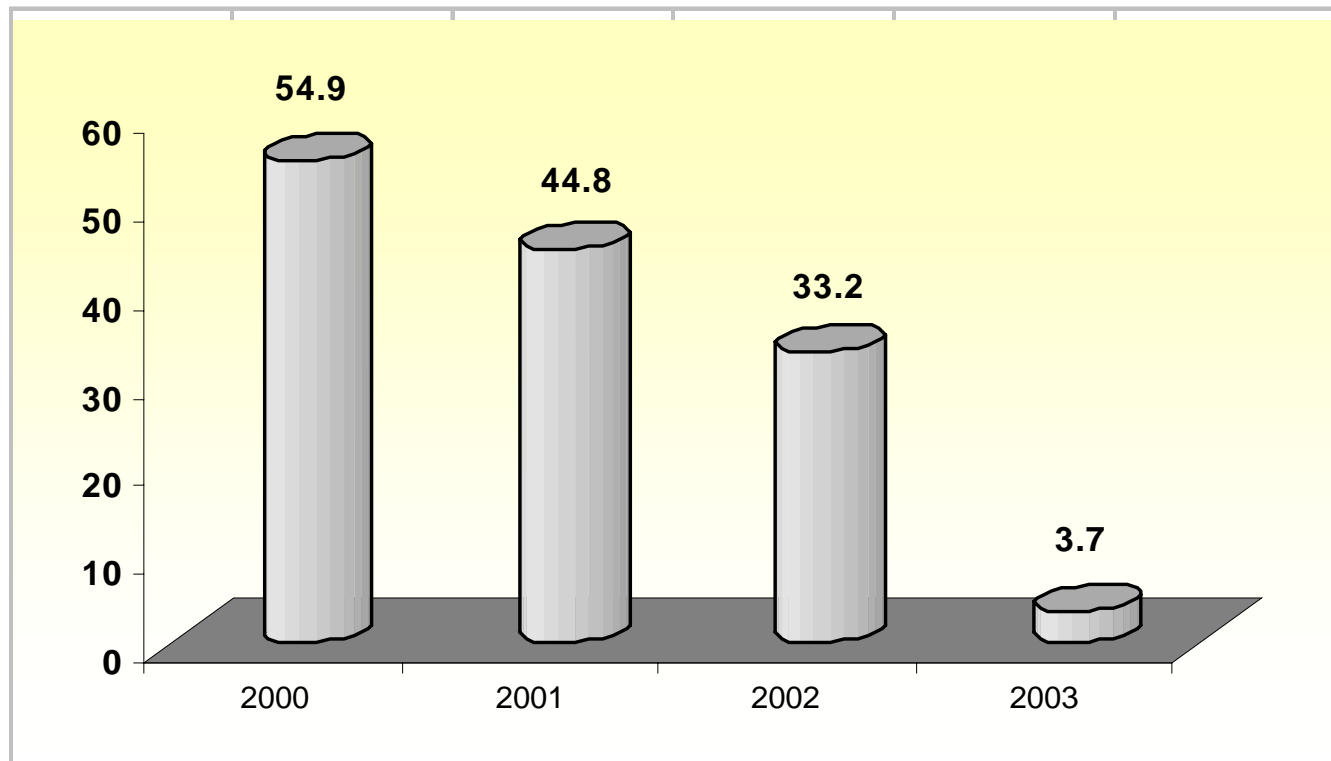




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SEVERITY RATE





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FACING ARGENTINEAN CRISIS TIMES

- 2001. EAP - Legal, Financial and psychological counseling.
- 2002. EAP - Awareness presentations about “How to preserve the Family in the middle of the crisis” and workshops on “Facing Crisis - Learned optimism”.



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CHARACTERISTICS OF THE EMPLOYEE ASSISTANCE PROGRAM DEVELOPED

EAP services

- National toll free line
- Legal and Financial telephone orientation
3 hours per eligible person per year
- Face to face psychological counselling
8 sessions per case problem
- Emergency 24 hours service
- Follow up for referred cases
- Written articles about general and specific issues (stress management – anxiety – depression – habit change – child care – etc.)
- Awareness presentations and workshops



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STATS OF THE EMPLOYEE ASSISTANCE PROGRAM DEVELOPED

- **Ford Argentina EAP annual utilization rate: 10,7 %**

Type of consultation

Most common presenting problems

Legal

- Summary proceedings against restrictions on withdrawals.
- Breach of contracts.
- Bargain and sale of property and cars to elude restrictions on withdrawals

Financial

- Situation of loans
- Movement of money within restricted bank accounts
- Renegotiation of contracts into US dollars

Psychological / Emotional

- Adjusting to changes stemming from crash
- Anxiety / Stress
- Depression



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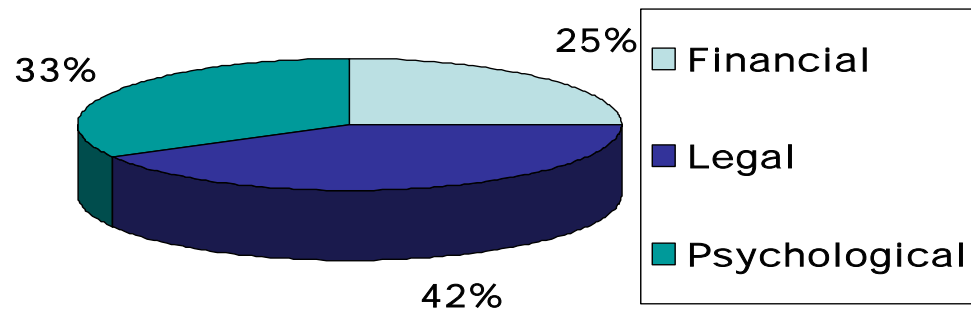
STATS OF THE EMPLOYEE ASSISTANCE PROGRAM DEVELOPED

- **Distribution:**

25% Financial

42 % legal

33 % psychological



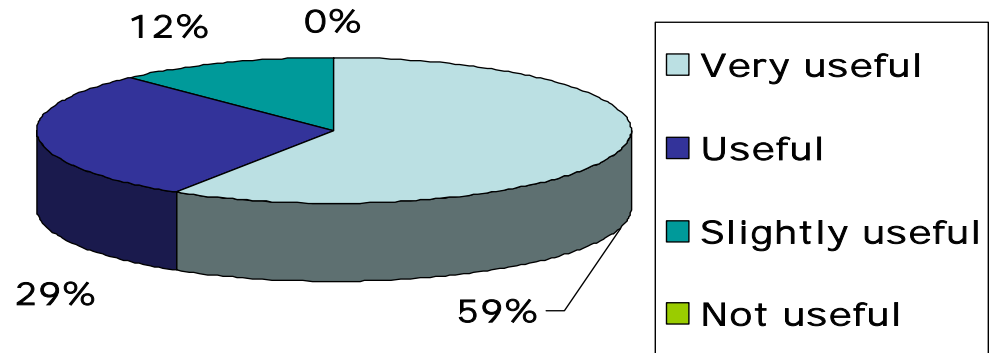
- **EAP satisfaction rate**

Very useful 59 %

Useful 29 %

Slightly useful 12 %

Not useful 0%





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MORE PROACTIVE THAN EVER

HOW TO PRESERVE THE FAMILY IN THE MIDDLE OF THE CRISIS

Goal: To create awareness about the need of building strong enough boundaries to preserve employee's families from the irruption of the crisis at home.



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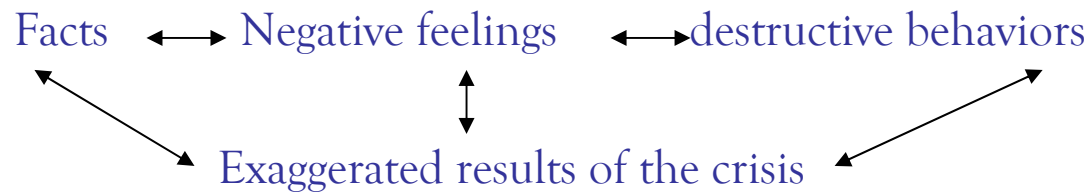
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MORE PROACTIVE THAN EVER

HOW TO PRESERVE THE FAMILY IN THE MIDDLE OF THE CRISIS

Contents

- Facts of the crisis
- Feelings triggered by crisis
- Behaviors caused by those feelings
- Exaggerated results of the crisis
- Crisis circle:



- What to do in order to preserve family and social life



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MORE PROACTIVE THAN EVER

HOW TO PRESERVE THE FAMILY IN THE MIDDLE OF THE CRISIS EMPLOYEE'S VOICE

- I decided to stop watching 10 times the same news on TV and I began sharing that time with my family.
- In the workshop we were able to talk about what really matters, and this is something we have to thank the company. It is not frequent to work in a company that invests labor time in these kinds of human approaches.



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MORE PROACTIVE THAN EVER

WORKSHOP: “FACING CRISIS – LEARNED OPTIMISM”

Goals

- To teach participants how to use tools to improve their adaptation and development in times of adversity and crises.
- To help them strengthen a suitable attitude by enhancing their optimism.

Extension

- Two blocks of two hours each.



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MORE PROACTIVE THAN EVER

WORKSHOP: “FACING CRISIS – LEARNED OPTIMISM” Contents

First Block

- Short theoretical explanation about optimism and pessimism. Dr. Martin Seligman’s theory and investigation.
- Overhauling the traditional view of achievement (talent + desire + optimism).
- Activity. Stressors that affects them more - Reactions - Resources to cope with them.
- Participants self evaluation about their optimism or pessimism level.

Second block

- Explanatory Style. Universal vs. Specific / Permanent vs. Temporary / Internal vs. External.
- Tools to enhance optimism. Strategies to work on our own thoughts.



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MORE PROACTIVE THAN EVER

WORKSHOP: “FACING CRISIS – LEARNED OPTIMISM”

Mr. Martin Seligman’s voice

“Helplessness is the state of affairs in which nothing you choose to do affects what happens to you. Personal control means the ability to change things by one’s voluntary actions. These actions involve the way we lead our lives, how we deal with other people, how we earn our living. The way we think about this realm of life can actually diminish or enlarge the control we have over it. Our thoughts are not merely reactions to events; they change what ensues”.



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MORE PROACTIVE THAN EVER

WORKSHOP: “FACING CRISIS – LEARNED OPTIMISM”

Employee’s voice

- What helps to cope with adversity:
 - Listen to the news but don’t exaggerate (one a day is enough).
 - Put your energy on what you can handle.
 - Practice sports - hobbies - Be in touch with nature.
 - Concentrate on what you really like.
 - Persist on activities that you know perfectly well how to perform them.



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- Work with a sense of challenge.
- Think that adversity is not forever, that you have areas that are free of conflict and that you can many things during adverse times.
- Help other people / Listen to others / Talk with others.
- Spend time with family / Care about relatives.
- Stand straight on your values.
- Lay on your spiritual beliefs.



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MORE PROACTIVE THAN EVER

WORKSHOP: “FACING CRISIS – LEARNED OPTIMISM”

What employees and Seligman’s voices have in common

To succeed in coping with adversity, people have to think in a certain way and engage in activities that make them feel competent, confident and in control of their lives.



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WHAT ABOUT THE FUTURE?

FUTURE VISION

At the beginning of our experience with Ford, we believed that professionalism, human sense, proactive approaches and continuity were going to make our project a real success. Today we know that 10,7 % of the employees are using the EAP as a helpful tool. We also know that about 40 % of the employees have got engaged with the stress management program and the optimism workshops. Employee 's positive feedback reinforce our optimism and encourage us to continue with our efforts because they are worthy.



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WHAT ABOUT THE FUTURE?

FUTURE VISION

Ford Argentina and EAP de Argentina will keep on working to enhance resiliency and wellbeing among Ford Argentina's employees. Continuity of proactive approaches will make that someday Ford's employees will share not only a job but a way of building a better life from their jobs.

For us, as professionals, this engagement was, is and will be a way of feeling competent, confident and in control of our lives. So, it is not only a matter of business, it is a matter of coping successfully with adversity.